2010-2013
STRATEGIC PLAN

Mercer County Community College
Dedicated to Student Learning and Student Success
Equal Opportunity Policy

Mercer County Community College is committed to a policy of equal treatment and opportunity in every respect of its relations with current and prospective faculty and staff members, without regard to race, color, religion, affecional or sexual orientation, gender and/or gender identity or expression, marital or parental status, ethnicity, nationality, veterans or military status, age, disability and any other legally protected basis. This includes, but is not limited to, recruitment, hiring or appointment, selection for training, transfer, layoff, promotion, compensation, and granting of tenure.

Questions regarding the equal opportunity policy and compliance statement may be directed to the Affirmative Action Officer, West Windsor Campus, (609) 570-3270.
**Strategic Vision I:**

**Excellence and vitality in teaching and learning**

The college prepares all students for academic, professional and personal success. It provides a stimulating learning environment that offers multiple approaches to learning and helps all students realize their unique potential. The college’s broad range of programs engages students through challenging curricula that respond to an ever-changing world.

**Goal I.1.** Develop an Educational Master Plan (EMP) that ensures innovation in educational programs consistent with the needs and expectations of a 21st century global economy

**Goal I.2.** Emphasize a 21st century global curriculum across the disciplines, including a core focus on integrating science, technology, engineering and mathematics (STEM)

**Goal I.3.** Improve student outcomes for underprepared students based on institutional commitment and leadership, data-driven performance measures, innovation and best practices

**Goal I.4.** Promote and support faculty development to use best practices in methodologies in the classroom, including instructional technology for teaching and learning

**Goal I.5.** Provide increased faculty development and inclusion in divisional activities for adjunct faculty to enhance teaching and learning

**Goal I.6.** Design and/or redesign current programs to offer milestones of continued success along professional and career pathways; i.e. non-credit, credit, certificates, transfer and capstone associate degrees and beyond

**Goal I.7.** Design workforce development, both credit and non-credit, to allow students the opportunity to use their credentials toward continued educational and training programs

**Goal I.8.** Enhance and expand distance learning through growth and development of The Virtual College

**Goal I.9.** Develop and incorporate virtual classrooms and centers of learning utilizing modeling and simulation technologies

**Goal I.10.** Foster a student-centered and innovative learning environment for all students in order to address multiple learning styles such as those with differentiated abilities and experiences

**Goal I.11.** Transform the James Kerney location into a Middle States Commission on Higher Education (MSCHE) accredited campus with program offerings that meet the economic and social needs of the urban community and provide dynamic career opportunities

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**Strategic Vision II:**

**An inclusively welcoming and nurturing college, focused on student engagement & success**

The college welcomes all potential students, recognizing and addressing all student concerns and needs as it seeks to promote student learning, academic success and overall well-being.

**Goal II.1.** Develop and implement a Retention Master Plan supporting student learning that uses data to track student persistence and to identify barriers to success

**Goal II.2.** Strengthen collaboration and partnerships with businesses, community leaders and community organizations to enhance student opportunities through networking and job placement

**Goal II.3.** Strengthen collaboration and partnerships with K-12 districts to include dual enrollment, pre-college programs, curriculum and articulation agreements, and community outreach

**Goal II.4.** Implement best practices that ensure a welcoming environment that is open and respectful to all

**Goal II.5.** Empower students for leadership, lifelong learning and global citizenship
Strategic Vision III:
Research, planning and assessment that ensure institutional effectiveness
The college creates and sustains a culture of assessment and evidence-based planning for improvement in all academic programs, student services and administrative functions. It supports effective teaching and learning, student achievements, excellence in educational service areas, and improvement in professional and process development. Planning and decision-making are characterized by data driven analyses and goal directed purposes.

Goal III.1. Create a system and develop compliance standards so all programs and departments complete annual program data reviews to assess effectiveness and develop plans and budgets for the future
Goal III.2. Measure progress in all departments and at all levels against national, state, local or institutional standards/benchmarks
Goal III.3. Establish a central, electronic idea bank into which deposits of innovative ideas are made and from which best practices and research are withdrawn
Goal III.4. Ensure that ideas, best practices and research are integrated into planning processes with appropriate budgetary considerations
Goal III.5. Support assessment with appropriate leadership and staff so that there is a system for documentation and analysis that leads to achieving student success

Strategic Vision IV:
Institutional resources for emerging educational needs
The college effectively and efficiently supports student learning through excellent staff, facilities, and technology and ensures the necessary financial base to continuously develop these resources.

