

FOCUS *on* SUCCESS

Mesa Community College
Strategic Plan 2011–2014



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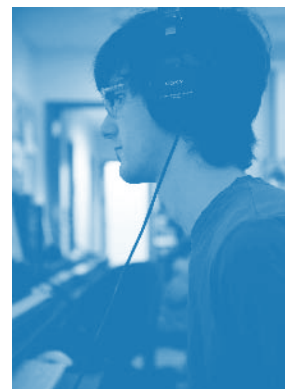


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THE STRATEGIC PLANNING PROCESS

Strategic planning at Mesa Community College (MCC) is a dynamic, collaborative, and continuous process that sets the future direction for the college, ensuring the long-term viability of our institution for our students and community. Our Strategic Plan serves to translate our vision into strategy by leveraging key strategic priorities: Student Success and Retention, e-Learning, Workforce Development, and Resource Development.

STRATEGIC PLANNING:

- Focuses on what the college as a whole will do to position for the future;
- Addresses large-scale issues affecting the college;
- Relies on input from internal and external environments; and
- Provides direction for operational activities throughout the college.

Supporting and advancing our core activities of teaching and learning, as well as improving and augmenting services to students, remain central to all we do as a college. Maintaining this focus will make certain that our vision becomes reality.



COLLEGE VISION, MISSION, AND VALUES



VISION

MCC- leading the way to success in our local and global community.

MISSION

MCC excels in teaching, learning, and empowering individuals to succeed in our local and global community. We serve as a resource for college and career readiness, transfer education, workforce development, and life-long learning.



VALUES

INDIVIDUALS & COMMUNITY

MCC encourages active citizenship and embraces the diversity of people and ideas.

INNOVATION

MCC delivers cutting-edge instruction and service.

INTEGRITY

MCC upholds the highest standards of ethics and public stewardship.

LEARNING

MCC champions individual student success that reflects the highest academic standards.

SERVICE EXCELLENCE

MCC makes a positive difference in the lives of our students, community members, and each other through meaningful relationships.

MESA COMMUNITY COLLEGE PROFILE

CAMPUSES: MCC at Southern and Dobson
MCC at Red Mountain

EXTENDED LOCATIONS: Downtown Center
Phoenix-Mesa Gateway
Banner Boswell
MCC Online



TOTAL HEAD COUNT: 26,408
Female: 52%
Male: 47%
Undeclared: 2%

Full-time Students: 34%
Part-time Students: 66%
Average Age: 26 years
Average Class Load: 9 credits

STUDENT ETHNICITY:

60% White
17% Hispanic
6% Black
5% Asian/Pacific Islander
4% American Indian/Alaskan Native
8% Other or Not Specified

STUDENT INTENT:

Intend to Transfer: 47%
Intend to Improve Career Options: 33%
Personal Interest: 16%
Other Than Those Above: 4%



MARICOPA COUNTY COMMUNITY COLLEGE DISTRICT

MCC is one of the 10 colleges in the Maricopa County Community College District (MCCCD). While each college has a unique and recognizable role within its own community, the 10 colleges also have a shared foundation in the vision and mission of the District.

MCCCD VISION

A Community of Colleges...Colleges for the Community...working collectively and responsibly to meet the life-long learning needs of our diverse students and communities.

MCCCD MISSION

The Maricopa Community Colleges provide access to higher education for diverse students and communities. We focus on learning through:

- University Transfer Education
- Developmental Education
- Student Development Services
- Community Education
- Global Engagement
- General Education
- Workforce Development
- Continuing Education
- Civic Responsibility

ALIGNMENT OF MCCCD STRATEGIC DIRECTIONS AND MCC STRATEGIC PRIORITIES

1. MCCCD will maximize stakeholder access to the Maricopa Colleges' facilities, programs, and services.
 - e-Learning
 - Resource Development
 - Workforce Development
2. MCCCD will promote and support opportunities for students by enhancing learning environments and delivery options, student retention and success strategies, and quality teaching and learning.
 - Student Success and Retention
 - e-Learning
3. MCCCD will enhance internal collaboration and increase external partnerships.
 - Workforce Development
 - Resource Development
4. MCCCD will identify and pursue new and existing revenue sources while promoting cost effectiveness.
 - Resource Development
5. MCCCD will recruit, develop, and retain a quality, diverse workforce.
 - While none of MCC's current Strategic Priorities directly address this district priority, several ongoing college-level operational initiatives serve this purpose.
6. MCCCD will maintain a strong identity that reflects its role in and value to the community.
 - Student Success and Retention
 - Workforce Development
 - Resource Development

