



In 2012, Morton College developed a new, comprehensive five-year strategic plan, based on extensive data collection and analysis, market research and projected demographic trends in the college district, regionally, state-wide and nationally. A Strategic Plan Action Committee, comprised of faculty, staff, and administrators, has met periodically since the initiation of the new plan and have prioritized goals outlined in the plan, established targets and monitored progress. In an effort to keep the strategic plan active, effective, and relevant, the Committee has also periodically revised, updated, and consolidated major goal areas since the development of the plan in response to internal and external environmental factors impacting the strategic direction of the College. The following represent FY15-16 updates to the strategic goals.



**Mission:** To enhance the quality of life of our diverse community through exemplary teaching and learning opportunities, community service, and life-long learning.

SOAR

1924

## SUCCESS

**Goal #1:** *Make Student Success the Core Work of Morton College*

- Implement the CCSSE High Impact Practices Initiative
- Establish a sustainable infrastructure for the teaching and learning center
- Expand professional growth opportunities for faculty and staff to cultivate an environment of continuous quality improvement and academic excellence
- Leverage opportunities to create new learning environments with the construction of the new classroom building
- Develop a comprehensive enrollment/retention plan
- Increase the number of students participating in PantherPalooza new-student orientation
- Facilitate active learning in classroom and online environments
- Pursue federal, state, and private funding to support student success

## OPERATIONS

### Goal #2: *Strengthen Efficiencies in Operations*

- Hire an Associate Director of Business Processes
- Make better use of data to inform decision-making and planning
- Expand migration of business processes to electronic format
- Expand the membership of the campus process committee to include student representation
- Integrate the Cycle of Quality (Plan-Act-Measure-Improve) in planning at all levels of the College

## ACADEMICS

### Goal #3: *Develop New Academic Programs and Revitalize Existing Programs*

- Expand program delivery options through technology
- Increase the number of online course offerings
- Initiate the new Health Information Technology program
- Foster entrepreneurial environment to generate new revenue streams through expanded community education offerings and corporate training
- Enhance marketing and public relations efforts

## RELATIONSHIPS

### Goal #4: *Promote Economic and Community Vitality through Dynamic Relationships*

- Create and expand seamless education experiences between K-12 and the College
- Cultivate and Develop a partnership with Year Up
- Expand workforce development partnerships
- Pursue additional funding for enhancements to the learning studios in the new classroom building