

Merced Community College District (MCCD) Strategic Plan 2014-2016 Update

Merced College Strategic Plan Background

Development of the initial Merced College Strategic Plan began during Spring 2010. The 2010-2013 Merced College Strategic Plan was approved by the Board of Trustees on September 6, 2011. A report outlining progress on the Strategic Plan was produced in August 2013.

Link to 2010-2013 Strategic Plan documents:

http://www.mccd.edu/about_us/merced_college/stratetegic_planning/index.html

In Fall 2013, a 14-member task force composed of the president of Merced College, a trustee, administrators, classified staff, a student, faculty, and managers was formed to review the 2010-2013 Strategic Plan and provide recommendations for updating the existing plan or creating a new plan. Reporting to the Merced College Educational Master Planning Committee, the Merced College Strategic Planning Task Force determined that an update of the existing plan was warranted.

The development of the updated plan included a scan of data and information regarding Merced College student and community demographics, labor market and economic indicators, educational trends and outcomes, health outcomes, technology and environmental trends. The Strategic Planning Task Force also secured input from the college community and the surrounding community through a series of presentations, forums, hardcopy and electronic articles and other communication channels. The result of these deliberations is reflected in the proposed Merced Community College District 2014-2016 Strategic Plan.

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Strategic Planning Process Timeline	
May 2013	Review and revise the 2010-2013 MCCD Strategic Plan
	Appoint and convene Strategic Plan Task Force
	Assess progress on the 2010-2013 plan
	Use assessment results to inform development of the updated plan for the period of 2014-2016
June-July 2013	Collect data for internal and external environmental scan
	Develop written progress report on 2010-2013 MCCD Strategic Plan
August 2013	Present 2010-2013 MCCD Strategic Plan Update and provide verbal report and presentation to college community at Convocation
September 2013 – April 2014	Convene Strategic Planning Task Force to review environmental scan data, draft updated plan
October - November 2013	Conduct Economic Impact Study
October - November 2013	Establish Strategic Planning pages on Merced College Internet site
November 2013	Conduct College Forums on Strategic Plan processes and District needs to be addressed [Nov. 7 and 8, 2013, at Merced and Los Banos Campuses]
December 2013	Master Planning Discussions, demographics
January - February 2014	Data Review, updated plan development
February - March 2014	Report to Educational Master Planning Committee regarding Strategic Planning Task Force progress, review results to-date
April 2014	Initial draft 2014-2016 MCCD Strategic Plan released to college community
	President highlights on MCCD 2014-2016 plan goals during his 2014 “State of the College Address” [April 11, 2014]
	Conduct College Forums on draft 2014-2016 MCCD Strategic Plan [Apr. 15, 2014 at Merced and Los Banos Campuses]
May 2014	Convene joint EMPC and Strategic Planning Task Force meeting to review and incorporate college community feedback into the 2014-2016 plan
June – September 2014	Develop Strategic Plan processes, monitoring and tracking systems to ensure appropriate and timely follow-up and reporting on plan progress
	Incorporate and align development and implementation of other Master Planning documents/plans (e.g., Educational Master Plan, Facilities Master Plan) with draft final 2014-2016 MCCD Strategic Plan
July – September 2014	Solicit feedback on the draft final 2014-2016 MCCD Strategic Plan from college Community and community-at-large
	MCCD Management Association planning retreat [July 30, 2014]
	Educational Master Planning Committee (EMPC) [August 28, 2014]
	Academic Senate [August 28, 2014]
	Associated Students of Merced College (ASMC) [September 2, 2014]

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	Classified Senate [September 11, 2014]
	President Taylor's "Op-Ed" in Merced Sun-Star newspaper, http://www.mercedsunstar.com/2014/09/11/3843137/ron-taylor-help-merced-college.html [September 11, 2014]
	Community Feedback survey [close, September 25, 2014]
	Educational Master Planning Committee (EMPC) [September 25, 2014]
August – September 2014	Assess budget implications of proposed 2014-2016 Strategic Plan, incorporate into budgetary/fiscal processes
September 2014	Final draft 2014-2016 MCCD Strategic Plan sent to Board of Trustees for review and consideration
October 2014	Final draft 2014-2016 MCCD Strategic Plan agendized on October 7, 2014 MCCD Board of Trustees meeting
October 2014 – December 2016	2014-2016 MCCD Strategic Plan implementation, monitoring, reporting and evaluation