



Strategic Priority Task Force Updates

DECEMBER 19, 2018

Three Strategic Priorities for 2017-18



Academic Identity Task Force

- Identified signature practices in academic programs
- New programs and increased enrollment in non-credit programs
- Modifications in course scheduling process
- Top five attractions to Middlesex
 - Affordability
 - Convenience
 - Career Oriented
 - Excellent transfer programs
 - Culture of Excellence

Three Strategic Priorities for 2017-18



Advising, Registration and Retention Task Force

- Hired additional EA advisers for summer
- Restructured/improved advising schedule
- High response rate student survey
 - High satisfaction rate with advising and registration services
 - 65% have worked with an academic advisor
 - 43% never register without consulting an academic advisor
 - 67% have a concrete plan for graduation/transfer
 - 50% of General Studies students do not know who their advisor is

Three Strategic Priorities for 2017-18



21st Century Marketing Task Force

- Change in leadership
- New marketing strategies: use of social media, Google, and student testimonials
- Hired social media EA
- High response rate student survey
 - High use of social media and internet
 - 50% made their own decision to attend MXCC without others' influence
 - Top influencing factors: affordable, quality programs, transferability, job potential, close to home, and friendly, supportive environment

Three Strategic Priorities for 2018-19

The logo for MxCC (Metropolitan Community College) is displayed in white text on an orange rectangular background.

Innovation toward Retention & Completion

College-Wide Task Force

- How do we improve our retention and completion rates?
- How do we help students succeed at MxCC and prepare them for success in further education and the workforce?
- What opportunities do we have, or can we create, for deeper student engagement on campus?

Three Strategic Priorities for 2018-19

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Innovation through Technology

College-Wide Task Force

- How do we maximize being one of the most high-tech campuses in the CCs to benefit ourselves, our system, and our community?
- Are we fully utilizing the technology we have in support of the college's mission?
- How do we maintain our edge and create a vision for the future?

Three Strategic Priorities for 2018-19



Innovation in Community Connections

College-Wide Task Force

- Where are we in the community (as a college and as individuals)?
- Where are our alumni?
- How do we enhance our relationships with business, community, and political leaders?