

Fall Semester “Kick-Off” Event August 25, 2017

- ▶ Welcoming remarks and acknowledgements
- ▶ Introduction of New Employees
- ▶ Three Strategic Priorities for 2017-18



Forging a Path Forward

KICK-OFF EVENT – FALL 2017



MxCC Mission Statement



Students are the center of Middlesex Community College.

By creating meaningful relationships with our diverse population of students and by providing high quality, affordable, and accessible educational experiences, Middlesex Community College helps students achieve their individual goals and become productive, engaged global citizens.

Three Strategic Priorities for 2017-18



**Rebooting our
Advising,
Registration, and
Retention System**

STUDENTS

**Declaring our
Academic Identity**

**Developing a
21st Century
Marketing Plan**

Three Strategic Priorities for 2017-18



Rebooting our Advising, Registration, and Retention System

College-Wide Task Force reporting to the Student Services Assembly

- Student-Friendly
- Advising vs. Registration
- Guided Pathways, Best Practices
- Training & Support
- New Approach to Summer
- Data Driven
- Budget & Staffing
- Deadline: February 2018

Three Strategic Priorities for 2017-18



Developing a 21st Century Marketing Plan

College-Wide Task Force reporting to the Administrative Assembly

- Be Where our Students Are
- Best Media Mix / Social Media Presence
- Transparency
- Data Driven
- Budget & Staffing
- Deadline: February 2018

Three Strategic Priorities for 2017-18



Declaring our Academic Identity

College-Wide Task Force
reporting to the Academic
Assembly

- What are We Known For?
- What Standards Do We Uphold?
- Academic Centers of Excellence
- Data Driven
- Budget & Staffing
- Deadline: February 2018

Three Strategic Priorities for 2017-18



Rebooting our
Advising,
Registration, and
Retention System

Developing a
21st Century
Marketing Plan

STUDENTS

Declaring our
Academic Identity

Operational Priorities

The logo for MXCC (Midwest Community College) features the letters 'MXCC' in white on an orange rectangular background, with a red vertical bar above it.

- NEASC 5th Year Report
- TAP & General Education Assessment
- Ongoing Evaluation and Program Review
- Campus Atmosphere
- Budget Planning
- Community College Consolidation

One final announcement...

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Moment of
community

Wednesday, Aug. 30

Gather at 12:15

**Chapman Front Steps
(or, if it rains: The Pavilion)**