STRATEGIC PRIORITY: STUDENT SUCCESS AND RETENTION

MCC will develop a comprehensive and integrated system of support and academic services to improve college retention. Standards will be identified and developed across the curriculum and service areas to further support student success and completion. Key organizational outcomes will include the following:

- Identifying key stakeholders that should be involved in strategic discussions and planning
- Eliminating duplication of campus committees and combine core work groups to form the College Retention and Student Success Steering Committee
- Identifying gaps in linkages to other vital programs or grants such as Mesa Counts on College
- Identifying existing initiatives and strategies
- Identifying college “gateway” courses and core support services
- Developing a sustainable and comprehensive college retention model



Promote excellence in teaching and learning to further individual and societal goals.

- Challenge students to achieve a competitive level of academic mastery.
- Provide students opportunities to be actively engaged in the learning process and attain their educational goals.
- Increase the success of underprepared students.
- Improve student retention and graduation rates.
- Evaluate current and explore new programs and curricula to ensure they meet the expectations of students, transfer institutions, and employers.
- Use the results of student learning outcomes assessment to improve the curriculum and student learning.
- Promote, recognize, and share scholarly work to enhance teaching and learning.

- Support interdisciplinary collaborations that enhance learning.

Expand access to college programs and services to increase participation in educational opportunities.

- Respond to the need for high-demand courses, programs, and services.
- Increase access to learning opportunities and services among diverse and underrepresented groups.
- Improve awareness of and access to scholarship and financial aid opportunities for students.

Enhance student support services to increase student success, foster learning, and enhance personal and social development.

- Provide effective student support services that demonstrate service excellence.
- Ensure the continuity of quality support services for students regardless of the location.

STRATEGIC PRIORITY: STUDENT SUCCESS AND RETENTION

- Design and implement a comprehensive student development model that provides opportunities for personal and social growth, leadership, and civic responsibility.
- Develop retention strategies to help students attain their educational goals.
- Increase college enrollment through effective recruitment and enrollment management strategies.
- Improve methods for communicating with students about college support services.
- Facilitate successful student transfer through partnerships and relationships with colleges and universities.
- Enhance the relationships between student services, academic departments, and co- or extracurricular programs.
- Initiate a planning and evaluation process to ensure continuous improvement throughout student support services.

Prepare learners to participate in a diverse global society in a learning environment that demonstrates a respect for differences.

- Infuse diversity into the curriculum to promote student learning about the impact of cultural differences on society.
- Infuse global issues into the curriculum to develop student knowledge and engagement.
- Use teaching strategies that recognize differences and reflect the people and ideas that make up our diverse world.
- Recruit more diverse and international students, provide needed support services, and encourage intercultural interaction.

Use technology effectively to ensure access to current knowledge, foster human connections, and enhance teaching and learning.

- Enhance the curriculum and student learning through the use of technology.

- Use technology to facilitate open, timely, accurate, and relevant communication, both internally and externally.

- Encourage experimentation with new teaching strategies that use technology.

Engage the community through collaborations that are mutually beneficial.

- Encourage student and employee participation in the democratic process, service learning, and community service.

Enhance the college as a learning organization through the effective development and management of human resources.

- Recruit and retain well-qualified and diverse employees to fulfill the college mission.
- Use employee evaluation systems to enhance workplace performance.
- Develop employee skills and abilities through a variety of effective and timely training, professional development, and renewal opportunities.

Ensure organizational effectiveness through efficient resource management, communication mechanisms, and ongoing evaluation to fulfill the college mission.

- Implement financial planning and management strategies to allocate resources based upon college priorities in operations, capital spending, and human resources.
- Maintain and improve the physical infrastructure of the college to support programmatic needs and accommodate all learners.
- Provide a safe, secure, and aesthetically appealing college environment, employing green practices where feasible.
- Create more indoor and outdoor spaces that encourage interaction in support of teaching and learning.

