



Merced Community College District  
**2014-2016 STRATEGIC PLAN**  
Vision, Mission, Core Values, and Motto

Vision

Merced College will provide transformative and empowering educational experiences to meet student and community needs.

Mission

Merced College serves as a gateway to the future, providing accessible, affordable, and relevant education and workforce training for students in our richly diverse region. The college offers programs of study that lead to transfer, associate degrees, and certificates. Merced College provides basic skills and noncredit courses, as well as community education for personal and professional enrichment.

Core Values

*Student Success:* We focus on student access and success.

*Supportive Environment:* We promote an atmosphere of trust where communication and teamwork cultivate a rich environment for teaching and learning.

*Proactive:* We utilize agility, innovation, and responsible risk-taking to create our preferred future.

*Partnership:* We actively engage with the community and community partners to respond to cultural, educational, economic, and technological needs.

*Diversity:* We embrace diversity and equity as community strengths and celebrate these qualities in our institution.

*Self-Reflection:* We strive for continuous improvement based on data-driven self-reflection, objective assessment, and dialogue.

Motto

*“Students are our focus and we are known by their success”*

Merced Community College District  
**2014-2016 STRATEGIC PLAN**  
Goals and Objectives

**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 that 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, portal, and telephone system.

*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.

Adopted by Merced College Board of Trustees 10/7/2014