



MISSISSIPPI DELTA
COMMUNITY COLLEGE

Strategic Plan

Dream Big. Plan Well. Be Anything.

2016 - 2021

Dr. Larry Nabors, President

**MISSISSIPPI DELTA COMMUNITY COLLEGE
STRATEGIC PLAN DRAFT
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MDCC DEVELOPMENT FOUNDATION, INC. BOARD OF DIRECTORS

The Mississippi Delta Community College Development Foundation, Inc. was incorporated on April 5, 1989. The organization is a tax exempt, nonprofit corporation within the meaning of the Internal Revenue Code, section 501(c)3. The major purpose of the organization is to raise funds for capital improvements and to provide students with scholarships at Mississippi Delta Community College. The Board of Directors are elected at quarterly meetings of such meetings of the organization. The Mississippi Delta Community College President and the President of the Mississippi Delta Community College Alumni Association serve as ex-officio members of the organization. The Associate Vice President of College Advancement at Mississippi Delta Community College serves as Executive Director of the Foundation.

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Ms. Amber Kelly, Director of Financial Aid
Mrs. Christie Kisner, Radiologic Technology Supervisor/Instructor
Dr. Rosemary Lamb, Assoc. VP for Institutional Effectiveness/Retreat Facilitator
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**STRATEGIC PLANNING RETREAT
VANDIVER STUDENT UNION
May 25, 2016**



**Dream Big.
Plan Well.
Be Anything.**



MISSISSIPPI DELTA COMMUNITY COLLEGE

MISSION STATEMENT

Mississippi Delta Community College provides quality education through academic, career, technical, health sciences, and workforce training programs. MDCC is dedicated to improving the community through intellectual, social, cultural, and recreational opportunities.

MDCC is committed to fulfilling this mission by providing:

- I. Academic programs of study which lead to the Associate of Arts Degree and/or meet requirements for students who plan to transfer to a senior college or university
- II. Career and technical programs of study which lead to the Associate of Applied Science Degree and/or a certificate, which will qualify students for entry-level employment
- III. Health Science programs of study which lead to the Associate of Applied Science Degree and/or a certificate, which will qualify students for entry-level employment
- IV. Activities and/or facilities which foster productive citizenship, enhance personal growth, enrich quality of life, and promote economic development and partnerships in the communities served by the College
- V. Workforce training for business and industry to enhance knowledge and skills
- VI. Continuing and adult basic education for personal growth
- VII. College infrastructure in support of student services, instructional programs, administrative processes, and community services

MDCC's Mission Statement was approved by the Board of Trustees at the regularly scheduled Board meeting June 11, 2015.

STRATEGIC PLANNING PROCESS OVERVIEW

Mississippi Delta Community College's strategic planning process began April 2015, with the Mission Statement Review Committee conducting a thorough review of the College's mission statement. MDCC's Board of Trustees approved the revised mission statement June 11, 2015. In April 2016, MDCC's Office of Institutional Effectiveness completed an extensive environmental scan to determine the situation in which the institution was operating and predict any changes in the environment over the next five years.

In May 2016, President Dr. Larry Nabors invited over fifty representatives from the faculty, staff, student body, Board of Trustees, Mississippi Legislature, and business and industry. Before the retreat, participants were encouraged to review the results of the environmental scan and identify MDCC's strengths, weaknesses, opportunities, and threats through an online anonymous questionnaire.

On May 25, 2016, MDCC held its Strategic Planning Retreat in the Conference Room of the Vandiver Student Union. During this retreat, the participants reviewed the results from the SWOT analysis and the environmental scan. Using results from the analysis and scan, breakout groups then identified strategic initiatives to ensure that the college is accomplishing its mission and goals. Participants then participated in a gallery walk to decide on the most critical areas for the college. As a result of these activities, seven strategic initiatives emerged: student retention, recruitment and student enrollment, funding and partnerships, customer service and communication, campus activities and community involvement, student outcomes, and college image and marketing. The participants were then assigned strategic initiatives and challenged to develop goals to achieve the initiatives.

