

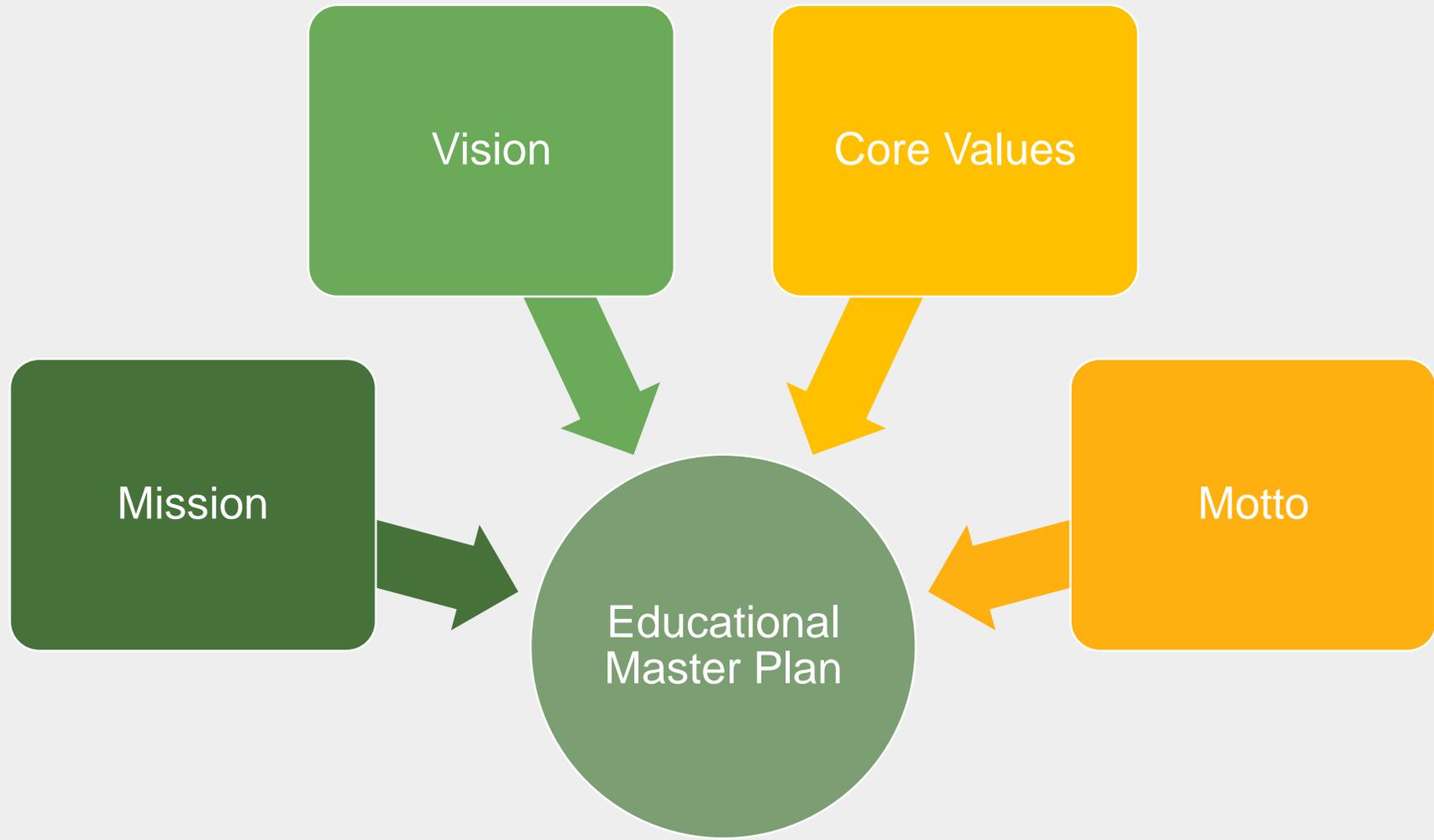
# Strategic Planning Progress Update

Campus Forum

May 13, 2022

Prepared by:

Office of the President and  
Office of Institutional Effectiveness



# Educational Master Plan

## Strategic Implementation Plan

- Operational Implementation of the EMP

## Action on SIP Tasks

# Educational Master Planning Goals

Goal 1:  
Enrollment  
Management  
And Student  
Success

Goal 2:  
Student  
Access

Goal 3:  
Resource  
Development  
and  
Allocation

Goal 4:  
Safety  
and  
Facilities  
Planning

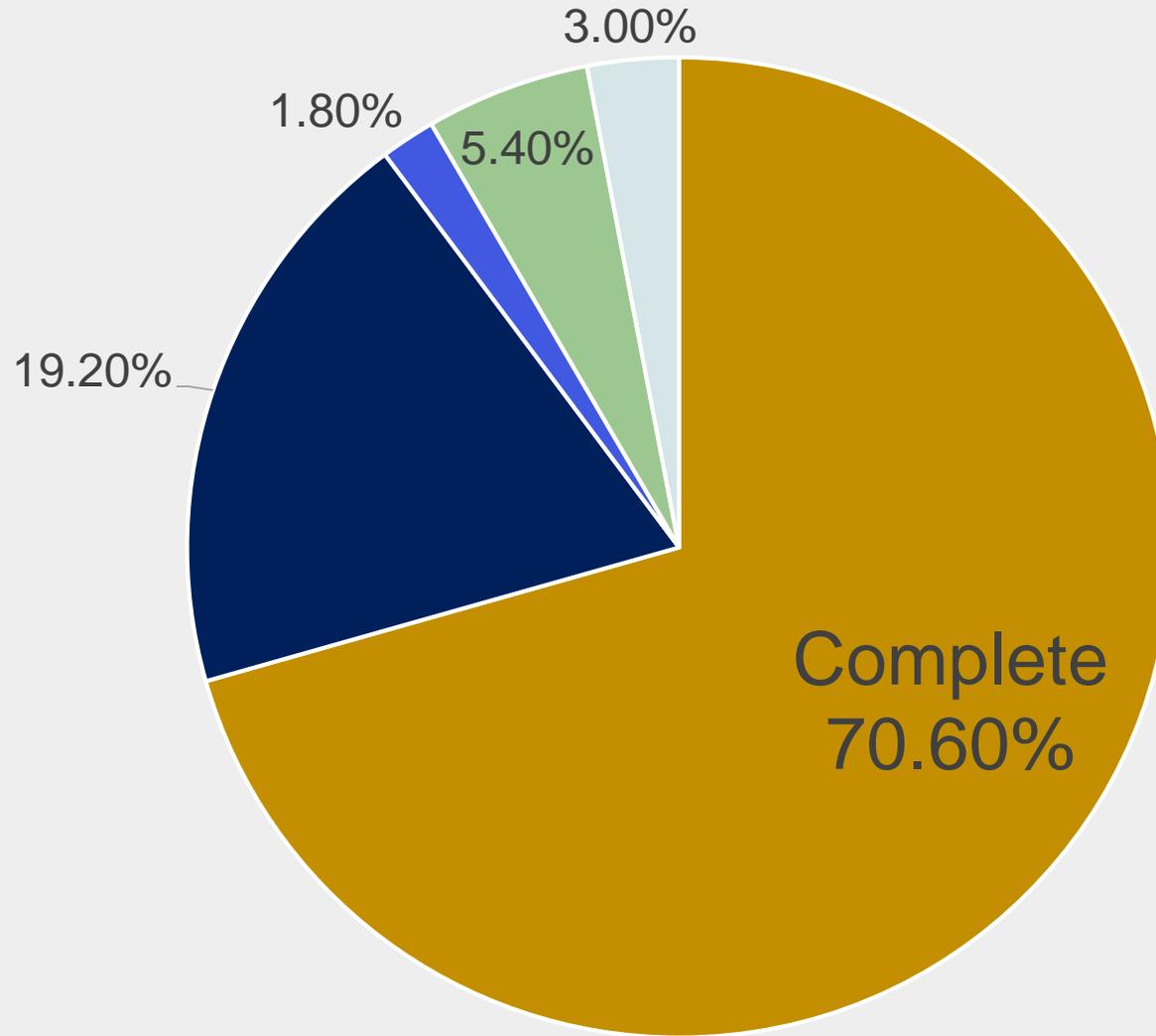
Goal 5:  
Partnership

Goal 6:  
Institutional  
Effectiveness  
, Technology,  
and System  
Design

Goal 7:  
Implement  
Innovative  
Practices  
Learned as a  
Result of  
Pandemic