STRATEGIC PRIORITY: E-LEARNING



e-Learning at MCC is a comprehensive instructional approach that uses Internet technology to offer a successful educational experience. It is founded upon the following principles to support student success:

- Clear and Easy Access
- Quality Teaching and Learning
- Excellent Support Services

Promote excellence in teaching and learning to further individual and societal goals.

- Challenge students to achieve a competitive level of academic mastery.
- Provide students opportunities to be actively engaged in the learning process and attain their educational goals.
- Improve student retention and graduation rates.
- Evaluate current and explore new programs and curricula to ensure they meet the expectations of students, transfer institutions, and employers.
- Use the results of student learning outcomes assessment to improve the curriculum and student learning.
- Promote, recognize, and share scholarly work to enhance teaching and learning.

STRATEGIC PRIORITY: E-LEARNING

- Provide opportunities for faculty to utilize innovative approaches to teaching.
- Support interdisciplinary collaborations that enhance learning.

Expand access to college programs and services to increase participation in educational opportunities.

- Advance and promote MCC Online to ensure comprehensive, high-quality instructional programs and student support services.
- Respond to the need for high-demand courses, programs, and services.
- Identify and develop new markets for college programs.

Enhance student support services to increase student success, foster learning, and enhance personal and social development.

- Provide effective student support services that demonstrate service excellence.
- Ensure the continuity of quality support services for students regardless of the location.
- Increase college enrollment through effective recruitment and enrollment management strategies.
- Improve methods for communicating with students about college support services.
- Enhance the relationships between student services, academic departments, and co- or extracurricular programs.
- Initiate a planning and evaluation process to ensure continuous improvement throughout student support services.

Use technology effectively to ensure access to current knowledge, foster human connections, and enhance teaching and learning.

- Enhance the curriculum and student learning through the use of technology.
- Improve technological support for students, faculty, and staff to ensure effective use of online support services, online learning, and other operating systems.
- Use technology to increase access to college programs, academic support, and student services.
- Use technology to facilitate open, timely, accurate, and relevant communication, both internally and externally.
- Encourage experimentation with new teaching strategies that use technology.

Engage the community through collaborations that are mutually beneficial.

- Provide a broad range of personal interest and community education programs that meet the diverse needs of the community.



STRATEGIC PRIORITY: WORKFORCE DEVELOPMENT



MCC plays multiple roles in workforce development for our community:

1. Provide a qualified workforce through our career and technical programs.
2. Provide business and industry training and education options for their employees.
3. Provide career pathways and options for our students.

This education and training is delivered in both credit and non-credit formats through existing curriculum or customized curriculum and delivery modes.



Promote excellence in teaching and learning to further individual and societal goals.

- Increase the success of underprepared students.
- Evaluate current and explore new programs and curricula to ensure they meet the expectations of students, transfer institutions, and employers.
- Provide opportunities for faculty to utilize innovative approaches to teaching.

Expand access to college programs and services to increase participation in educational opportunities.

- Increase access to learning opportunities and services among diverse and underrepresented groups.
- Improve awareness of and access to scholarship and financial aid opportunities for students.
- Identify and develop new markets for college programs.

STRATEGIC PRIORITY: WORKFORCE DEVELOPMENT

Prepare learners to participate in a diverse global society in a learning environment that demonstrates a respect for differences.

- Infuse global issues into the curriculum to develop student knowledge and engagement.
- Expand international and intercultural programs and experiences for students to develop global competence and prepare them for the global economy.
- Advance global education through local and international collaborations, partnerships, and programs.
- Increase awareness of environmental sustainability issues and develop related programs.
- Enhance community understanding of the college's role in global education.

Use technology effectively to ensure access to current knowledge, foster human connections, and enhance teaching and learning.

- Enhance the curriculum and student learning through the use of technology.
- Use technology to increase access to college programs, academic support, and student services.



Engage the community through collaborations that are mutually beneficial.

- Improve the college's image with the external community.
- Create new partnerships with businesses and industries to provide workforce training and development.