From June 2016 until the end of August 2016, the college gathered input from strategic planning participants and the college community to refine the initiatives and goals. MDCC then developed outcomes, benchmarks, budget implications, and individuals and/or departments responsible for implementing the actions to accomplish the goals and outcomes of the plan. The five-year Strategic Plan was finalized September 30, 2016.

For questions concerning MDCC's strategic planning, please contact Dr. Rosemary Lamb, Associate VP for Institutional Effectiveness, at rlamb@msdelta.edu or 662-246-6256. In advance, thank you for your participation in MDCC's strategic planning.

Note: The strategic initiatives that follow include all of MDCC's campus locations and modes of delivery.

Strategic Initiative #1: Student Retention

To improve student retention, MDCC will implement the following goals:

- Goal 1.1: Expand mentoring and tutorial services for students.
- Goal 1.2: Expand student engagement activities and student involvement opportunities.
- Goal 1.3: Provide additional course offerings during regular, interim, and summer sessions.
- Goal 1.4: Implement an early alert system.
- Goal 1.5: Implement a new online student advising system.
- Goal 1.6: Provide professional development to train administrators, faculty, and staff in best practices for student advising.
- Goal 1.7: Provide incentives for students to stay in college and complete the academic semester and/or year.
- Goal 1.8: Implement a first-year student experience program that emphasizes career exploration, goal setting, and best practices for student retention and success.

Strategic Initiative #1: Student Retention			
Goals to Achieve Initiative and Year of Implementation (FY17, FY18, FY19, FY20, or FY21)	Responsible Unit or Area	Potential Budget Impact (Routine, Minimal, Moderate, Significant)	Actions, Updates, and/or Benchmarks
Goal 1.1: Expand mentoring and tutorial services for students. Fiscal Year: 2017 & 2018	Instruction	Minimal	The College Center of Learning, Net Tutor, Pathfinders, and the Student Success Center are currently available to students. The College will make a strong effort to market the above resources to students. Students in the Online Orientation, which started in Fall 2016, are made aware of support services. Additional tutoring in subjects that students are having the most difficulty will be expanded.

<p>Goal 1.2: Expand student engagement activities and student involvement opportunities.</p> <p>Fiscal Year: 2018</p>	<p>All Areas</p>	<p>Moderate</p>	<p>To increase student engagement and involvement, the College will create a writing lab at the Moorhead campus. The College will recruit students to serve as peer tutors (specifically students who have shown exemplary academic achievement, such as students in PTK. MDCC will encourage student participation in Delta Delegation, Retrospect, BSU, Band, etc., through aggressive marketing efforts, including through social media.</p>
<p>Goal 1.3: Provide additional course offerings during regular, interim, and summer sessions.</p> <p>Fiscal Year: 2018</p>	<p>Instruction</p>	<p>Moderate</p>	<p>The College will expand class offerings to include courses in Belzoni and Cleveland, hybrid classes, and night classes. The College will research new programs to offer, such as elementary/secondary education and early childhood development. MDCC will increase marketing efforts to promote the new classes and programs.</p>
<p>Goal 1.4: Implement an early alert system.</p> <p>Fiscal Year: 2018</p>	<p>Enrollment Management</p>	<p>Significant</p>	<p>The College has recently purchased Ellucian's Advise software to track students. Two student success coaches have been hired to monitor</p>

			and intervene with at-risk students. DropOut Detective is also being used in Canvas by the Online Student Success Coach to monitor online students.
Goal 1.5: Implement a new online student advising system. Fiscal Year: 2017	Enrollment Management, Instruction, and QEP Committee	Moderate	The QEP Committee, Office of Instruction, and Office of Enrollment Management are currently researching online advising systems. Benchmarks for this goal will be established in 2017-2018.
Goal 1.6: Provide professional development to train administrators, faculty, and staff in best practices for student advising. Fiscal Year: 2017	Enrollment Management, Instruction, and QEP Committee	Minimal	The QEP Committee, Office of Instruction, and Office of Enrollment Management are currently researching best practices for student advising and professional development for faculty and staff. Benchmarks for this goal will be established in 2017-2018.
Goal 1.7: Provide incentives for students to stay in college and complete the academic semester and/or year. Fiscal Year: 2019	All Areas	Routine	Beginning in Fall 2016, full-time students were required to take 15 hours, compared to 12 hours. Developmental mathematics students were also required to complete their developmental mathematics courses in one semester, compared to two semesters. Benchmarks for this