Goal 8:  
Utilize  
MCCD's DEI  
Framework  
to Address  
Systemic  
Racism

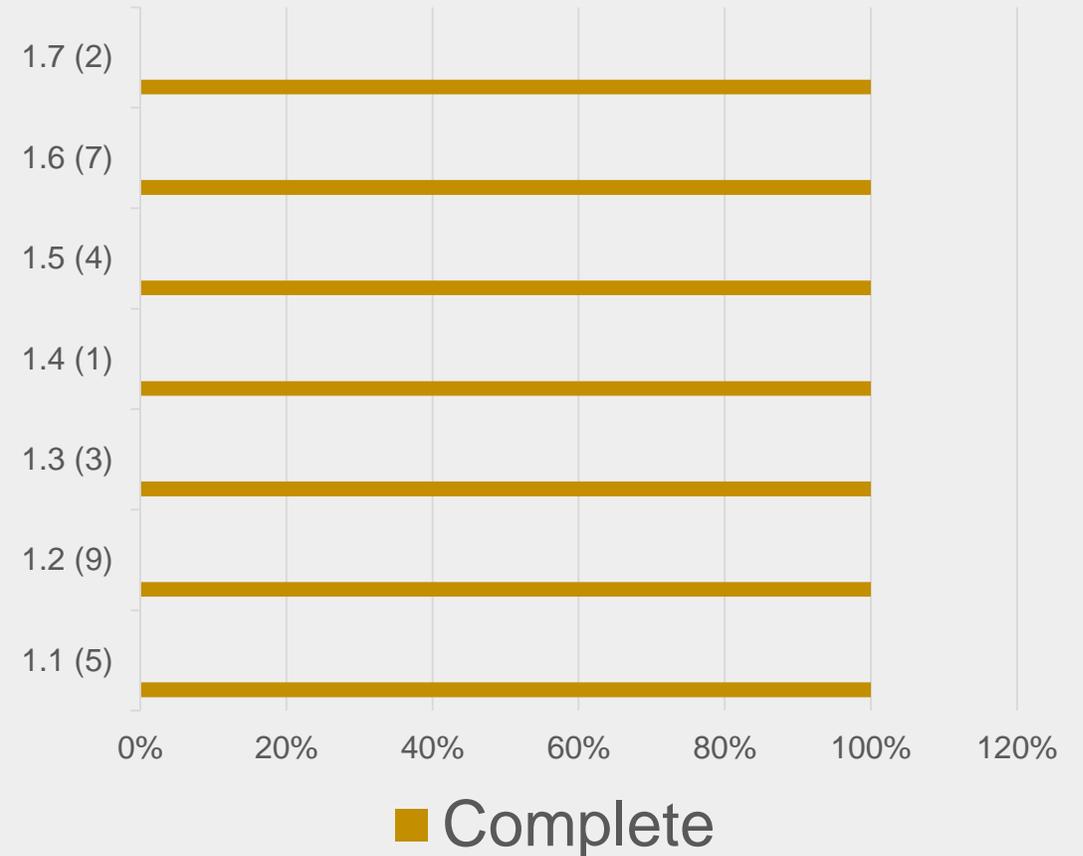
# SIP Task Progress May 2022



■ Complete ■ In Progress ■ Past Due ■ Due 2022S ■ Due 2022U

# Goal 1: Employ enrollment management strategies to support student success, progression, and completion/transfer

- **Objectives:**
- 1.1 Develop GPS within meta-majors.
- 1.2 Strengthen Scheduling.
- 1.3 Design innovative programs to meet workforce needs.
- 1.4 Provide technical training to meet workforce needs.
- 1.5 Expand programs to Los Banos.
- 1.6 Create innovative packaging and delivery of programs.
- 1.7 Implement strategies to support student success.



# Administrative Services

## Los Banos Child Development Center

- Currently in the planning phase and slated to be completed in December 2022
- Expected to open in January 2023
- Increased Child Development course offerings
- Will serve as a full day program for infants, toddlers and preschool age children
- Center to be housed in two 36' by 40' modular units
- Permanent CDC facility is included in District's Facilities Master Plan

# Student Success Team Model and Goals

- A Guided Pathways initiatives
- A system of holistic student support serving students equitably
- Mirroring the high touch EOPS model
- Restructures of outreach, advising, counseling, and career/transfer services to serve assigned groups of students within “Schools”
- Provides a platform to drive Equity measures across campus

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## Student Success Teams

| School Of  | Industry and Manufacturing   | Social Sciences and Education   | Science Technology Engineering and Mathematics (STEM)                              | Health and Public Safety  | Agriculture   | Humanities, Languages, Fine and Performing Arts | Business   |
|--|--|---|--|---|---|---|--|
| Dean of Instruction  | Bryan Tassey   | John Albano   | Doug Kain  | Valerie Albano  | Bryan Tassey  | Travis Hicks                                    | Caroline Dawson  |
| Counseling   | Araceli Gonzalez (MC)<br>Bethany Long (MC)<br>Leticia Rodriguez (LB) | Enrique Renteria (MC)<br>Tatiana Khoubiar (MC)<br>Michelle Stanford (LB)                | Steve Clark (MC)<br>Sutara Lor (MC)<br>Jazmin Serrano (LB)                         | Sue Helfgott (MC)<br>Gina Vang (MC)<br>Liliana Renner (MC)<br>Michelle Gilardi (LB)         | Kim Donaher (MC)<br>Michelle Gilardi (LB)                     | Dennell Smith (MC)<br>Michelle Stanford (LB)    | Raul Alcala (MC)<br>Christina Fuentes (LB)<br>Sabrina Frias (MC) |
| Enroll/Ret. Specialist   | Sabrina Gudgel   | Freddy Loera  | Baylee Chance  | Andrea Garibay  | Rachel Gray   | Angellee Soriano                                | Veronica Briceno   |
| Financial Aid Tech   | Valerie Ruiz   | Arturo Garcia   | Marysol Contreras  | Nora Flores   | Brad Peltier  | Valerie Ruiz                                    | Ashleigh Rice  |
| <b>Equity Programs Points of Contact (for all Success Teams)</b> |  |   |  |   |   |   |  |
|  | DSPS<br>Nyesha Meeks<br><br>EOPS<br>Nora Martinez & Himmelda Luna    | NextUp<br>Dondi Lawerence<br><br>CARE<br>Nora Martinez<br><br>CalWorks<br>LaDenta Smith | Personal Counseling<br>Jill Vierra<br><br>Basic Needs/Food Pantry<br>Shannon Gragg | SSTC<br>Merced Campus – Clara North & Andrea Martinez<br><br>Los Banos Campus – Daniel Ruiz | Athletes<br>Lizette Covarrubias<br><br>VRC<br>Dustin Thompson |   |  |

# Strategies to Support Student Success New Foster Youth Center





# reLaunch



## Relaunch your career at Merced College!

- Advance your career and earn more
- Designed for working professionals
- Free tuition for first-time students and financial aid for those who qualify
- Get your Associate Degree in just 17 months
- All courses are short term and fully online
- Streamlined support to ensure your success

**The sky's the limit  
when you're a Blue Devil.**

[www.mccd.edu/relaunch](http://www.mccd.edu/relaunch)

Scan here to  
learn more!



