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

Innovation toward Retention & Completion

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?

College-Wide Task Force

Innovation through Technology

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?

College-Wide Task Force
Three Strategic Priorities for 2018-19

Innovation in Community Connections

• 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?