			goal will be developed in 2017-2018.
Goal 1.8: Implement a student experience program that emphasizes career exploration, goal setting, and best practices for student retention and success. Fiscal Year: 2018	QEP Committee	Significant	Benchmarks will be established in 2017-2018. The QEP Committee is in the process of developing a five-year plan centered around advising with an emphasis on career exploration, goal setting, and best practices for retention and success.

Sub-Committee: Teresa Webster (Chair), Claire Green, Allyson Lofton, Rosemary Lamb, Anna Daniels, Sydney Knox, and Valarie Morgan

Strategic Initiative #2: Recruitment and Student Enrollment

To expand recruitment efforts and increase student enrollment, MDCC will implement the following goals:

Goal 2.1: Evaluate current program offerings to determine viability.

Goal 2.2: Research and target 1 or 2 new program areas or class offerings to be initiated within 3-5 years.

Goal 2.3: Partner with local non-profits to coordinate transportation options for students within MDCC's district.

Goal 2.4: Provide a summer bridge program that will allow students to complete their remedial classes and progress to college credit courses in the fall.

Goal 2.5: Identify diverse groups from the campus and provide outreach and recruitment in the community and high schools.

Goal 2.6: Invite prospective students and parents to campus for recruitment days and MDCC events.

Goal 2.7: Increase MDCC's matriculation rates by sending recruitment postcards and letters, admissions letters, and following up with additional MDCC correspondence.

Strategic Initiative #2: Recruitment and Student Enrollment			
Goals to Achieve Initiative and Year of Implementation (FY17, FY18, FY19, FY20, or FY21)	Responsible Unit or Area	Potential Budget Impact (Routine, Minimal, Moderate, Significant)	Actions, Updates, and/or Benchmarks
Goal 2.1: Evaluate current program offerings to determine viability. Fiscal Year: 2017	All Areas	Routine	The College will expand class offerings to include courses in Belzoni and Cleveland, hybrid classes, and possibly night classes. The College has implemented program reviews as a means to determine program viability and to increase overall program effectiveness.
Goal 2.2: Research and target 1 or 2 new program areas or class offerings to be	Academic Instruction, Career-Technical, Health Sciences, and Workforce	Moderate, pending grant funding opportunities	The College has been conducting research on new program offerings. The College has proposed

<p>initiated within 3-5 years.</p> <p>Fiscal Year: 2017</p>	<p>Development</p>		<p>adding a Physical Therapy Assistant Program, Pharmacy Tech Program, and an Industrial Maintenance Concentration – pending approval and funding. Workforce Development has been able to be more reactive to short-term training identified by business and industry.</p>
<p>Goal 2.3: Partner with local agencies to coordinate transportation options for students within MDCC's district.</p> <p>Fiscal Year: 2017</p>	<p>Student Services & Workforce Development</p>	<p>Minimal</p>	<p>In Fall of 2016, the College partnered with Delta Rides to offer transportation to students. Future efforts will include expanding transportation routes to students.</p>
<p>Goal 2.4: Provide a summer bridge program that will allow students to complete their remedial classes and progress to college credit courses in the fall.</p> <p>Fiscal Year: 2017</p>	<p>Instruction & Enrollment Management</p>	<p>Cost could range from minimal to significant pending availability of Pell Grant aid for students</p>	<p>The first summer bridge program is planned for Summer of 2017. Potential students will be recruited for a four-week cohort-based program.</p>
<p>Goal 2.5: Identify diverse groups from the campus and provide outreach and recruitment in the community and high schools.</p> <p>Fiscal Year: 2017</p>	<p>Enrollment Management and Workforce Development</p>	<p>Minimal</p>	<p>Delta Delegation and Student Voices currently serve in this capacity. Additional student groups will be added (student groups from CTE, etc). Students receiving Deans & Presidential scholarships will be utilized as part of scholarship requirements. The Office of Enrollment Management will provide opportunities for instructors and staff to join recruiting staff on</p>

