

Matanuska-Susitna College Strategic Plan 2007-2012



MISSION

Educate students and prepare them for future learning, employment, and community engagement through a challenging and rigorous curriculum combined with exceptional support.

VALUES

Matanuska-Susitna College values:

- ❖ Academic freedom and the free exchange of ideas
- ❖ Appreciation of diverse cultures and ways of thinking
- ❖ Collaborative learning
- ❖ Community
- ❖ Both creative expression and technology
- ❖ Honesty, integrity, fairness, and mutual respect
- ❖ Intellectual development and self-enrichment
- ❖ Meaningful access to higher education

VISION

As exemplary leaders in the delivery of higher education in the Valley, Matanuska-Susitna College promotes the intellectual development and well being of the individual, community, state, nation, and world

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Strengthen Instructional Programs

❖ Enhance high quality academic educational opportunities for Associate Degrees & support of Baccalaureate Degrees.

- ☞ Produce and offer two and four-year academic courses and programs consistent with BOR and UAA standards
[Director's Office, Academic Affairs and Instructional Council] Continual
 - ✓ Develop new programs and expand upper division course offerings in collaboration with UAA
[Director's Office, Academic Affairs and Department Coordinators] Continual
 - ✓ Develop, enhance and deliver online and blended courses for the unique needs of the Matanuska-Susitna Valley residents
[Academic Affairs and Department Coordinators] 2012
 - ✓ Validate the quality of courses and student performance through assessment implementations
[Academic Affairs] 2008/Continual
- ☞ Improve schedule sequencing to meet student needs
[Academic Affairs and Department Coordinators] 2008
 - ✓ Enhance cooperation with colleges, schools, departments and community campuses
[All learning community stake holders] Continual
- ☞ Continue to seek high quality faculty
[Director's Office and Academic Affairs] Continual
 - ✓ Enhance teaching support
[All MSC Departments] Continual
 - ✓ Continue Library development, collections and resources to support instruction
[Library] 2009/Continual

❖ Enhance vocational courses and programs to meet student, community, and industry needs

- ☞ Identify high demand job areas and evaluate MSC courses and programs based on current industry needs
[Director's Office, Academic Affairs, Department Coordinators, Student Services and Workforce Development] Review annually through 2012
 - ✓ Enhance collaboration with Matanuska-Susitna Borough and local businesses to anticipate workforce needs
[Director's Office, Academic Affairs and Vocational Department Coordinators] 2008
- ☞ Produce & offer workforce credentials, occupational endorsements, & two-year vocational courses & programs comparable to and consistent with BOR and UAA standards
[Director's Office and Academic Affairs] 2008
 - ✓ Continue on-going assessment of training marketability
[Workforce and all vocational department coordinators] Continual
- ☞ Increase collaboration with community & business through partnerships to develop student internship & apprenticeship opportunities
[All learning community stakeholders] 2008 review annually
 - ✓ Identify and obtain financial aide opportunities for vocational students
[Director's Office and Student Services] 2007
 - ✓ Identify and obtain funding opportunities for vocational programs
[Director's Office, Marketing, Grant Writer and Vocational Department Coordinators] 2008



Increase Student Success

❖ Increase & enhance student success as indicated by credit hour, enrollment, retention & completion of educational goals.

- ☞ Increase student retention through initial mandatory advising, testing, placement, support & tracking.
[Student Services, English and Math Faculty] Continual
 - ✓ Develop an environment of collaboration between students and faculty
[All learning community stakeholders] 2008
 - ✓ Strengthen relationship with local school district
[Director's Office, Academic Affairs, Student Services and Faculty] 2008
 - ✓ Increase student readiness through appropriate developmental course offering
[Director's Office, Academic Affairs, Student Services and Department Coordinators] 2008
 - ✓ Develop ability to accommodate students with various learning styles and physical needs
[Student Services and CAPRA] 2007

❖ Explore, expand & develop additional resources to enhance the physical wellbeing & academic success of the campus community