- Expand partnerships with public, non-profit, and other educational institutions to facilitate learning and leverage resources.
- Engage diverse constituents in community advisory roles.
- Communicate with the external community in order to understand and respond to community needs.

Ensure organizational effectiveness through efficient resource management, communication mechanisms, and ongoing evaluation to fulfill the college mission.

- Address enrollment management initiatives by implementing effective marketing strategies for college programs and services.

STRATEGIC PRIORITY: RESOURCE DEVELOPMENT



For many years the District, and therefore MCC, has seen a decrease in state funding. Given the state's current and projected budget shortfalls and the anticipated decrease in revenue from property taxes for the next few years, acquiring resources from new sources is necessary. While federal stimulus dollars may become available, these will be one-time funds. A priority must be placed on seeking out new, sustainable revenue sources like grants, fund-raising, and planned giving that support college priorities and goals.

STRATEGIC PRIORITY: RESOURCE DEVELOPMENT

Promote excellence in teaching and learning to further individual and societal goals.

- Provide opportunities for faculty to utilize innovative approaches to teaching.

Expand access to college programs and services to increase participation in educational opportunities.

- Improve awareness of and access to scholarship and financial aid opportunities for students.

Use technology effectively to ensure access to current knowledge, foster human connections, and enhance teaching and learning.

- Develop, support, and maintain the technological infrastructure of the college.

Engage the community through collaborations that are mutually beneficial.

- Improve the college's image with the external community.
- Expand partnerships with public, non-profit, and other educational institutions to facilitate learning and leverage resources.
- Engage diverse constituents in community advisory roles.
- Develop community connections through outreach activities.

Ensure organizational effectiveness through efficient resource management, communication mechanisms, and on-going evaluation to fulfill the college mission.

- Implement financial planning and management strategies to allocate resources based upon college priorities in operations, capital spending, and human resources.
- Ensure that capital improvements are consistent with the bond master plan and aligned with college priorities.
- Develop alternative funding streams including fund-raising, external grants, and partnerships.



GENERAL INSTITUTIONAL EFFECTIVENESS

While not directly supporting any one particular Strategic Priority, the objectives below remain important for ensuring our general effectiveness as an institution. In future years, the college will consider elevating one or more of these objectives to a Strategic Priority.

Expand access to college programs and services to increase participation in educational opportunities.

- Develop a programmatic, facilities, and financial plan for the MCC Downtown Center.
- Provide programs and services that are suited to the unique populations served by the college's two comprehensive campuses and the extended college campuses.

Enhance student support services to increase student success, foster learning, and enhance personal and social development.

- Ensure that the new student system continues to improve for students and provide appropriate orientations, communications, demonstrations, and training.

Prepare learners to participate in a diverse global society in a learning environment that demonstrates a respect for differences.

- Expand international and intercultural programs and experiences for students to develop global competence and prepare them for the global economy.

Use technology effectively to ensure access to current knowledge, foster human connections, and enhance teaching and learning.

- Improve technological support for students, faculty, and staff to ensure effective use of online support services, online learning, and other operating systems.
- Anticipate and plan for technology changes that impact teaching and learning.
- Improve technological literacy among employees and students.

GENERAL INSTITUTIONAL EFFECTIVENESS

Engage the community through collaborations that are mutually beneficial.

- Serve as a center for public policy forums on issues of importance.

Enhance the college as a learning organization through the effective development and management of human resources.

- Recognize and reward employee excellence and contributions to the college.
- Support employee development activities that foster acceptance and respect for diverse people and ideas.
- Develop and implement a college-wide staffing process for non-faculty positions.
- Develop and implement a succession plan to address the college's future human resource needs.

Ensure organizational effectiveness through efficient resource management, communication mechanisms, and on-going evaluation to fulfill the college mission.

- Improve efficiencies of college business practices.
- Comply with district, federal, and state requirements and implement accountability processes.
- Address enrollment management initiatives by implementing effective marketing strategies for college programs and services.
- Promote a climate of trust and respect, improve communication, and increase collaboration between departments.
- Evaluate programs, services, and processes, communicate results, and use them to improve the college.



STRATEGIC ACCOMPLISHMENTS 2009–2010

The strategic accomplishments presented here are organized by planning goals from our previous strategic plan, rather than by our current Strategic Priorities, since they were reported at the end of 2009–10.