			visits.
Goal 2.6: Invite prospective students and parents to campus for recruitment days and MDCC events. Fiscal Year: 2018	Enrollment Management and Student Services	Routine	Partner with Athletics and other departments to integrate recruiting opportunities with coaching camps, summer camps, Skills USA, and other campus events.
Goal 2.7: Increase MDCC's matriculation rates by sending recruitment postcards and letters, admissions letters, and following up with additional MDCC correspondence. Fiscal Year: 2017	Enrollment Management & Public Relations	Moderate	Implement Goal 2.7 as outlined in the recruiting/marketing plan which includes mailing personalized postcards and letters. Provide recruiting brochures for recruiters to share during high school visits. Send acceptance letters daily with additional information for prospective students. Send recruitment materials to students at an earlier age (prior to senior year).

Sub-Committee: Brent Gregory (Chair), Reed Abraham, Jim Aycock, David Crews, Todd Donald, Katie Jones, Burnadette McDonald, and Edward Rice

Strategic Initiative #3: Funding and Partnerships

To enhance funding opportunities and cultivate partnerships with business and industry, MDCC will implement the following goals:

Goal 3.1: Research and apply for workforce, career-technical, health science, and other grants.

Goal 3.2: Expand partnerships and seek additional partnerships with business and industry, schools, and other entities.

Goal 3.3: Strengthen MDCC's partnerships by identifying successful MDCC graduates working in local businesses and industries; spotlight MDCC graduates and employers in MDCC's alumni and community publications.

Goal 3.4: Sponsor alumni gatherings for targeted, specific groups.

Strategic Initiative #3: Funding and Partnerships			
Goals to Achieve Initiative and Year of Implementation (FY17, FY18, FY19, FY20, or FY21)	Responsible Unit or Area	Potential Budget Impact (Routine, Minimal, Moderate, Significant)	Actions, Updates, and/or Benchmarks
Goal 3.1: Research and apply for workforce, career-technical, health science, and other grants. Fiscal Year: 2017	Institutional Effectiveness	Routine	MDCC will submit at least 2 grants per year. MDCC is currently awaiting results on two grants: DOL's America's Promise Job Driven and MCCB's Challenge Grant
Goal 3.2: Expand partnerships and seek additional partnerships with business and industry, schools, and other entities. Fiscal Year: 2017	Workforce Development, Career-Technical, Health Sciences, Enrollment Management	Minimal	Additional areas within the college will form advisory boards in order to expand partnerships. Currently, new partnerships are developing with Toyota for the Auto Technology program and Nissan with the Manufacturing Tech. training. Health Sciences has established partnerships with local

			hospitals and health facilities for student clinical training.
<p>Goal 3.3: Strengthen MDCC's partnerships by identifying successful MDCC graduates working in local businesses and industries; spotlight MDCC graduates and employers in MDCC's alumni and community publications.</p> <p>Fiscal Year: 2017</p>	Individual Programs	Minimal	<p>The Office of Public Relations currently features successful graduates of MDCC. Spotlighting these individuals will continue. Additionally, actual testimonies from former students will be published and shared through various media avenues. Successful MDCC graduates will also be utilized as guest speakers to current MDCC students.</p>
<p>Goal 3.4: Sponsor alumni gatherings for targeted, specific groups.</p> <p>Fiscal Year: 2017</p>	College Advancement and Public Relations/Alumni Association	Minimal	<p>Host at least one alumni meeting for each of the seven counties served by MDCC. Continue to expand the Golf Tournament, Car Show, and Homecoming events for MDCC's alumni.</p>

Sub-Committee: Todd Donald (Chair), Jamie Hargett, Christy Middleton, Margaret Morlino, Tonya Rice, Michael Stevenson

Strategic Initiative #4: Customer Service and Communication

To improve customer service skills and enhance internal and external communication, MDCC will implement the following goals:

- Goal 4.1: Require customer service training for faculty, staff, and administrators at all campuses.
- Goal 4.2: Provide tours of academic, career-technical, health science, and workforce programs for employees so that personnel will be aware of program offerings.
- Goal 4.3: Provide virtual tours of MDCC's programs and services on MDCC's website.
- Goal 4.4: Implement a system for customers to register specific complaints about customer-service related issues.