Goal IV.1. Implement the Trenton Vision by renovating and expanding the Trenton location to be an educational hub for the capital region
Goal IV.2. Partner with internal and external stakeholders to increase financial resources by implementing a successful capital campaign
Goal IV.3. Educate faculty and staff to work with grants staff as key participants to propose ideas and collaborate on potential projects in order to secure additional grant funding and implementation
Goal IV.4. Implement the initial phases of the Facilities Master Plan and develop a timeline to upgrade current building infrastructure and construct new, sustainable and technologically advanced facilities in support of a creative teaching and learning environment
Goal IV.5. Create an innovative learning environment that provides cutting-edge technology such as mobile teaching tools, state-of-the-art classrooms, labs and virtual classrooms; include training for faculty and staff that ensures efficient and effective use of new technology
Goal IV.6. Replace Integrow with an information system that supports the current and emerging academic and administrative needs of the college
Goal IV.7. Create a human resources development plan
Goal IV.8. Enhance revenue growth opportunities with multiple campus divisions, including but not limited to Organization Development and Community Programs (ODCP), Conference Center, dining services, print shop, recreational facilities, WWFM, MCTV, and Kelsey Theatre
**Strategic Vision V:**

**A college culture marked by celebration of diversity, effective communication and institutional pride**

The college maintains a community culture that embraces the values and experiences of staff, students and all those potentially served by the institution. Communication within this diverse community utilizes a variety of modes that operate top-down, bottom-up and laterally, and reaches all individuals affected.

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**Goal V.1.** Celebrate and promote diversity and understanding through activities, academic programs, and curriculum infusion

**Goal V.2.** Partner with community groups to support a nurturing environment that is known for acceptance and diversity

**Goal V.3.** Support a “one college” culture that embraces diversity and inclusion

**Goal V.4.** Identify and communicate college-wide opportunities to faculty, staff and students to participate in college initiatives and activities, using multiple media such as an electronic bulletin board

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**Strategic Vision VI:**

**Community engagement, outreach and partnerships**

The college reaches out to employers, organizations and individuals and establishes partnerships and collaborations that improve learning and services for learners throughout the community.

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**Goal VI.1.** Strategically provide leadership in actions, resources, contributions and collaborations that improve and enhance the Mercer County region

**Goal VI.2.** Actively engage and energize an alumni and friends association

**Goal VI.3.** Ensure youth programs will serve as educational pathways for pre-college students in Mercer County, especially from the Trenton community

**Goal VI.4.** Provide students with on-campus options through the University Center for baccalaureate and graduate programs in dedicated facilities

**Goal VI.5.** Promote and support students, faculty and staff to serve as ambassadors in marketing the value of MCCC programs and services through interaction with all community stakeholders, supported by coordination with appropriate departments

**Goal VI.6.** Increase public/private partnerships to garner entrepreneurial, educational and wellness opportunities
Strategic Vision VII:

Marketing programs and services to a diverse and dynamic community

The college vigorously and persistently markets the value of its programs, services and staff. The college promotes particular services after assessing the needs of the designated target audiences.

Goal VII.1. Integrate existing and emerging technologies in marketing initiatives for recruitment and retention of current and potential students with attention to target audiences

Goal VII.2. Increase visibility and recognition of the college’s brand (college symbols, logo, information, image) to internal and external constituencies

Goal VII.3. Utilize internal resources, especially telecommunication, college TV station, and college radio station, for marketing

MCCC Foundation, Inc.

The MCCC Board of Trustees authorized the establishment of the MCCC Foundation, Inc. in 1976. The MCCC Foundation is an independent 501C3 Corporation whose purpose is to establish and carry out enrichment activities that support the mission of MCCC and the community it serves. The Foundation assists in narrowing the gap in providing quality instruction through academic scholarships and program support. The Foundation is an active group and holds several fund-raisers to further educational needs. If you wish to donate or have a question, please call ext. 3607 or go online to www.mccc.edu/give.

Private gifts are payable to the Mercer County Community College Foundation, a non-profit 501(c)(3) corporation that accepts and administers philanthropic support for the college. Mercer County Community College is accredited by the Commission on Higher Education of the Middle States Association of Colleges and Schools.
Accreditation

The college is accredited by the Commission on Higher Education of the Middle States Association of Colleges and Schools. The State of New Jersey’s Commission on Higher Education has authorized Mercer to award the associate degree.

The college’s Nursing program is accredited by the New Jersey Board of Nursing and the National League for Nursing Accreditation Commission. The Radiography program is accredited by the Joint Review Committee on Education in Radiologic Technology and the New Jersey Radiologic Technology Board of Examiners. The Medical Laboratory Technology program is accredited by the National Accrediting Agency for Clinical Laboratory Sciences. The Physical Therapist Assistant program is accredited by the Commission on Accreditation in Physical Therapy Education of the American Physical Therapy Association.

The Paralegal program is approved by the American Bar Association. The Funeral Service program is accredited by the American Board of Funeral Service Education. Aviation Flight Technology is accredited by the Aviation Accreditation Board International.