

Manhattan Area Technical College 2013 - 2017 Strategic Plan

Goals	#	Outcome	#	Measureable Activity	OPR	Status/Results																			
Strategic Priority: Student Centered Learning																									
Recruitment	1	Develop HS partnerships that prepare students for successful entry	1.1	Increase concurrent / dual credit courses with high schools	VPIA	We anticipate steady to slightly increased enrollment																			
			1.2	Increase articulation agreements with high schools	VPIA	Articulation agreements holding steady																			
			1.3	Explain concurrent / dual credit and articulation agreement opportunities to HS counselors	VPIA	See 1.1																			
			1.4	Recruit students who have achieved standard identified in articulation agreements	VPIA	Student placement is in transition due to the use of Accuplacer as the primary test assessment (per KBOR) as well as new placement guidelines that provide more flexibility for reviewing students' academic achievement from high school and other sources of training and learning.																			
	2	Create multi-media strategies for marketing and branding MATC	2.1	Develop and post concurrent/dual credit and articulation agreement promotional materials	VPSA	Within our resource limitations we are increasing marketing and awareness to area school districts, media markets, civic and business organizations. Social media strategy being developed for implementation for 16-17 academic year.																			
			2.2	Develop and post scholarship promo materials for online and paper distribution	VPSA																				
			2.3	Survey students to determine best social networking strategies	VPSA																				
			2.4	Publicize success of MATC students and graduates	VPSA																				
	3	Research development of child care for children of employees and students	3.1	Identify regulations, costs, facility needs, etc.	President	On hold until General Education building addition of Campus Master Plan becomes viable.																			
Completion & Retention Targets		All Full-Time Degree/Certificate-Seeking Students after 2 Years		<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>AY</th> <th>Completed</th> <th>Retained</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>2010</td> <td>47%</td> <td>15%</td> <td>62%</td> </tr> <tr> <td>2011</td> <td>49%</td> <td>15%</td> <td>64%</td> </tr> <tr> <td>2012</td> <td>59%</td> <td>9%</td> <td>68%</td> </tr> <tr> <td>2013</td> <td>49%</td> <td>15%</td> <td>64%</td> </tr> </tbody> </table>	AY	Completed	Retained	Total	2010	47%	15%	62%	2011	49%	15%	64%	2012	59%	9%	68%	2013	49%	15%	64%	<p><i>Foresight 2020</i> is the Kansas Board of Regents' 10-year (2010-2020) Strategic Plan. Under Goal 1 (Increase Higher Education Attainment) is an objective that states: Achieve a 10 Percent increase in retention and graduation rates by 2020. Our goal is to achieve a 10% increase in Completion/Retention from MATC's 2010 baseline by 2020.</p>
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2010	47%	15%	62%																						
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Student Retention	1	Meet developmental / placement needs of entering students	1.1	Enroll students using placement test results	VPSA	Academic and faculty advisors are enrolling students using placement test results. See 1.4 for more information.																			
			1.2	Expand learning services; expand tutor schedule	VPIA	Brainfuse online tutoring is accessible to students as tutoring options continue to be explored and provided as resources allow.																			
			1.3	Explore creation of developmental education program	VPIA	Developmental learning needs are being explored to remove barriers related to time, cost, and impeding academic progress based on each student's placement needs.																			
			1.4	Initiate exploratory boot camps	VPSA	We will continue to explore options within our resources of personnel, finances, and facilities.																			
	2	Establish benchmarks for programs with entrance requirements	2.1	Develop and pilot students selection process	VPIA	Continuing to explore this option.																			
	3	Advise students appropriately	3.1	Train faculty advisors	VPSA	The advising process is in transition, utilizing enhanced use of EX as well as more accurate program of study requirements and student progress.																			
Student Success/ Completion	1	Increase student exposure to industry	1.1	Provide summer internships	VPIA	Continuing to explore this option.																			
			1.2	Use industry guest lecturers	VPIA	Sporadic use so far, but we continue to explore this, with an emphasis on making employers and advisory committee members more aware of the benefits to this approach.																			