Strategic Initiative #4: Customer Service and Communication			
Goals to Achieve Initiative and Year of Implementation (FY17, FY18, FY19, FY20, or FY21)	Responsible Unit or Area	Potential Budget Impact (Routine, Minimal, Moderate, Significant)	Actions, Updates, and/or Benchmarks
Goal 4.1: Require customer service training for faculty, staff, and administrators at all campuses. Fiscal Year: 2017	President and Executive Vice President	Moderate	A Customer Service professional development will be held January 2017 for all campus employees
Goal 4.2: Provide tours of academic, career-technical, health science, and workforce programs for employees so that personnel will be aware of program offerings. Fiscal Year: 2019	Academic Instruction, Career-Technical, Health Sciences, Workforce Development	Minimal	Open House will be held Fall 2018. Tours of academic, career-technical, health science, and workforce programs will be provided.
Goal 4.3: Provide virtual tours of MDCC's programs and	College Advancement & Public Relations	Minimal	Virtual Tours will begin in Fall 2017 for Career-Technical Programs and

services on MDCC's website. Fiscal Year: 2017 & 2018			Fall 2018 for Health Sciences
Goal 4.4: Implement a system for students to register specific complaints about customer-service related issues. Fiscal Year: 2018	Executive Vice President's Office	Minimal	A virtual and actual complaint form box for students will be established in Fall 2017

Sub-Committee: Charlie Barnett (Chair), Larry Nabors, Reed Abraham, Rosemary Lamb, and Teresa Webster

Strategic Initiative #5: Campus Activities and Community Involvement

To enhance campus activities and increase community involvement, MDCC will implement the following goals:

- Goal 5.1: Develop and implement a new online student orientation to complement the face-to-face student orientations.
- Goal 5.2: Enhance student orientations by including student activities, games, tours of the campus, and opportunities for students to meet other students.
- Goal 5.3: Develop and implement a job-shadowing program for students.
- Goal 5.4: Increase community and college activities at all campuses (Relay for Life, tutoring and mentoring programs, extracurricular games and activities, health & wellness programs, student clubs and organizations, etc.).
- Goal 5.5: Implement a health and wellness initiative for students, employees, and the community.
- Goal 5.6: Offer more programs and activities that promote community participation and involvement.

Strategic Initiative #5: Campus Activities and Community Involvement			
Goals to Achieve Initiative and Year of Implementation (FY17, FY18, FY19, FY20, or FY21)	Responsible Unit or Area	Potential Budget Impact (Routine, Minimal, Moderate, Significant)	Actions, Updates, and/or Benchmarks
Goal 5.1: Develop and implement a new online student orientation to complement the face-to-face student orientations. Fiscal Year: 2017	Instruction/eLearning	Minimal	An online orientation course for first-time, full-time students started in Fall 2016. An Online Student Support Coach was hired in Fall 2016 to assist online students with the navigation and successful completion of online courses.
Goal 5.2: Enhance student orientations by including student activities, games, tours of the campus, and opportunities for	Enrollment Management and Student Services	Minimal	Enhance student orientation by adding speakers from additional departments (Financial Aid, Admissions, etc.). Include student peer