Goal I: Promote excellence in teaching and learning to further individual and societal goals.

Inducted 45 new members into Psi Beta, the national honor society in psychology for junior and community colleges.

Created two learning communities for Fall 2010: RDG 081/ENG 097 and RDG 091/ENG 091.

MCC Theatre Arts earned top regional awards at the Kennedy Center American College Theatre Festival, where MCC students competed against 55 schools from Arizona, California, Nevada, Utah, Hawaii, and American Samoa.

The Psychology Instructional Resource Center (PIRC) logged more than 10,500 student visits, and more than 250 psychology students visited the tutoring center located in the PIRC.

Student and faculty participated in AutoCAD plus rendering workshops through our student club, id group. In addition, students have been involved in on-site Leadership in Energy and Environmental Design (LEED) projects, the International Interior Design Association Pet Utopia and Unveiled projects, plus American Institute of Architects trade fairs.

Thirty-five interior design students, in conjunction with Phoenix College, attended a three-day study tour to Los Angeles.

Testing Services identified 78% of all students meeting the definition of the SSI (Student Success Initiative) cohort. As of April 2010, more than 2,200 students have been identified as part of this cohort.

A hybrid version of CRE101 is under development and was piloted in Fall 2010.

Held faculty and student art shows in the Navajo Room during October 2009 and April 2010, respectively. Hundreds attended the exhibits and their opening/closing receptions.

Ten Design Department faculty attended the Center for Teaching and Learning WebCT Basics workshop in April 2010. These faculty will, for the first time, be putting course materials on Blackboard.

The Community College National Center for Community Engagement has supported MCC, GateWay Community College and eight other colleges throughout the United States to address issues in their communities through the pedagogy of service learning. We finished a three-year evaluation study with 10 community colleges throughout the country.

Implemented Assessment and Learning in Knowledge Spaces (ALEKS) math placement testing, a Web-based assessment and learning system. As a math placement exam, ALEKS uses adaptive questioning (not a multiple-choice test) to quickly and accurately assess students' math knowledge and provide appropriate feedback.

In collaboration with MCC faculty and businesses, we expanded internship and community partnerships from 25 to 37, exceeding the year's goal, with 10 additional partnerships in progress.

Enhanced honors priority registration process by utilizing permission numbers which facilitated the students' ability to self-enroll; students were able to register earlier for all classes, including honors.

STRATEGIC ACCOMPLISHMENTS 2009–2010

Faculty members have actively participated in the Student Success Steering Committee and the Developmental Education Committee.

Began offering microbiology courses at the Red Mountain campus as the result of a new faculty hire and completion of microbiology labs.

Created new student opportunities in Business and Organizational Communication to prepare students for participation in the workforce and respond to community workforce needs, including a summer organizational communication internship project, creation of increased pathways for transferring students, and three new courses.

The E.H. Warren Child Development Lab achieved accreditation from the National Association for the Education of Young Children (NAEYC). The Early Care and Education Program has begun the process to seek accreditation from NAEYC.

Initiated a Fine Arts Advisory Committee to help in the development of fine arts programs at MCC.

The Business and Information Systems Department hosted the annual DECA conference.

Created a promotional video for students promoting the variety of degrees in the business department for distribution and presentation to students in classes on campus, online, and for promotion at conferences, high schools, and other student gatherings.

The counseling department increased CPD150 sections from 21 to 30 to accommodate 615 students for this SSI cohort mandatory course.

Students' success in counseling courses and personal counseling sessions adds to the college's focus on collaboration, because when students are successful in the "strategies for college success" course and personal sessions it increases their chance for persistence across disciplines.

The counseling department provided a co-curricular SOS Lecture Series for students during the fall and spring semesters. Attendance for the SOS lecture series includes 375 students to date. Currently, the Personal Development Lecture series has served 143 students with information concerning coping skills for personal concerns (handouts included).

MCC earned successful reaccreditation for MaricopaNursing at MCC from National League for Nursing Accrediting Commission, and continued approval from the Arizona State Board of Nursing.

Completed HealthWellness building at the Southern and Dobson campus, which provides expanded classroom, laboratory, and student interaction spaces. Occupancy began in May 2010.