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			1.3	Update equipment/instructional resources with assistance of industry partners	Foundation	Instructors are being asked to identify needs with justified prioritization as we move into the budgeting process for 16-17, as well as the President's involvement to strengthen the effectiveness of the college Foundation and interaction with the Greater Manhattan Community Foundation.
	2	Develop additional alternative learning opportunities	2.1	Survey students and industry to identify needs	VPIA	This is an ongoing process and is operational rather than strategic, especially as we enhance workforce and customized training, etc.
	3	Enhance technology use in classroom	3.1	Research need for IPADs, notebooks, or other portable devices to improve instruction	VPBA	On-going discussion at Technology Committee meeting. Specifics to be identified.
			3.2	Develop technology plan	VPBA	In place, and being used as we advance technology capacity and allocation of resources.
			3.3	Train faculty/staff in new adopted technologies	VPBA/VPIA	Jenzabar recommendations being reviewed and acted upon as resources are available. Internal position for SQL programmer has been created and staffed.
Student Placement	1	Increase postsecondary education opportunities	1.1	Increase matriculation opportunities beyond MATC for students, faculty, and staff	VPIA	VPIA continues to be involved in local, regional, and state initiatives to advance this item, with recent emphasis on military training for credit, prior learning assessment, and continued review/expansion of articulation agreements. KBOR general education transfer guarantee also being promoted to advance student options with MATC.
	2	Increase industry exposure to MATC graduates	2.1	Offer job fair	VPSA	Being investigated to increase effectiveness.
			2.2	Market graduates to industry	VPSA	On-Going through Program Advisory Meetings and the Upcoming Employer Engagement Initiative. This is now an operational component as it is ongoing and no longer strategic.
Strategic Priority: Leading and Communicating						
Public Relations	1	Expand student involvement in community, state, and national activities	1.1	Increase industry / SkillsUSA partnerships and participation	VPIA	SkillsUSA leadership – MATC student President of the Kansas PS organization; faculty advisors for SkillsUSA involved in state leadership. We are committed to expanding MATC student and faculty involvement with this organization, including specific budgeting for it in current & future fiscal years.
			1.2	Increase community service / service learning activities	VPIA	We are working to develop a regular reporting mechanism for this topic. Dental Hygiene continues to lead the college in this category, but we have other programs who perform (but we need to improve reporting).
			1.3	Developing student mentoring program	VPSA	In discussion
	2	Increase opportunities to engage communities within MATC service area	2.1	Survey faculty and staff to determine current participation	President	This will be updated with the HLC assurance argument information during 16-17.
			2.2	Identify and fill gaps to ensure adequate involvement	President	Employees have been encouraged to seek out opportunities to represent the College in areas not presently served, when appropriate.
	3	Seek opportunities to collaborate as a means to program expansion	3.1	Increase training / education opportunities at Ft. Riley	VPIA	Working with Fort Riley on recruiting efforts as well as program possibilities, particularly through KBOR military credit initiative and increased marketing of MATC in Geary County.
			3.2	Work with Adult Learning Center to transition students to MATC	VPIA	Discussions with MALC are ongoing related to GED/ABE options promoting transition into CTE programs of study (meets KBOR objectives). The most recent element was the entities joining the AOK project in KS.
Communications	1	Create departmental communications plans to enhance and maintain intra/inter-departmental communications	1.1	Publish annual departmental accomplishments	President	Will be accomplished in concert with new Program Review reports
			1.2	Identify communication gaps	President	Updated report as part of the HLC assurance argument in fall 17.