<p>students to meet other students.</p> <p>Fiscal Year: 2018</p>			<p>guides/student ambassadors in campus tours to show students the MDCC campus. Add additional games, fun, and catchy activities to attract more student participation. Train all personnel involved in student orientation.</p>
<p>Goal 5.3: Develop and implement a job-shadowing program for students.</p> <p>Fiscal Year: 2018</p>	<p>Instruction</p>	<p>Minimal</p>	<p>Develop additional relationships with businesses. Administer a student survey instrument that assesses students' interests and then design programs to meet these interests. Identify at least businesses to participate in the pilot job shadowing program. Provide soft skills training for students before they enter a job shadowing experience.</p>
<p>Goal 5.4: Increase community and college activities at all campuses (Relay for Life, tutoring and mentoring programs, extracurricular games and activities, health & wellness programs, student clubs and organizations, etc.).</p> <p>Fiscal Year: 2018</p>	<p>Student Services</p>	<p>Moderate</p>	<p>Increase community participation by providing MDCC student tutors at Moorhead's library, adding a Little Miss MDCC Pageant, and hosting Food Drives across the campus. Delta Fit started partnering with Rosser Elementary in Fall 2016 with the "Eat and Play the Healthy Way" program.</p>
<p>Goal 5.5: Implement a health and wellness initiative for students, employees, and the community.</p> <p>Fiscal Year: 2017</p>	<p>Student Services</p>	<p>Minimal</p>	<p>The College's Delta Fit Health Initiative started in Fall 2016. This initiative reaches out to the community, students, and MDCC employees. A Health and Wellness Center will open to the</p>

			community and the campus in 2017.
Goal 5.6: Offer more programs and activities that promote community participation and involvement. Fiscal Year: 2017	Workforce Development and Student Services	Minimal	Add MDCC's events to local economic development/Chamber weekly newsletters. Host art shows and plays for the community.

Sub-Committee: Ed Rice (Chair), Johnathan Brown, Willie Brown, John Conrad, Valarie Morgan, Emily-Kathryn Simmons

Strategic Initiative #6: Student Outcomes

To improve student outcomes, MDCC will implement the following goals:

- Goal 6.1: Provide a mandatory freshman student success orientation class.
- Goal 6.2: Increase student progress toward completion (credit hour completion).
- Goal 6.3: Improve state and national licensure rates.
- Goal 6.4: Increase degree and certificate attainment.
- Goal 6.5: Increase students' college readiness success in developmental mathematics and developmental English.
- Goal 6.6: Increase students' job placement rates.
- Goal 6.7: Increase student enrollment.
- Goal 6.8: Increase students' course completion rates.
- Goal 6.9: Increase students' retention rates.

Strategic Initiative #6: Student Outcomes			
Goals to Achieve Initiative and Year of Implementation (FY17, FY18, FY19, FY20, or FY21)	Responsible Unit or Area	Potential Budget Impact (Routine, Minimal, Moderate, Significant)	Actions, Updates, and/or Benchmarks
Goal 6.1: Provide a mandatory freshman student success orientation class. Fiscal Year: 2017	Instruction	Moderate	An online freshman orientation for first-time, full-time students started in Fall 2016 and will continue in Spring 2017 and the next academic year. An Online Student Success Coach was hired in Fall 2016. The Online Student Success Coach provides guidance and support for online students.
Goal 6.2: Increase student progress toward completion (credit hour completion). Fiscal Year: 2017	All Areas	Moderate	Benchmark: 40% of First-Time, Full-Time Students Will Earn 42 Credit Hours by End of Year Two (40%=state average of Mississippi's community colleges on the latest Report Card)
Goal 6.3: Improve state	Health Sciences	Minimal	Benchmarks:

<p>and national health sciences licensure rates.</p> <p>Fiscal Year: 2017</p>			<p>Associate Degree Nursing – NCLEX-RN (The Benchmark is established by the ACEN, which includes the three-year mean for the licensure passage rate)</p> <p>Practical Nursing – NCLEX-PN – 90% Overall</p> <p>Medical Laboratory Technology – National ASCP BOC – 75%</p> <p>Radiologic Technology – ARRT Exam – 75%</p> <p>Dental Hygiene – National Board Dental Hygiene Exam = 75%</p> <p><i>Note: Rates are based on the accreditation benchmarks for individual program accrediting bodies</i></p>
<p>Goal 6.4: Increase degree and certificate attainment.</p> <p>Fiscal Year: 2017</p>	<p>All Areas</p>	<p>Moderate</p>	<p>Benchmarks:</p> <p>Completers will increase by 10% for Associate of Arts, Associate of Applied Science, and certificate programs as compared to completion data on the latest Report Card by the end of year five of the strategic plan (from 266 to 293 for Associate of Arts graduates; from 158 to 174 for Associate of Applied Science Degree graduates; from 140 to 154 for Certificate graduates)</p> <p><i>Note: Thresholds were based on institutions similar in size and mission as Mississippi Delta.</i></p>
<p>Goal 6.5: Increase students' college readiness success in developmental mathematics and developmental</p>	<p>Instruction/Mathematics and Science Division</p>	<p>Minimal</p>	<p>Benchmarks:</p> <p>1) 75% of First-Time, Full-Time Students Will Progress from Developmental English to English Composition I and Successfully Complete the Course; 2) 72% of First-</p>

English. Fiscal Year: 2017			Time, Full-Time Students Will Progress from Developmental Mathematics to Intermediate Algebra and Successfully Complete the Course; 3) 72% of First-Time, Full-Time Students Will Progress from Intermediate Algebra to College Algebra and Successfully Complete the Course <i>Note: Rates are based on state average of Mississippi's community colleges on the latest Report Card</i>
Goal 6.6: Increase students' job placement rates (Career-Technical and Health Sciences). Fiscal Year: FY2017	Instruction/Career-Technical and Health Sciences	Minimal	Benchmarks: Career-Technical Programs = 85% Associate Degree Nursing = 90% Practical Nursing = 90% Medical Laboratory Technology = 90% Radiologic Technology = 60% Dental Hygiene = 80% <i>Note: Health Science rates are based on the accreditation benchmarks for individual program accrediting bodies</i>
Goal 6.7: Increase student enrollment. Fiscal Year: 2017	All Areas	Moderate	Benchmark: Increase Student Fall Enrollment by 10%, or 2,609 students, by year five of the Strategic Plan (Using Fall 2016 Enrollment of 2,372) <i>Note: Based on institutional data trends, population, and workforce data of the Mississippi Delta service region, the College set the threshold at a 10% increase.</i>
Goal 6.8: Increase students' retention rates. Fiscal Year: 2017	All Areas	Moderate	Benchmark: 59% Fall-to-Fall Retention Rate (59%=state average of Mississippi's community colleges on the latest Report Card)

Sub-Committee: Rosemary Lamb (Chair), Charlie Barnett, Debbie Gantz, Brent Gregory, Dawn Herring, Patti Livingston, Audra Perry, and Teresa Webster

Strategic Initiative #7: College Image and Marketing

To improve college image and expand marketing strategies, MDCC will implement the following goals:

Goal 7.1: Provide a marketing presence across MDCC’s seven-county service area (display cases in high schools; banners and billboards in the community; flyers in local businesses/industries; framed jerseys, pennants, etc., in local restaurants and businesses/industries)

Goal 7.2: Provide an electronic billboard along Highway 82 and on the main campus with daily events, weekly events, faculty/staff member of the week or month, student of the week or month, and other newsworthy items)

Goal 7.3: Improve campus facilities, landscaping, and grounds.

Goal 7.4: Host community events.

Goal 7.5: Utilize “star” students and faculty to recruit in local schools and the community.

Goal 7.6: Increase campus advertising efforts.

Strategic Initiative #7: College Image and Marketing			
Goals to Achieve Initiative and Year of Implementation (FY17, FY18, FY19, FY20, or FY21)	Responsible Unit or Area	Potential Budget Impact (Routine, Minimal, Moderate, Significant)	Actions, Updates, and/or Benchmarks
Goal 7.1: Provide a marketing presence across MDCC’s seven-county service area (display cases in high schools; banners and billboards in the community; flyers in local businesses/industries; framed jerseys, pennants, etc., in local restaurants and businesses/industries) Fiscal Year: 2018	College Advancement & Public Relations	Moderate	Digital billboards within the seven county service areas are currently in use for advertising and marketing purposes. Display cases and other promotional items will be distributed throughout the seven county service area in FY 2018 as funds permit.

