

MDC STRATEGIC PLAN 2004-2010 Goals and Objectives

Theme 3 – Serving the Community

MDC's mission statement underscores the importance of the College's relationship to the community. From inception, MDC strived to attune itself to the higher education needs of a growing community. Forty-five years later, the College remains true to that creed, embracing its central position in the community's evolution. The Strategic Plan recognizes the enormous wealth of interaction between the College and all elements of the community. Partnerships in the years ahead promise benefits to our students, our community's economy and all our citizens in sharing the rich cultural diversity that defines our community.

Strategic Goal 1: Provide cultural and educational programming, and partner with the community to respond to needs.

Objectives:

1. Collaboratively sponsor and conduct cultural and artistic events for MDC students and the community.
2. Collaborate with community and government agencies to address the social and economic concerns confronting our community as they relate to education.
3. Create more community partnerships with representation on college advisory boards.

Strategic Goal 2: Provide multiple opportunities for students to gain practical experience, and for communities to reap benefits of student contributions.

Objectives:

1. Enhance co-op and intern opportunities with business and industry, assigning responsibility to disciplines/schools to coordinate placements.
2. Develop and implement a program for alumni involvement in mentoring/sponsoring students.
3. Explore an "interns for resources" partnership model with selected businesses.
4. Develop strategies to encourage student participation and reward faculty for developing new intern opportunities.
5. Expand service learning program to benefit students and the community.

Strategic Goal 3: Provide a professional and helpful environment for all who interact with the College.

Objectives:

1. Implement service review and improvement program with intent to achieve goals established for exemplary service, including:
 - a. Reinforce the value of providing excellent service at the College.
 - b. Centralize and coordinate college-wide action plans for improvement.
 - c. Increase employee satisfaction.
 - d. Elevate the College's image in the community.
 - e. Reduce student attrition.
 - f. Improve the prospect-to-student enrollment ratio.
2. Identify and address issues that negatively impact the work environment/climate.