

MANCHESTER COMMUNITY COLLEGE

2007 – 2010 Strategic Plan

VISION

Our vision is to be the leading community college that empowers students and inspires their success through exceptional and innovative education.

MISSION

Being responsive to the diverse communities we serve, our mission at Manchester Community College is to be an accessible, student-centered, comprehensive community college that promotes and fosters the intellectual, cultural, and economic vibrancy of our region.

VALUES STATEMENT

We firmly believe that certain fundamental values characterize who we are and guide us in the accomplishment of our mission and goals. As a college community we value:

- Student success
- Lifelong learning
- Civic knowledge, responsibility and action
- Scholarship, innovation, and creativity
- Open, honest, and civil communication
- Effective use of public funds

CODE OF ETHICS

Our college decisions, policies, actions and procedures are based on the following ethical principles:

- Responsibility
- Fairness
- Honesty
- Mutual Respect
- Integrity

DIVERSITY STATEMENT

Recognizing the inherent value and dignity of each person, Manchester Community College is committed to valuing, promoting, and supporting diversity within the college and the community it serves.

GOALS AND STRATEGIES

POSITION MANCHESTER COMMUNITY COLLEGE AS A MORE COMPETITIVE, ACCESSIBLE, AND VISIBLE COLLEGE

- Develop and implement a coordinated, consistent internal and external marketing communications program.
- Develop messages that are appropriate to our target audiences.
- Develop systematic processes to assess the effectiveness of the marketing communication activities.

VALUE, DEMONSTRATE, AND SUSTAIN A CLEAR COMMITMENT TO THE INHERENT VALUE AND DIGNITY OF EACH PERSON

- Create an ongoing campus climate that is welcoming and accepting for all.
- Recruit, hire, and retrain a skilled and diverse work force that is committed to the mission and values of Manchester Community College.
- Promote global awareness and cultural understanding throughout the college. Educate faculty and staff on the value and purpose of global awareness and cultural understanding.
- Identify resources needed to foster the inclusion of cultural awareness and understanding in the curriculum.
- Develop systematic processes to assess the effectiveness of diversity activities and programs.

CONTINUALLY DEVELOP AND IMPROVE QUALITY ACADEMIC PROGRAMS

- Define and assess core attributes and program outcomes.
- Strengthen existing programs to meet and exceed market demands.

- Create and support a planning process for new program development that responds to community needs.
- Develop systematic processes to assess the effectiveness of the academic planning activities.

INCREASE THE NUMBER OF STUDENTS WHO ACHIEVE THEIR EDUCATIONAL GOALS

- Develop and implement an enrollment management plan
- Ensure our student population reflects the diversity of the community.
- Fully utilize technology to improve recruitment and retention processes.
- Develop a communication plan with potential students, current students, faculty, and staff regarding all aspects of enrollment management at the college.
- Examine ways to involve alumni in the enrollment-management model.
- Develop systematic processes to assess the effectiveness of the enrollment-management plan and activities.

IMPROVE AND GROW THE COLLEGE THROUGH CAPITAL AND FISCAL PLANNING PROCESSES DRIVEN BY THE COLLEGE'S STRATEGIC PLAN

- Develop and implement a fiscal and capital plan.
- Develop criteria to determine if the College is using state resources in an effective and efficient manner.
- Determine the criteria and processes for implementing a Capital Campaign.
- Develop systematic processes to assess the effectiveness of capital and fiscal planning activities.