<p>Goal 7.2: Provide an electronic billboard along Highway 82 and on the main campus with daily events, weekly events, faculty/staff member of the week or month, student of the week or month, and other newsworthy items)</p> <p>Fiscal Year: Phase 1 – 2018 Phase 2 - 2019</p>	<p>College Advancement & Public Relations</p>	<p>Significant</p>	<p>Phase I: The IT Department is working to implement a digital signage platform for all campus displays. The Public Relations Office is assisting in these efforts for design and ongoing distribution of content. Content for these internal displays will include weekly events, faculty/staff member of the month, student of the week or month, and other newsworthy items. Phase I may be complete as early as FY 2017.</p> <p>Phase II would involve the extension of digital signage to off-campus locations (i.e. digital billboard on Hwy 82). Phase II could be implemented as early as FY 2019 pending availability of funds.</p>
<p>Goal 7.3: Improve campus facilities, landscaping, and grounds.</p> <p>Fiscal Year: Phase 1 – 2017 Phase 2 - 2018</p>	<p>Maintenance and Grounds Department</p>		<p>Phase I. Committees will be created to assist the Director of Maintenance with this task. Two committees are charged with assisting in this area. The purpose of the Facilities Committee is to plan for the construction and renovation of facilities that will enhance the overall appearance and learning environment of Mississippi Delta Community College. The Campus Beautification Committee will work with the Director to enhance campus aesthetics.</p> <p>Phase II. Financial resources will be</p>

			committed to the implementation of the improvement plans developed by the aforementioned committees.
Goal 7.4: Host more community events. Fiscal Year: 2017	Special Events	Routine	Expand noncredit, community-related offerings to all campuses. Partner with the Office of Enrollment Management in hosting recruiting-related events on all campuses. Participate in fairs, festivals and other city / county government sponsored events.
Goal 7.5: Utilize “star” students and faculty to recruit in local schools and the community. Fiscal Year: 2017	Enrollment Management and Instruction	Moderate	Delta Delegation and Student Voices currently serve in this capacity. Additional student groups will be added (student groups from CTE etc). Students receiving Deans & Presidential scholarships could be utilized as part of their scholarship requirements. The Office of Enrollment Management will provide opportunities for instructors and staff to join recruiting staff on visits. (Budget impact could range from routine to moderate pending availability of scholarship funds to offer student ambassadors)
Goal 7.6: Increase campus advertising efforts. Fiscal Year: Phase I – 2017 Phase II – 2018	College Advancement & Public Relations	Phase I: Moderate Phase 2: Significant	Phase I. In addition to existing marketing and public relations efforts, two feature articles will be written and distributed across various media outlets each month starting August 2016. Articles will

		<p>alternate focus of alumni, graduates and current students. The Associate VP will evaluate distribution and effectiveness after one year (August 2017).</p> <p>Phase II. The college website is the primary method utilized by all constituents in search of information. Internal and external communication is driven by content located on the website. While email, print, and other methods of interacting with students and parents remain vitally important, research shows that the website has taken center stage in the effort to convey key messages and engage prospective students. In an effort to keep the college website fresh, relevant, and engaging to students, while also promoting ownership and participation from multiple campus users, it is necessary to implement a new Content Management System (CMS). A new CMS would increase campus advertising efforts by offering information that is detailed, accurate, up-to-date, easy to find, and focused on the issues of most concern to all constituents. This process would include a website redesign and new templates (for MDCC, Capps Center, and the GHEC websites). In addition, a new CMS</p>
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			<p>would increase efforts by being mobile-friendly and accessible to all (ADA). New features such as a more effective web calendar, online directory, and an online college catalog would be available if desired. A website redesign would also allow enhanced analytics to effectively track web and social media advertising. The implementation of the new CMS and website redesign would be dependent upon available funding and is planned for FY 2018.</p>
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Sub-Committee: D. Reed Abraham (Chair), Melaney Emerson, Jamie Scrivener, Alan Crews, Debbie Gantz, Brent Gregory