### Associate Degree for Transfer:

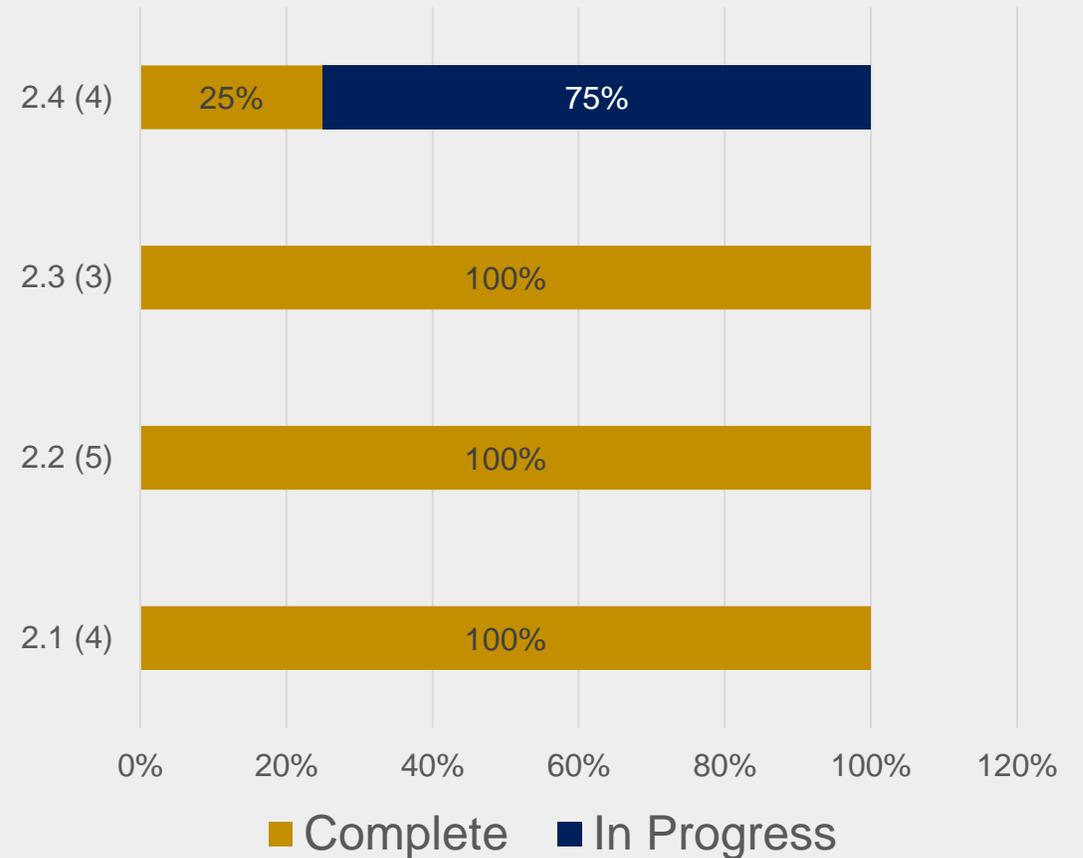
- Business
- Child Development
- Administration of Justice

### Associate Degree:

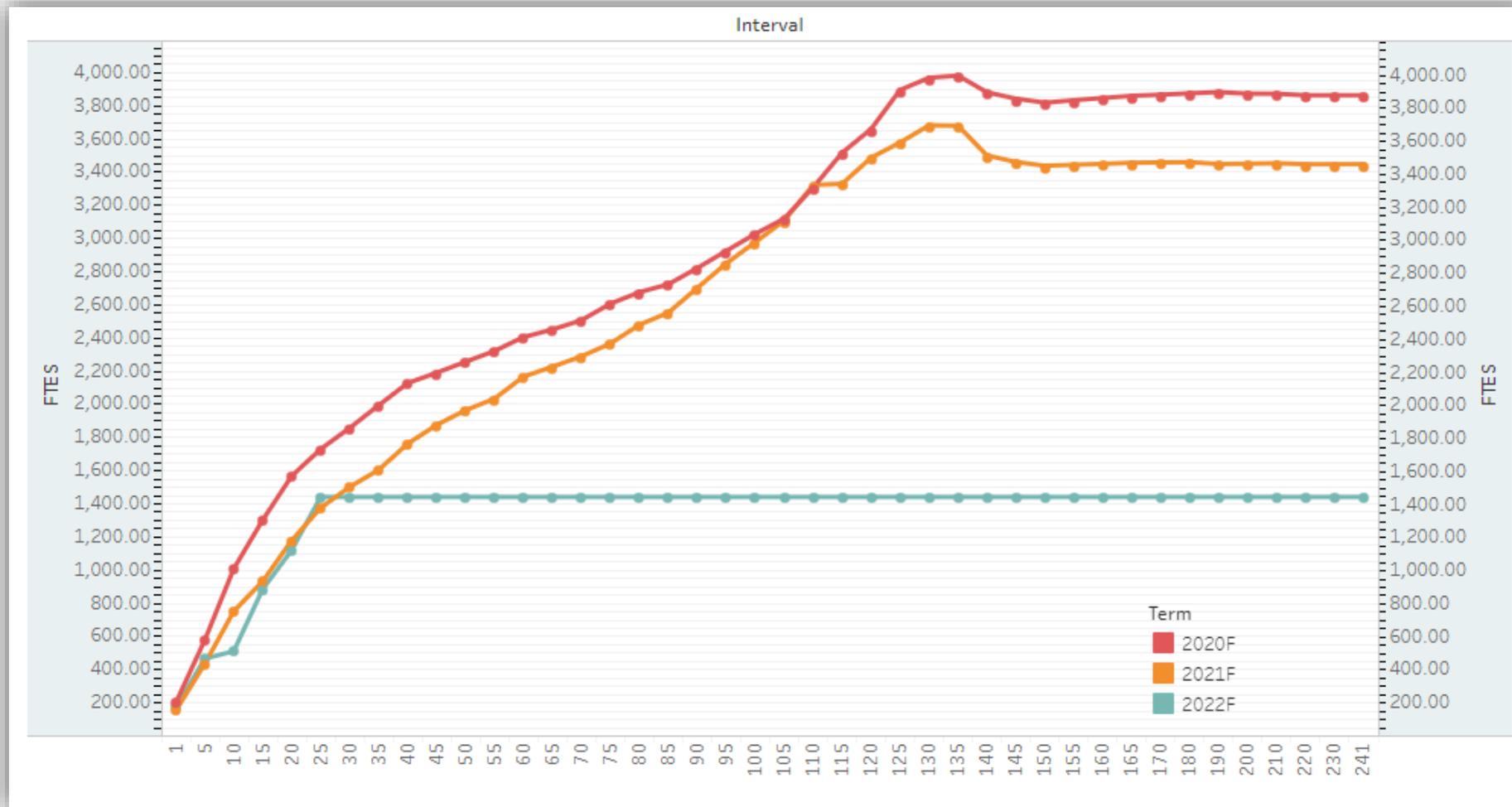
- Computer Technology Information Systems

# Goal 2: Increase student access and streamline entry processes

- Objectives
- 2.1 Support development of student plans.
- 2.2 Streamline registration and matriculation processes.
- 2.3 Reach new populations of students.
- 2.4 Create First-Year experience program.