Goal II: Expand access to college programs and services to increase participation in educational opportunities.

Introductory Computer Usage courses were delivered with Spanish-assisted instruction for the first time in academic year 2009–10. Additional Spanish-assisted courses were added for Fall 2010.

MCC Business and Fire Science departments collaborated to create an Emergency Management area of emphasis for the AAS in Organizational Management degree.

Successfully redesigned the New Student Orientation program, including a comprehensive assessment plan with an expanded outreach to more than 1,200 students identified as degree-seeking, full-time, and brand new to the college.

STRATEGIC ACCOMPLISHMENTS 2009–2010

Successfully established the new Saguaro building at the Red Mountain campus as an effective programming space for numerous large-scale and small-scale campus events attended by more than 600 students.

Enrollment in the Children's Center increased by more than 40% during Academic Year 2009–10.

Collaborated with other district colleges to provide interpreter services.

Expanded outreach and invited East Valley high school juniors to participate in our Open House and Early College Orientation.

Expanded Disability Resource Services outreach efforts and developed professional relationships with secondary schools to enhance recruitment to a specialized population.

Partnered with Arizona First Things First and Central Arizona College to fund tuition and textbook expenses for Early Childhood Education majors through TEACH Early Childhood Arizona scholarships and Professional Career Pathway Project (PCPP) grants. These partnerships were in response to federal and state guidelines to improve the skills of early care service providers.

Created MCC student internship opportunities with Oxford Learning and Mad Science that assist elementary-aged children in learning math, science, reading, and handwriting.

Goal III:
Enhance student support services to increase student success, foster learning, and enhance personal development.



The Children's Center was awarded a Child Care Access Means Parents In School grant from the U.S. Department of Education. This funding, \$109,375 per year for four years, will help to subsidize child-care costs for Pell-recipient student parents.

Converted all staffed registration stations to staff-assisted student self-serve kiosks.

Created a seamless and customer-oriented registration process for early college concurrent students.

Alternative textbooks have been processed expeditiously this year due to an improved business process.

Created a customer satisfaction survey instrument to gauge the effectiveness of Student Affairs services during peak enrollment cycles.

Participated in the QLess sign-in system which extremely enhanced service to students.

Created an MCC Career and Re-Entry Services Facebook page, which provides immediate career and job-related updates and event notices to students, as well as immediate access to career advisors through live chat.

Cross-trained staff in Records, Advising, and the call center to increase efficiency (exceeded goal of 30 days to evaluate incoming transcripts) and quality of service (call center staff can now answer student questions on financial aid topics).

STRATEGIC ACCOMPLISHMENTS 2009-2010

Students who were referred via the Early Alert Referral System Program were contacted in a timely manner and were assisted with their issues.

Designed, developed, and implemented the Department of Business and Information Systems Faculty Brochure to provide background information on faculty members to students and the community.

Nursing advisement restructured through implementation of group sessions providing consistent, up-to-date advisement information, and management of student file process from program application submission to graduation.

Successfully merged the offices of Admissions and Records and Registration with Advisement in an effort to enhance service to students. This transition embraces the FIT model (front line, intermediate, and transitional services to students).

All placement testing (English, English as a Second Language (ESL), Reading, and Math) is now done on a walk-in basis at both the Southern and Dobson and the Red Mountain campuses. All placement testing is now computer-based and untimed. Added a combined 19 computers to testing labs at both campuses.

Goal IV:
Recognize diversity and promote international awareness to prepare for learning in a diverse global society.



A cross-departmental faculty cluster developed student learning outcomes and a student assessment instrument for the new global awareness outcome.

The new global awareness assessment instrument was successfully piloted during Assessment Week 2010.

The CCNCCE traveled with a bilingual nursing student to El Salvador to conduct service for Medical Hands for Healing.

Goal V:
Use technology effectively to ensure access to current knowledge, foster human connections, and enhance learning.



The CTL staff has provided leadership to the college in instructional innovation through its two experimental classrooms. In Spring 2010, one of the rooms included innovative furniture on loan from Haworth Furniture, which allowed numerous faculty and students to research, explore, and test new and creative ways and means for teaching, learning, and conversation.

