Forging a Path Forward

ACADEMIC IDENTITY STRATEGY TEAM

INITIAL MEETING – OCTOBER 4, 2017

MIDDLESEX COMMUNITY COLLEGE

Your College • Your Future

Academic Identity Team

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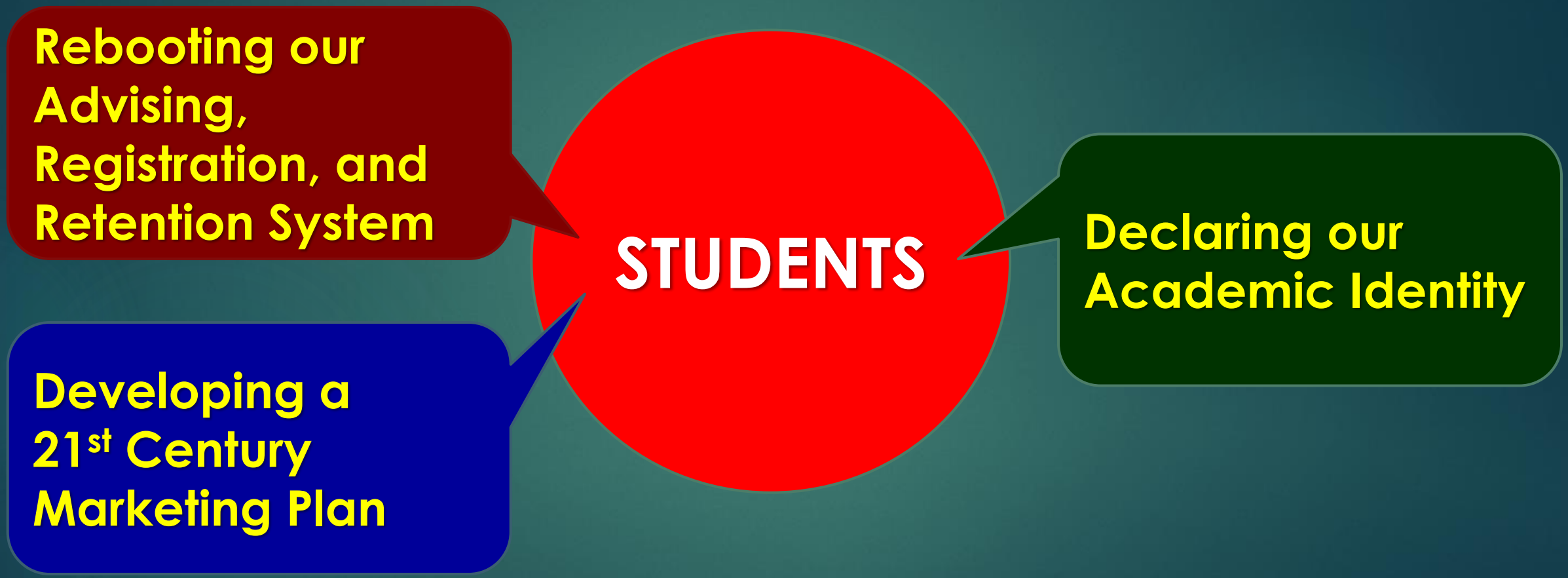
MxCC Mission Statement

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



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

What Do Our Students Say?

"Lots of extra help is available."

"Library is great – well stocked; staff is friendly and helpful."

"Like the professors."

"Better learning experience when teacher and students develop strong connections."

What Does Our Community Say?

"Cutting edge programs in video production and manufacturing."

"Great people, easy to work with. They are responsive."

"Open enrollment. Ease of application."

What Do Our Alumni Say?

"Low cost, high quality education."

"Beautiful campus – small enough to not be intimidationg, but big enough to get a college feel."

"Professors with 'real world' experience."

"Arts & Media Festival."

"Loved everyone in the sciences! All the professors were incredible."

Words of Wisdom from Yogi Berra

"If you don't know where you are going, you'll end up someplace else."

Goals for the Team

(as brainstormed in the meeting)

- Identify strengths & weaknesses
- Identify "Signature programs" that represent the college well
- Develop/streamline how we communicate academic standards to students
- Career pathways for students (esp noncredit as feeders to credit)
- Identify metrics to identify non-performing programs
- Assess student readiness
- Assess student demand for our programs

Goals for the Team

(as brainstormed in the meeting)

- How to our programs relate to employer needs (CSCU initiative for career readiness)
- Guided pathways
- Explore collaboration in view of CC consolidation
- Reconcile programs with financial reality of CSCU and MxCC
- Set a foundation for continuous improvement (cycle this process)

Elements of Academic Identity

(as brainstormed in the meeting)

Programs
Culture
Reputation for Rigor, incl. acceptance at universities
Location and campus
One step in a lifelong process (or, at least, the next step)
Affordability
Career and Transfer
Cohort/special programs (MAP, TYP, Honors, Prison Ed)
Tying career with academia
Us!!!

Data We Have, And Have Used

(as brainstormed in the meeting)

- Student demographics
- Enrollment by program
- Budget figures
- Retention rate, graduation rate, transfer rate
- List of transfer target institutions
- Academic Program Reviews & Accreditation Reports
- DOL Data

Data We Have, But Have Not Used

(as brainstormed in the meeting)

- ZIP Code map by program
- Student "success" compared to student "intent"
- Student "success" compared to student financial need
- Transfer data – National Clearinghouse
- Graduate surveys/exit interview
- Strategic Planning Documents
- Success rate of "Pre-XXX" students

Data We Need to Get

(as brainstormed in the meeting)

Involve students – focus group, interview

Differentiation between MxCC and other CCs

High school counselor's attitudes/perceptions

Comprehensive view from local employers

Homework

Create questions and protocol for student interviews/focus groups (Yvonne Rubin, Catherine Hostetter, Diane Bordonaro)

Look at Strategic Plan Data to comb for "Academic Identity" markers (Sara Brinckerhoff, David England, Jill Flanigan)

"Research Questions" – What do we want the data to tell us? (Linda Ansarra, Lauren Katusha, Victor Triay, Ricky Barrett)