# Enrollment Fall 2022



Fall 2022- 1437

Fall 2021- 1372

Fall 2020- 1726 (Gold Standard)

# External Relations

## WEBSITE REDESIGN

- Capture the vibrancy of Merced College through innovative and bold design choices
- Focus on creating an experience that is visually appealing on any device
- Make information pathways clear, focused, and action-oriented
- Focus homepage on student needs and actions
- Represent the diversity of our student body through website visuals

FINDING YOUR PATH

Wherever you are on your journey, we'll guide you toward a welcoming, rewarding and fulfilling college experience that's right for you.

|  |  |   |  |
|--|--|---|--|
| <b>130+</b><br>degree and certificate programs | <b>52%</b><br>of students are first-generation | <b>\$31M</b><br>of financial aid has been awarded to students | <b>40+</b><br>student organizations and athletics programs |
|--|--|---|--|



— TAKE YOUR NEXT STEP

MC Portal Canvas Q Menu

I want to [register for classes](#) →

I want to [enroll at Merced College](#) →

I want to [explore programs](#) →

I want to [learn about support services](#) →

— WHAT'S NEW

VIEW ALL NEWS

NEWS  
'Relaunch' Your Career With New Online Degrees at Merced College

EVENTS  
Class of 2022 Graduation Ceremony

EVENTS  
Upcoming Priority Registration Deadline: May 22

## Project Milestones:

- January: Discovery sessions with stakeholders including students, alumni, faculty, classified employees and administration
- April: Homepage design development/review
- June-August: Copywriting and content migration planning
- October: Expected launch of new site

# External Relations

## MARKETING CAMPAIGN

- SLAP agency captured hours of interviews and B-roll for series of short TV/video spots with the following messages:
  - Message 1: Affordability/Free Tuition
  - Message 2: Career-Focused Path/Certificate Programs
  - Message 3: Online, Hybrid and In-Person Programs
  - Message 4: Wrap-Around Services for Students
  - Message 5: Success Stories
- Using CollegeAPP to target adults who want to go back to school
- New and improved wayfinding signage coming to campus
- Expanding digital signage across campus and at Los Banos/BRC
- New billboards in Merced and Los Banos
- Athletics/spirit branding updates
- “Follow the Tridents” campaign and corner signage