The CCNCCE utilized Elluminate Live! as a cost-saving measure to have a keynote speaker conduct his speech from Washington, D.C.

Improved call center efficiency and operations, leading to the following: averaged less than a 10% abandon rate while assuming the additional responsibility of answering financial aid and admissions incoming calls, exceeded goal of 5,000 outbound calls, and placed more than 12,000 outgoing calls for various projects (open house, graduation calls, pre- and post-enrollment cancellations, non-returning students, welcome calls to new students).

Improved efficiency in surplus and property accounting departments to process temporary storage, surplus, and reclamation requests of equipment/furniture during department remodels or building moves.

STRATEGIC ACCOMPLISHMENTS 2009–2010

Due in large part to leadership of MCC's Math Department and Testing Center, the ALEKS math test was implemented and enhancements were made to the PeopleSoft SIS system; this led to an upgrade in the automatic upload of test scores for all placement testing programs districtwide.

Increased faculty communication/collaboration and enhanced program efficiency through the development of a department wiki to share resources and through the use of Google Docs to collaborate on scheduling, strategic planning, team presentations, etc. Also expanded Future Educators Club Google Group membership, helping to ensure students receive important department and college information regarding scholarships, job opportunities, and academic advisement tips, and providing a forum for student-to-student communication.



Goal VI:
Engage the community to encourage collaborations that are mutually valued.

Hosted the Empty Bowls fund-raiser, which raised nearly \$18,000 for Paz de Cristo, an interfaith soup kitchen in Mesa. All bowls sold were made by MCC ceramics students and faculty.

Sigma Chi Eta hosted the Halloween Monster's Bash Casino Night and the Flower from the Heart fund-raising events, with proceeds donated to Sunshine Acres, children's home. Sigma Chi Eta also inducted eight students.

Partnered with Northern Arizona University (NAU) to provide students with seamless transition to NAU with programs at the MCC Downtown Center;

expanded transfer partnership through NAU Teach to address the shortage of math and science teachers; and finalized agreement with Grand Canyon University to begin offering a bachelor of science in Elementary Education at MCC.

Initiated the Family Discovery Series at the Red Mountain campus.

Hosted the first Elementary School Life Science Day.

The Annual Conflict Peer Mediation Workshop was co-hosted by the Communication Department and the Arizona Association for Conflict Mediation. One hundred and fifty-five students and 26 high school coordinators attended. Thirty professional mediators led the students in group sessions.

Established an Educators Academy to provide professional development experiences through six free workshops for practicing and aspiring educators. Local education professionals shared ideas and materials that participants could apply immediately in their work with children/youth.

Received awards from the National Council for Marketing and Public Relations in the regional competition, including a Gold award for the High School Recruitment brochure (designed in collaboration with Recruitment); Silver for the Alumni and Friends newsletter, the Dream Big! coloring book, and the Summer Youth College icon; a Bronze award for the Events Calendar Announcements; a Bronze award in the national competition for the Alumni Events Calendar announcements; and a Gold award for Social Media Marketing.

The Student Life and Leadership goal of greater curricular involvement led to our assistance in the organization, development, and implementation of the Women's History Conference in March 2010. This conference helped to bring a greater awareness and enrollment into the Women's Studies program to more than 150 students, faculty, staff, and community members.

STRATEGIC ACCOMPLISHMENTS 2009–2010

The Children's Center, along with faculty and staff, has been actively pursuing grants and donations to create an on-campus Children's Garden. Ideally the garden will be an outdoor learning laboratory for MCC and the Mesa community to utilize.

In partnership with the Mesa Department of Economic Security (DES) office, Career and Re-Entry Services staff provides monthly resume and interview workshops on-site for dislocated workers and training for DES staff to conduct additional monthly workshops. In partnership with Southwest Job Network (SJN), MCC hosts monthly SJN job-seeker workshops on campus open to students, staff, and community.

Increased outreach efforts to the ESL community by business and church visits, radio broadcasts, use of community volunteers, and several open house events.

Developed a new marketing campaign and materials for academic year 2010–11 based on MCC's new Vision, Mission, and Values statements, including two new campus brochures, a financial aid brochure, and fall marketing materials.