- ☞ Keep facilities and infrastructure in good repair to maintain a high-quality learning environment
[Director's Office, Physical Plant and Business Office] Continual
 - ✓ Reallocate resources and modify infrastructure for workforce training and continuing education
[Director's Office, Academic Affairs and Workforce Office] 2009
- ☞ Produce a long-term schedule of course offerings to enable students to plan their academic careers
[Dept. Coordinators, Academic Affairs and Director's Office] 2009
- ☞ Support the Learning Resource Center as a student resource
[Academic Affairs, Director's Office, Student Services, and Faculty] Continual
- ☞ Obtain Matanuska-Susitna College funding through external sources.
 - ✓ Increase Matanuska-Susitna College funding by \$500,000 per year through external sources
[Director's Office, Grant writer and Faculty] 2012 Reviewed Annually
 - ✓ Increase student scholarship opportunities
[Student Services and All Learning Community Stakeholders] Continual
- ☞ Encourage study groups and subject mentors for students
[Student Services, Faculty and Student Government] Continual
 - ✓ Enhance student/community engagement
[Faculty, Student Government and Student Services] 2008

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Strengthen UAA Community

❖ Strengthen Mat-Su College Community

- ☞ Expand social & cultural life opportunities for Matanuska-Susitna College students, Matanuska-Susitna Valley residents, & State of Alaska *[Director's Office, Student Services, Student Government and Faculty] 2008*
- ☞ Encourage development and support of a strong Matanuska-Susitna College alumni association *[Marketing, Academic Affairs and Student Services] 2010*
- ☞ Develop a reputation for being a high quality employer *[All Stakeholders] Continual*
- ☞ Improve campus life for commuter students *[Director's Office, Physical Plant, Academic Affairs, Student Service and Student Government] 2009*
- ☞ Obtain Student Housing *[Director's Office, Business Office, Student Services and Student Government] 2012*

❖ Build excellence in faculty governance, campus wide communication, and administrative leadership.

- ☞ Strengthen Matanuska-Susitna College ties with MAU's and Community campuses *[Director's Office, Academic Affairs, Faculty, and Student Services] Continual*

❖ Establish and Market sound identity for the college

- ☞ Develop a long term marketing plan
 - ✓ Identify funding to implement marketing plan, including department and personnel. *[Marketing and Director's Office] 2007*
 - ✓ *[Director's Office] 2007*
- ☞ Establish a Marketing Department and staff with Marketing Manager. *[Director's Office] 2007*
- ☞ Identify relationship between Matanuska-Susitna Borough demographics and student population and market accordingly. *[Marketing and Student Services] 2008*
- ☞ Explore and develop Matanuska-Susitna College points of excellence. *[Marketing] 2008*
- ☞ Obtain Matanuska-Susitna College funding through external sources. *[Director's Office, Grant writer, and Faculty] Continual*



Expand and Enhance the Public Square

❖ Enhance student success and community engagement

- ☞ Recruit, retain and prepare engaged students who think critically and contribute proactively and productively to a global society. *[Student Services, Academic Affairs and Faculty] Continual*
- ☞ Enhance community awareness of Matanuska-Susitna Valley history and culture. *[Director's Office, Academic Affairs and Faculty] 2008*

❖ Expand social and cultural opportunities for MSC students, Mat-Su Valley residents and the State of Alaska

- ☞ Provide a center for creative exhibition and performance *[Director's Office] 2009*
 - ✓ Provide community interest classes, forums, and community discourse *[Director's Office and Academic Affairs] 2009*
- ☞ Develop campus as a cultural resource *[Director's Office and Academic Affairs,] 2008*
 - ✓ Encourage the use of facilities for community enrichment *[Director's Office, Marketing and Faculty] 2009*
 - ✓ Provide infrastructure for community communication *[Marketing, Director's Office and Physical Plant] 2008*



Reinforce Research Mission

❖ Provide for an environment that encourages all forms of intellectual inquiry and creative expression

[Academic Affairs, Department Coordinators and Library] Continual

❖ Encourage applied research.

[Grant Writer and Science Departments] 2011

❖ Encourage student research.

[All Faculty, Academic Affairs and Department Coordinators] 2011