**Made in Merced. Built for the world.**

**TAKE YOUR  
NEXT STEP AT  
MERCED COLLEGE.**

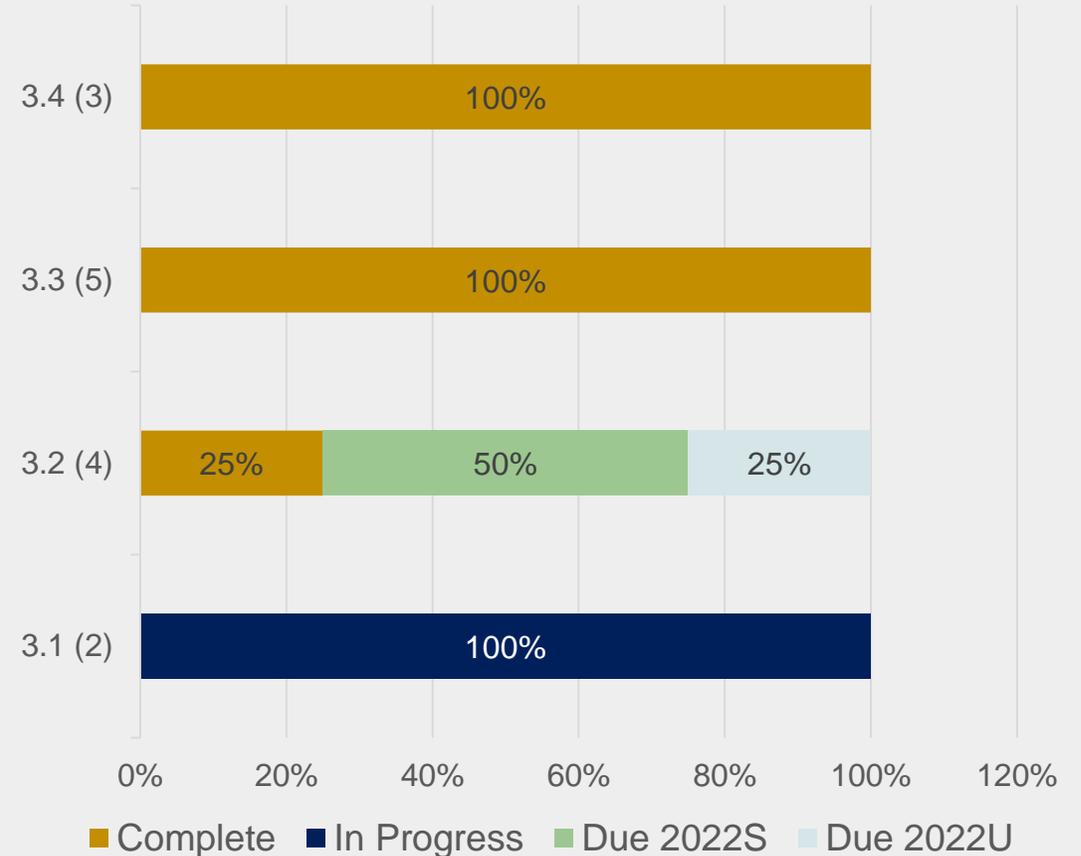


**MERCED  
COLLEGE**

# Goal 3: Maximize future financial stability via data driven, long-range, integrated fiscal planning

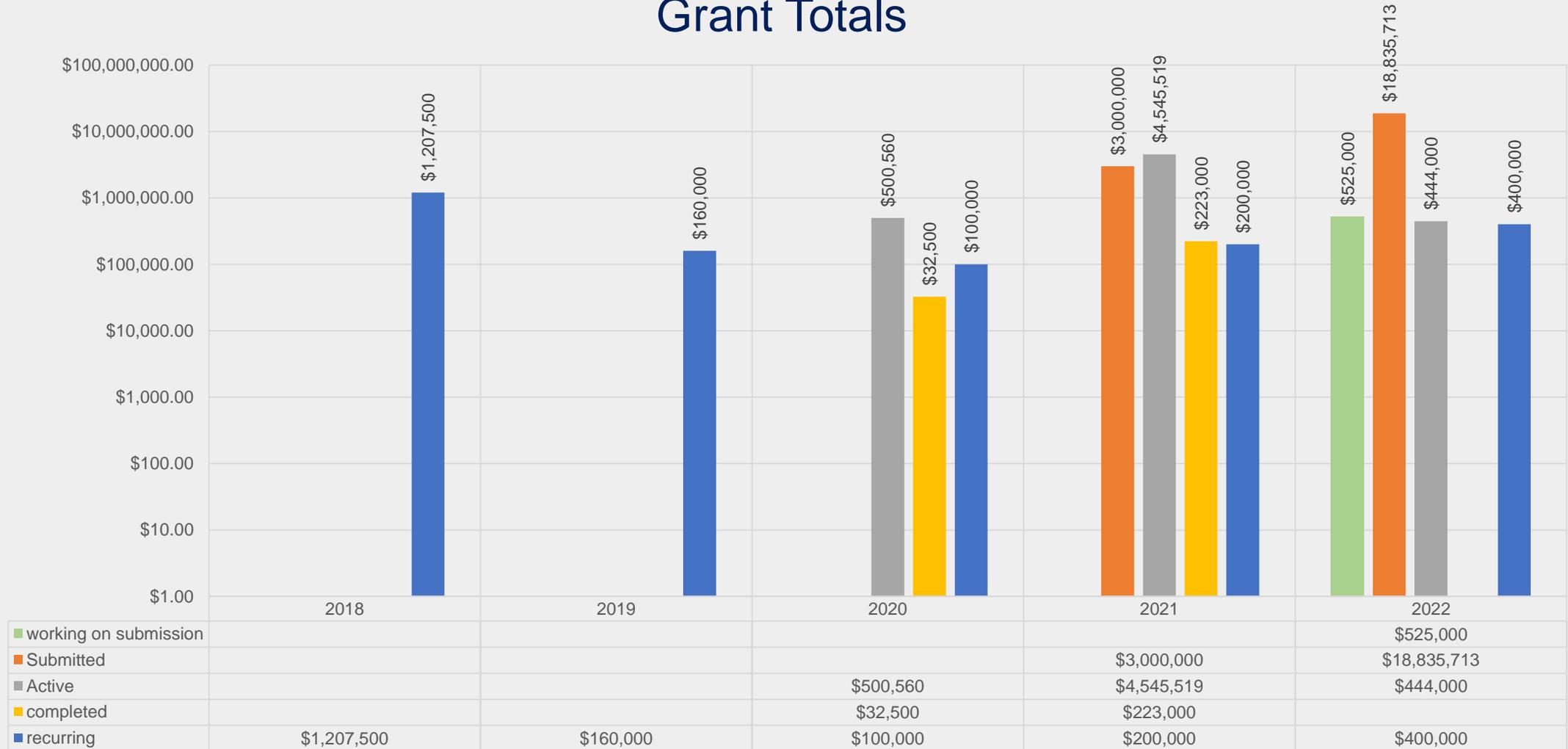
- Objectives

- 3.1 Implement data-driven business practices.
- 3.2 Align resources with planning processes for fiscal management.
- 3.3 Further develop the Foundation.
- 3.4 Develop proactive funding diversification via the Foundation, grants, and private sector partnerships.



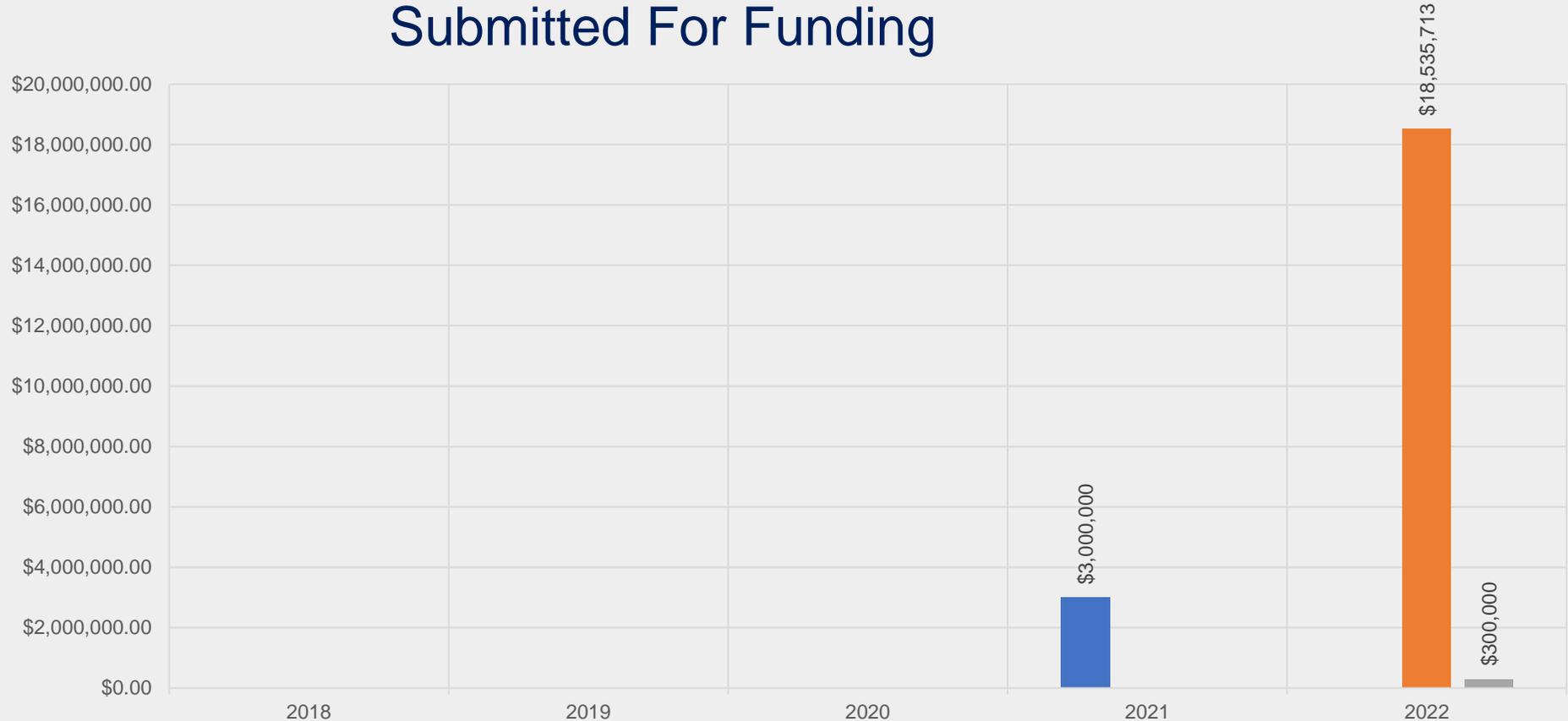
# Grant Program – Taking off

## Grant Totals



# Grant Program – Taking off

## Submitted For Funding

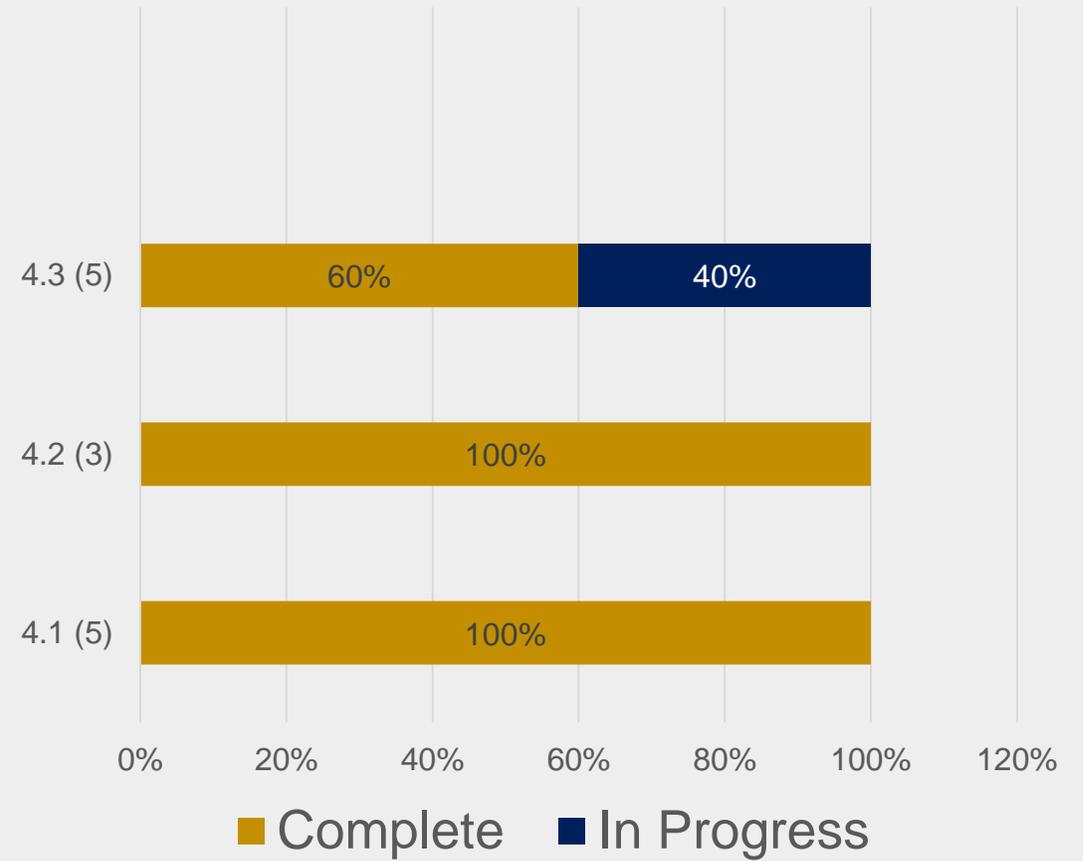


|  | 2018 | 2019 | 2020 | 2021        | 2022         |
|--|------|------|------|-------------|--------------|
| Connecting Minority Communities          |      |      |      | \$3,000,000 |              |
| EDA Build Back Better Regional Challenge |      |      |      |             | \$18,535,713 |
| Broadening Participation in Computing    |      |      |      |             | \$300,000    |