Hosted a book-signing and evening lecture for Dr. Philip Zimbardo.

Organized and participated in the Artists of Promise Exhibition at the Orpheum Theater in Phoenix. Ten MCC art students displayed artwork in this annual district-wide exhibition.

CCNCCE has continued to support MCC through its ASSETS grant (Accent on Student Success: Engaged Together in Service) to ensure MCC continues to offer service learning opportunities to students.

Expanded outreach to students and community through a social media marketing campaign developed to raise awareness of MCC's Facebook, Twitter, and YouTube sites, resulting in a 60% increase in fans, 70% increase in followers, and substantial boost in viewers.

Goal VII:
Support employee professional development in order to advance the college as a learning organization.



The CTL has been the central venue and hub for professional development for the college at the Southern and Dobson and Red Mountain campuses. From Fall 2009 through Summer 2010, the CTL sponsored and hosted 278 workshops and dialogues for nearly 550 participants. Workshop topics varied from productivity tools to Web 2.0 applications to MOSAIC, Safe Space, and Dealing with Difficult Students. In addition, the New Faculty Experience Program engaged and inculcated 10 new and One Year Only faculty into the college culture and community. Our computer tracking records indicate approximately 2,500 (duplicated) instances of usage of the open pod and soft space areas in the CTL.

The CTL hosted and facilitated several professional development events: a week-long Summer Institute on Developmental Education with three facilitators from Valencia Community College for 25 to 30 residential and adjunct faculty members; a week-long Camp Innovate for 142 faculty and staff on innovations and creative uses of technologies for student success; and the Maricopa Technology Conference, which involved numerous MCC faculty and staff members.

CTL staff have worked one-to-one with faculty and staff who need specific support or help during the year. From instructional design issues to WebCT questions, our staff averages 10 to 25 calls a day on support needs.

Implemented new Human Resources (HR) Web page including HR Toolbox.

STRATEGIC ACCOMPLISHMENTS 2009–2010

Implemented an HR department feedback program that solicited feedback from all partners regarding Service Excellence.

The Testing Center supported the college-wide initiative of Service Excellence. Staff participated in multiple planning sessions for the 'High Five' model. Service Excellence standards are being infused into the philosophy of the department and day-to-day operations. Currently two members serve as "Service Excellence Champions."

Develop and implemented a comprehensive lock-down/evacuation process to significantly enhance the safety of the campus population in the event of a significant emergency.

Developed and launched the MCC Employee Intranet, which serves as a communication center for employees and is managed via a Web-based content management system.

Improved efficiency to process requests (internal and external) for asset donations and vendor equipment loans to the college.

Significantly reduced overall campus criminal activity by improving processes and procedures for detecting and investigating crimes on campus and through increased collaboration with the Mesa Police Department.

Revised Receiving Department shipping forms to improve accuracy and efficiency of shipments initiated by campus staff.

Added a sworn police officer position to the Red Mountain campus and a full-time security officer position to the Downtown Center to enhance the department's ability to respond quickly and effectively to security concerns.

Related Network Academy from MCC Downtown Center to the Southern and Dobson campus.

Created a new outdoor soft space for art, theatre, and communication students with funding from donations by the Stage Door Players, faculty, and staff.

Strengthened operational processes of communication and collaboration between two program sites of Maricopa Nursing at MCC.

Goal VIII:

Ensure organizational effectiveness through resource management, communication mechanisms, and ongoing evaluation.

Successfully streamlined faculty loading and pay processes to insure faculty were paid accurately by the second pay period of the semester.

Trained all Student Affairs managers and four departments on time and labor procedures and protocols, including correct recording of comp time, overtime, and the use of the work schedule feature of Human Resource Management System (HRMS).

Implemented the Service Excellence Champion model; oriented and trained 24 service excellence champions across the college.

Successfully transitioned incoming admissions calls to the contact center while improving the response and abandon rate of incoming calls to the admissions phone lines. This transition allowed the admissions staff to focus on transcript evaluation.



FOCUS *on* SUCCESS

Mesa Community College Strategic Plan 2011–2014

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Red Mountain Campus

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Downtown Center

145 N. Centennial Way
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Phoenix-Mesa Gateway Center

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