

State Accountability Report 2013-14

Midlands Technical College
Dr. Marshall (Sonny) White, President
September 15, 2014

The vision of Midlands Technical College (MTC) is to be a premier higher education partner that creates innovative learning environments, promotes individual and business success, drives economic vitality, and enhances quality of life. With the implementation of its strategic planning model in 1984, the college developed systematic and on-going performance review systems across the institution to evaluate its success in each of these areas.

MTC's strategic planning process is overseen by the Strategic Planning Council, which consists of the President, Vice Presidents, the Chair and Chair-elect of both Faculty and Staff Councils, a student representative, and a member of the MTC Commission. The model provides for conducting an environmental scan that focuses on economic and employment, education, technology, political and public policy, demographic, and social trends. These findings are then used by the Strategic Planning Council to conduct a SWOT analysis, which identifies and prioritizes the strengths, weaknesses, opportunities and threats facing the college. From there, the college reviews and revises, as needed, its statements of vision, mission, role and scope and values. Finally, the long-range goals, priority initiatives, and measurement standards are developed.

While each of the college's Vice Presidents is responsible for identifying and measuring administrative outcomes, MTC's Academic Affairs division is leading the student learning segment of this project. All college faculty members are involved in developing program/course outcomes, competencies and measures; analyzing the data collected; implementing appropriate changes; and determining the impact of these changes on student learning.

The college has embraced the learner-centered concept to achieve this vision and to educate the region's future workforce. This will require increased efficiency in the use of its own resources as well as partnerships and collaborations with business, industry, community and civic organizations and other institutions of higher education. Success will depend on:

- Identifying future workforce needs
- Securing the educational and technological resources to meet these needs
- Developing and maintaining a creative, entrepreneurial culture that can meet the dynamic demands of a global competitive market place
- Creating innovative learning environments that will meet the needs of the individual student
- Maintaining and enhancing the already strong support by the service area counties

The college's current strategic plan contains goals and priority initiatives that specifically target the economic environment of its service area, student success and the creation of community partnerships. The Strategic Plan's current goals and priority initiatives are provided on the next page. Samples of the measurement standards focused on documenting instructional activities are located on page 3.

STRATEGIC PLAN

Midlands Technical College

2014-2017

The college has established the following three goals: (1) Access (Pipeline); (2) Learning Experience; and (3) Student, Business and Community Success. Thirteen Priority Initiatives were established to measure success on achieving these goals. They include:

Goal 1: Access (Pipeline)

Priority Initiatives:

- Optimize the student pipeline to meet student, business and community needs
- Enhance the MTC image
- Provide resources for student access
- Ensure institutional and programmatic accreditation

Goal 2: Learning Experience

Priority Initiatives:

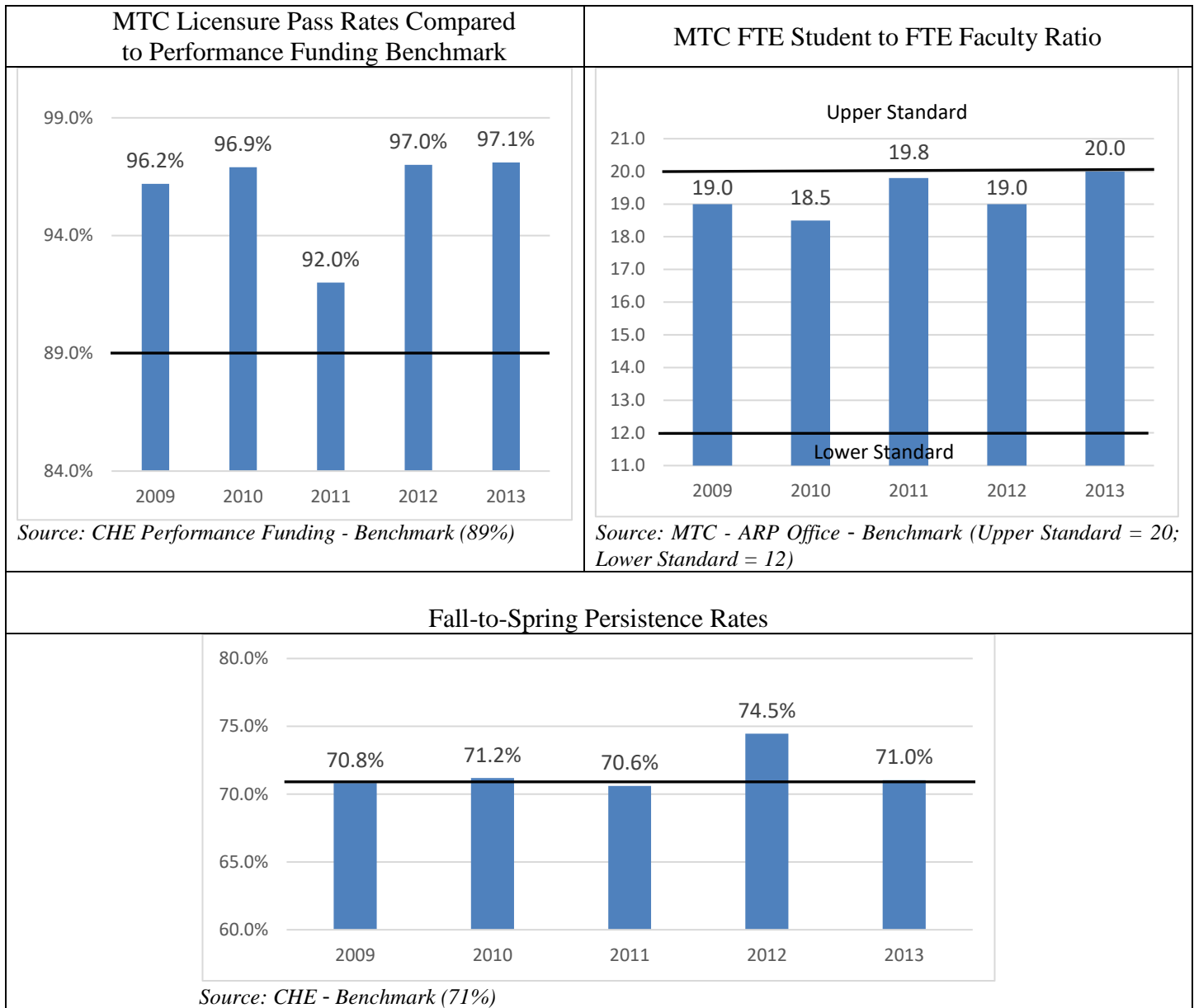
- Deliver programs and services that meet customer needs
- Enhance college infrastructure to ensure a positive campus environment
- Provide a student-centered teaching and learning experience
- Cultivate and support an exceptional, diverse faculty and staff
- Ensure the MTC experience reflects the college's brand

Goal 3: Student, Business and Community Success

Priority Initiatives:

- Increase student success, retention and goal attainment
- Collaborate with all education partners
- Partner with business and industry to provide workforce solutions
- Support the economic development of the community

Performance Measures



New Facility: Northeast Campus

Midlands Technical College completed construction of a new \$28.1 million state-of-the-art Engineering Technology and Sciences wing of the MTC Center of Excellence for Technology. The 82,000-square-foot building is a state-of-the-art classroom and lab facility designed to prepare students for careers in regional technology based industries. Programs offered at the facility include the MTC Nuclear Systems Technology program, Fuel Cell Technician program, and Engineering Transfer. The new facility will also provide essential capacity for education and training in the skilled crafts, an essential driver of workforce development. Also housed in the building is a comprehensive Student Assessment Center that will provide placement and admission testing, advanced placement validation, testing for distance education courses and course testing for faculty who register their exams with the center. Nearby is a Student Services Office that provides general college information, assistance with student enrollment and help with financial resources for college.