# Goal 4: Strengthen campus safety and align facilities and technology planning with educational master planning

- Objectives

- 4.1 Address campus safety issues across all campus locations.
- 4.2 Ensure facilities and technology planning supports long-range educational planning.
- 4.3 Proactively pursue facility and technology funding through both state and diversified funding sources.



# Administrative Services

## Agricultural/Industrial Technology Complex

- Building is approximately 70% complete
- September 2022 completion date
- Construction is behind schedule due rain delays and structural design issues



# Administrative Services

## Vocational Building

- \$9M project to completely renovate the building
- Awarded \$3M grant from Economic Development Agency (EDA)
- Currently in the design phase and scheduled for August 2023 completion
- Nutrition and computer lab programs/classes will remain active for Fall 2022
- Other classes and programs will be moved to other buildings



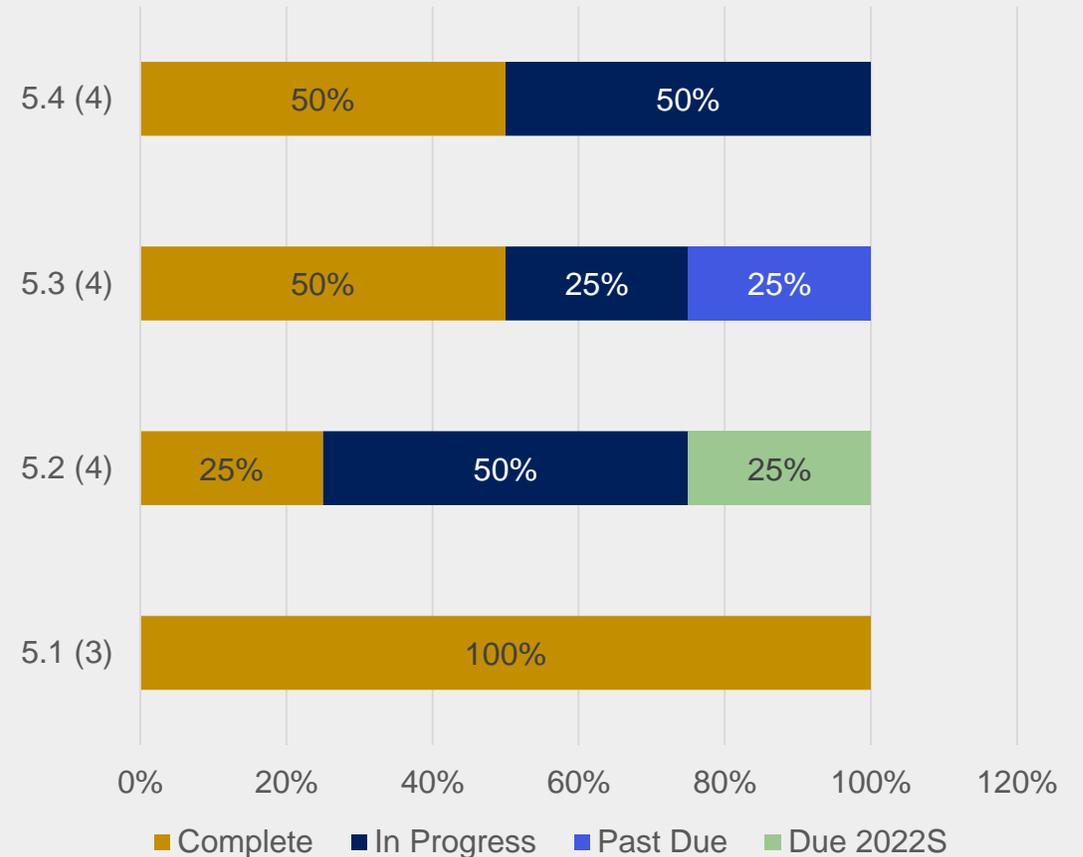
# External Relations

## MARQUEE SIGN



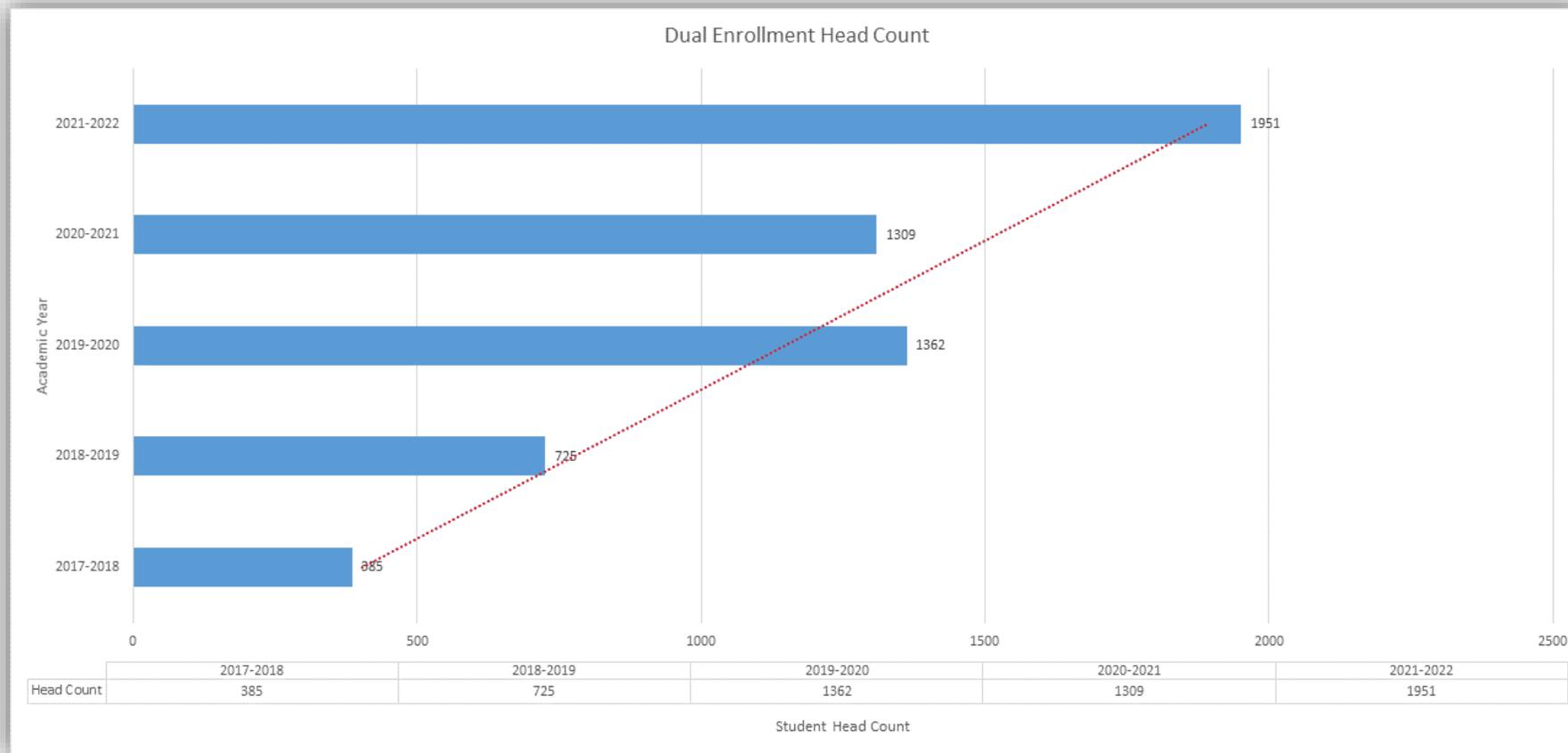
# Goal 5: Strengthen existing and create new partnerships with educational institutions, employers and government, and community agencies to support EMP goals