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			1.3	Develop activities to eliminate gaps	President	Implementation of email policy that establishes expectation that faculty, staff, and students will check and use MATC email accounts
College Culture	1	Research feasibility of transitioning to a comprehensive technical community college	1.1	Hire External Consultant to identify feasibility and practicability (NCHEMS)	President	Study could not produce conclusive results due to a change in admission standards at KSU. The raising of existing standards made existing data unreliable for use as a predictor of success. Will re-examine after a couple of years of new data to determine if MATC's conversion will benefit the community and the University.
	2	Continue to promote diversity programming to create a fully inclusive and integrated environment	2.1	Create program and processes which encourage and embrace diversity within the college to include employees and students. (Look at http://www.osu.edu/diversityplan/index.php)	President	Diversity Committee formed. Training for key personnel has been accomplished. In-service training is regularly scheduled during convocations and other times through out the year.
	3	Expand services to become "Military Friendly College"	3.1		VPSA	Complete & now operational, not strategic
	4	Expand non-traditional student involvement in college activities	4.1		VPSA	Under review for providing appropriate options.
	5	Enhance safety and security measures	5.1	Create a physically safe and healthy environment through compliance with regulations and general safe practices	President	1. On-going training in disaster preparedness, practice drills, and examinations of security deficates have occurred during this cycle. A draft conceal carry policy is being reviewed by legal for implementation no later than July 1, 2017 per the state legislative requirement. 2. Safety awareness stressed but also increased circumstantually due to EPA and OSHA on-campus inspections during the strategic planning cycle. 3. MATC must continue to plan for the future when the on-campus carry of weapons exemption expires in 2016? 4. Created an atmosphere of increased awareness to safety and security practices in employees
Professional Development	1	Enhance support of employees	1.1	Provide orientation/peer mentoring to job duties, tasks, college culture to new employees	VPBA	New employees receive orientation to job duties, tasks and college culture.
			1.2	Expand matriculation opportunities to include part-time faculty and staff	President	Introduced August 2014 allowing Adjunct to participate upon reaching certain employment milestones.
	2	Engage employees in local, state, and national leadership roles	2.1	Increase involvement in meetings, conferences, leadership activities	President	VP and other key personnel are attending local, regional, and activites, clubs, and conferences and sharing bi-directionally while engaged in these activities.
Strategic Priority: Continuous Institutional Improvement						
Facilities	1	Develop college master plan for existing and new facilities	1.1	Identify existing facility needs	President	Complete 1/1/2013; review underway during 16-17.
			1.2	Identify new facility needs	President	Complete 1/1/2013; review underway during 16-17.
			1.3	Identify shared space opportunities with high school and industry partners	President	Complete 8/1/2014; to be reviewed during 16-18.
Financial	1	Increase fiscal resources	1.1	Major gifts for capital expansion secured by Foundation	Foundation	In transition with planning by the new President in cooperation with the Foundation Trustees
			1.2	Develop Alumni Association	Foundation	In transition with planning by the new President in cooperation with the Foundation Trustees
			1.3	Develop industry sponsorship of programs	Foundation	In transition with planning by the new President in cooperation with the Foundation Trustees

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			1.4	Seek industry donations	Foundation	On-going. Operational and not strategic.
			1.5	Develop self-funding opportunities	President/VPBA	1. Facilitates fee and overhead percentage added to fees and Foundation moneys. 2. Other opportunities being pursued
						Attempted 2/10th of a cent sales to generate \$20,000,000 over 10 years. Required 1,400+ signatures. Obtained 100+. Failed
Personnel	1	Hire employees based on talent and attitude	1.1	Measure applicant's K.S.A.s based on position description	VPBA	This is partially being accomplished through interview questions and hands-on assessment of applicants where appropriate.
			1.2	Administer attitudinal assessment tool as part of selection process	VPBA	Not implemented
	2	Provide regular feedback to employees regarding performance	2.1	Conduct annual staff evaluation that provides positive and constructive feedback	VPBA	In Progress
Information Technology Infrastructure	1	Ensure the institution keeps pace with appropriate technology in all areas	1.1	Research and identify instructional technology needs and existing resources annually	VPBA	See 3.1 above
			1.2	Assess infrastructural technology needs and budget appropriately	VPBA	Now operational through technology plan and budget development process, not strategic.
	2	Ensure proper use of data in decision-making, assessment, and other forward looking activities	2.1	Identify data required to make data-driven decisions	President/AVPIA	Various forms of data are available for use when needed for those institutional decisions requiring more than intuition and experience. This is a work in progress requiring additional resources and training in order to fashion reports on a case-by-case basis to address existing and future needs.
			2.2	Collect data	AVPIA	Fiscal, academic, student, and demographic data collected on a regular basis for a variety of reports.
			2.3	Analyze data	AVPIA	As needed