



Merced Community College District
STRATEGIC PLANNING TASK FORCE (SPTF)
2014-2016 Strategic Plan Goals and Objectives

Draft Plan
April 24, 2014

Goal 1: Assure student access and success.

- Objective 1.1:* Provide students with support systems, programs, and development opportunities that maximize success.
- Objective 1.2:* Develop and improve student success strategies which are data-driven and research-based.
- Objective 1.3:* Increase equitable access and success for a diverse population of learners with varied interests and goals.
- Objective 1.4:* Increase student success by building partnerships with organizations that educate and support students.
- Objective 1.5:* Support effective teaching and services through ongoing professional development for all employees.

Goal 2: Foster a culture of positive communication, effective collaboration, and academic excellence throughout the District.

- Objective 2.1:* Strengthen intergroup understanding via regular communication, professional development, dialogue, and exchange.
- Objective 2.2:* Enhance public relations outreach and develop and implement a branding initiative.
- Objective 2.3:* Promote an atmosphere of academic excellence.

Goal 3: Assure continuous quality improvement of technology and systems integration.

- Objective 3.1:* Provide professional development training opportunities on the effective use of technology for all employees.
- Objective 3.2:* Improve accessibility and navigation of the public website and portal.
- Objective 3.3:* Ensure appropriate use and support of technology in the delivery of instruction, student services, and administrative units.
- Objective 3.4:* Assess and implement system integration to streamline processes.

Goal 4: Partner with the community.

Objective 4.1: Develop alternative funding sources through the private sector and federal and state agencies to diversify and stabilize the District's revenue sources.

Objective 4.2: Encourage and facilitate alumni engagement.

Objective 4.3: Pursue mutually beneficial relationships with the community-at-large.

Objective 4.4: Enhance Merced College Foundation donor relations.

Goal 5: Promote a Sustainable, Supportive, and Safe Learning Environment.

Objective 5.1: Promote environmental stewardship.

Objective 5.2: Develop a campus environment that fosters a productive and motivated team and links service areas with instruction.

Objective 5.3: Ensure continuous improvement of college-wide safety initiatives.

Objective 5.4: Improve campus life for students.

Objective 5.5: Maintain fiscal stability.

Objective 5.6: Ensure effective use of human resources.

Objective 5.7: Ensure effective and efficient planning, development, and use of facilities and grounds.

Goal 6: Foster a culture of institutional effectiveness and excellence.

Objective 6.1: Integrate and align planning and resource allocation.

Objective 6.2: Promote a culture of data-driven decision making.

Objective 6.3: Ensure accreditation standards are met or exceeded.