- Objectives:
- 5.1 Revitalize Program Advisory Committees.
- 5.2 Strengthen University partnerships.
- 5.3 Strengthen K-12 partnerships.
- 5.4 Partner with employers, foundations, community groups, and government agencies (city, county, state).



# Dual Enrollment

- Steady Growth with a world-wide stumble

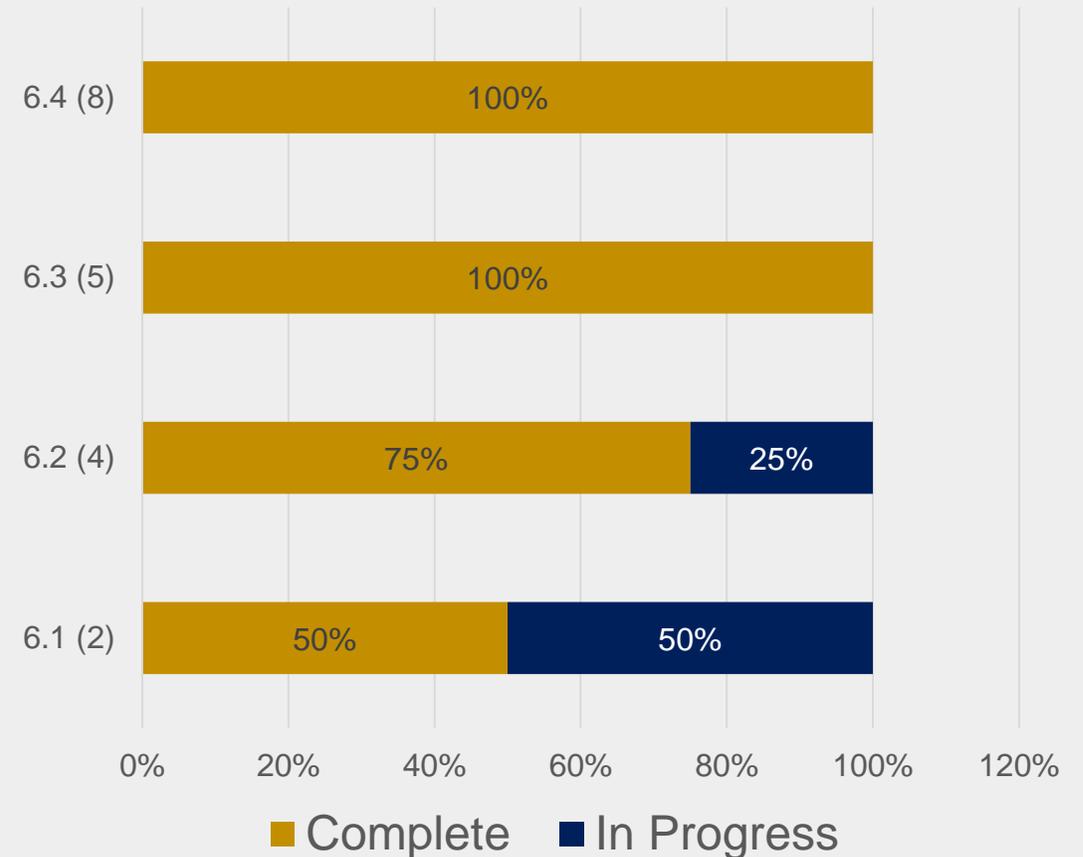


From 385 to 1951 students and continuing to grow!!

# Goal 6: Design streamlined, integrated technological and human systems that work effectively towards desired outcomes

- Objectives

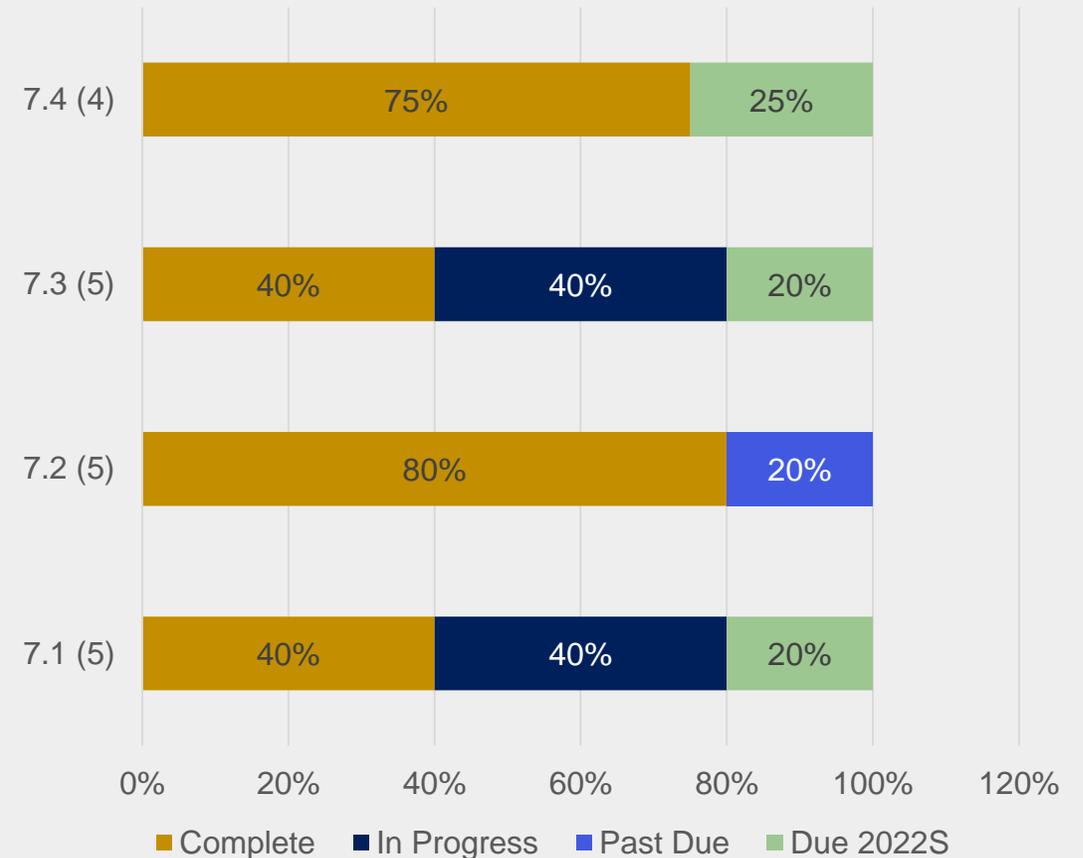
- 6.1 Strengthen integrated planning.
- 6.2 Automate processes and strengthen data access and use at various levels of the institution; employ technology effectively; provide training.
- 6.3 Refine committee structure to support institutional goals, the EMP, and student success.
- 6.4 Develop long-range staffing and professional development plans.



