

Strategic Plan 2013-2018



MISSION

The mission of Marion Technical College is to provide an enriched and personal educational experience for our community.

VISION

As the center for higher education, Marion Technical College will be the community's best choice for learning.

STATEMENT OF PURPOSE

In pursuit of its mission, the College will:

- Offer higher education, developmental, and lifelong learning opportunities to students in accordance with the open door philosophy of the College.
- Help individuals achieve their education and career goals by providing **high quality programs and services** at a relatively affordable cost.
- Advance articulation and **transfer** opportunities through **partnerships** with secondary schools, colleges, universities, employers, and statewide systems.
- Contribute to community **economic development** by establishing cooperative relationships with employers and organizations to respond to their educational and training needs.
- Seek and use the advice of constituents and results of **ongoing assessment** to improve teaching, learning, and operational effectiveness.

- Broaden access to higher education by using **technology** and extending campus outreach through student information/support services, instructional delivery, and business applications.
- Create and strengthen an institutional culture that demonstrates College values and commitment to learning and support for students in the communities we serve.
- Ensure the efficient, appropriate, and effective use of institutional resources.

VALUES

People – MTC believes in the “power” of people and each individual’s dignity and self-worth. The College focuses resources to create an environment of quality and support to assist students in attaining their highest accomplishments. Likewise, MTC provides a challenging workplace that hones individual skills, fosters teamwork, and supports both professional and personal development.

Learning – MTC emphasizes “real-world” learning, applying practical theory and laboratory experiences directly to workplace settings. Looking at education as a lifelong continuum, the College acknowledges learners’ past experiences, capitalizes on current employment needs and training trends, and looks to the future needs of prospective students, alumni, and the community.

Innovation – MTC embraces innovative thinking and technological advancements that allow for greater access to education. Innovation allows the College to

better engage the non-traditional learner, explore more efficient ways to use resources, and stay in tune with program development and labor trends.

Diversity –With the growth of global culture, the College actively pursues students, employees, and collaborators with varied backgrounds. MTC classrooms are composed of students with varying viewpoints, perceptions, and experiences to strengthen the College’s real-world approach to learning.

Integrity – MTC believes that its actions and reactions not only reflect its mission and goals, but also are tempered with the basic principles of honesty, respect, professionalism, fairness, candor, and ethical behavior. College practices are consistent with institutional policies, and employees conduct themselves as extensions of the College.

Community – MTC thrives on multi-level involvement with its community. Advisory boards comprised of interested community representatives shape curriculum content. Many of the College’s most significant programming advancements stem from collaborative partnerships with area businesses and organizations, and agreements with other colleges and universities. Each day, the College shares and strengthens a “family” bond with employees, as well as shepherds students into the “communities” of higher learning and the workplace.

STRATEGIC GOALS AND OBJECTIVES

GOAL 1 -- STUDENT SUCCESS

Marion Technical College will provide a learner-centered environment that results in student access, success, and completion.

Objectives

- 1.1 Increase the number of general students each year. *(Leader: Joel Liles)*
- 1.3 Conduct image awareness/perception survey to assess service area’s impression of Marion Technical College. *(Leader: Nikki Workman)*
- 1.4 Increase the number of students who achieve the OBR success point and completion measures each year. *(Leader: Chad Schneider)*
- 1.5 Increase the number of students who successfully complete developmental education and subsequent college-level courses. *(Leader: Lillie Kirsch)*
- 1.7 Increase the number of Early College students who continue enrollment after high school graduation. *(Leader: Jon Beard)*

GOAL 2 -- COMMUNITY SUCCESS

Marion Technical College will strategically collaborate with community partners to support economic and workforce development.

Objectives

- 2.1 Identify and pursue additional strategic opportunities for employee involvement in community organizations and/or business/industry. *(Leader: Tami Galloway)*
- 2.3 Establish a systematic, ongoing system for engaging with alumni. *(Leader: Nikki Workman)*
- 2.4 Create and implement new certificates/degrees in accordance with demonstrated workforce needs. *(Leader: Vicky Wood)*

GOAL 3 -- INSTITUTIONAL SUCCESS

Marion Technical College will strengthen its culture of evidence to ensure institutional effectiveness.

Objectives

- 3.1 Design and implement an organizational structure that strategically advances institutional success. *(Leader: Brenda Feasel)*
- 3.2 Develop and adopt a uniform system of data collection, dissemination, and analysis. *(Leader: Joanna Duvall)*
- 3.3 Develop and implement an administrative assessment program that focuses on work process improvement. *(Leader: Bob Haas)*
- 3.4 Continue to improve curriculum and student learning through academic assessment. *(Leader: Rhonda Feasel)*
- 3.5 Exceed financial performance measures established by the Ohio Board of Regents and Higher Learning Commission. *(Leader: Jeff Nutter)*
- 3.6 Continue to refine and implement the integrated planning model in order to align programs, services, and budget with the College mission, vision, and values. *(Leader: Teresa Parker)*
- 3.7 Pursue additional sources of revenue to supplement state and student funding. *(Leader: Jeff Nutter)*