# Goal 7: Implement innovative practices, learned as a result of the pandemic, to increase accessibility and preserve an authentic collegiate experience

- Objectives

- 7.1 Provide diversified professional development, resources, and training opportunities to support innovative practices.
- 7.2 Embrace and implement flexible and adaptable best practices to better serve our employees, students and community.
- 7.3 Invest in student and employee engagement programs and initiatives to foster connectedness, commitment, and motivation.
- 7.4 Invest in current and modern technology and equipment to promote innovation for students, classified professionals, faculty, and leadership to fulfill the mission of the college.



# Downey Learning Resource Center



# Innovation Center



# Technology Update - The New Classroom

- We have set a standard for new buildings: what does it include?
  - Dual monitors, touchscreen, dual tracking cameras, confidence monitor, ceiling mounted microphone array, document camera
  - Ag-IT, Vocational will use this standard
- Classrooms counts:
  - 87 completed, 2 in progress, 15 set aside for Vocational, 14 to go into labs
  - Installed into all buildings across all three locations
- What remains to be done?
  - Installing into labs, finishing the classroom/ Boardroom space in Los Banos, installing into the ETTC section of the LRC

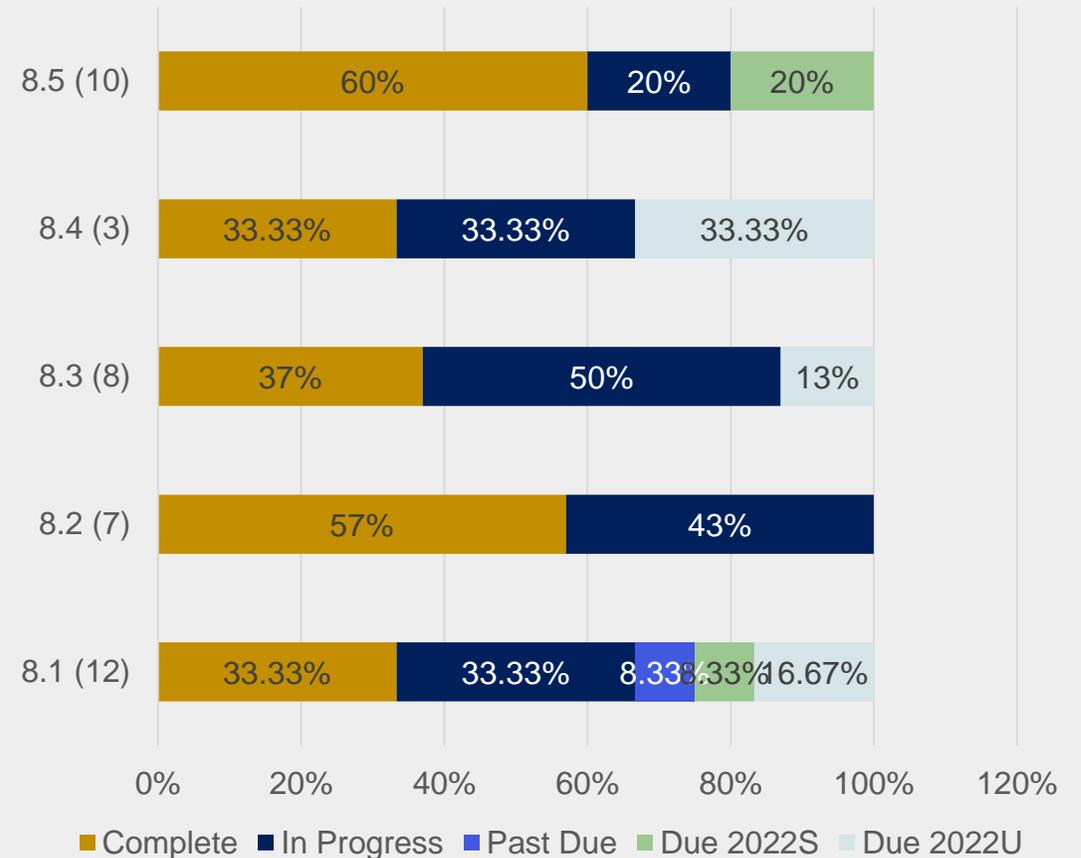
# Technology Update - The New Classroom



# Goal 8: Utilize MCCD's Diversity, Equity, and Inclusion Framework to address systemic racism and social injustices within all facets of our services and programs for our community, colleagues, students, and academics

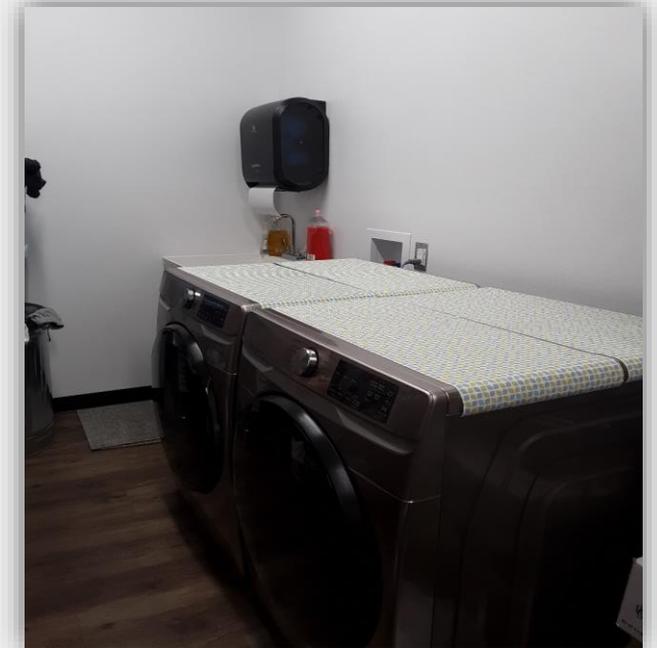
- Objectives

- 8.1 Engage with the diverse communities within our service area to promote and support diversity, equity, and inclusion in higher education.
- 8.2 Create an environment among colleagues that fosters respect, cooperation, acceptance, and understanding of differences.
- 8.3 Strengthen the investment in proven practices that advance diversity, equity, and inclusion for students and employees.
- 8.4 Create opportunities for self-reflection for employees to address issues of diversity, equity, and inclusion.
- 8.5 Promote efforts that support faculty in designing curriculum and implementing transformative practices to create a more diverse and inclusive educational experience.



# Food Pantry / Basic Needs Center

- In 2021 a new space was remodeled for the pantry/basic needs center inside our Student Union Building. We have a commercial size refrigerator, a large freezer, a clothes closet and a washer & dryer to wash all donated clothes.
- We have expanded! In 2022 we opened a pantry at our Los Banos Campus and at our downtown center, the Business Resource Center.
- The pantries are open to all currently enrolled students. Each student must complete a short application each semester and sign in each time. Each student can receive a snack & drink per day and a bag of food per week.



# The Hub – Center for Equity & Diversity



# The Hub – Center for Equity & Diversity

- The Hub-Center for Equity and Diversity is a collaborative and all-inclusive space on campus. We are committed to fostering diversity, inclusion, and equity while promoting a campus learning environment that encourages and supports all students in persisting toward their educational goals.
- The Hub empowers students to explore, affirm, and celebrate their individual and intersectional identities and define success for themselves.
- As a central gathering space, students can utilize and enjoy the lounge area, recreational activities, attend workshops, celebrate monthly historical events, and obtain academic counseling services.



# Discussion / Q&A

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