



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

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 factors impacting the strategic direction of the College. The Strategic Plan goals are developed within the framework of a systematic planning process that includes inputs from institutional goals, Support Unit Annual Plans and Academic Unit Annual Plans. The following represent the **FY17** updates to the strategic goals.

SOAR

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

- Develop a comprehensive “first-year experience” for students
- Repurpose the second floor of library for an innovative learning commons and student success center
- Increase fall-to-fall retention and graduation rates by 3% over academic year 15-16
- Increase the graduation rate to 28%
- Increase the number of students participating in PantherPalooza new-student orientation by 5% over academic year 15-16
- Fully implement and refine the academic advising caseload model
- Develop protocols and guidelines for provision of services provided by the new social/emotional counselor position

O Goal #2: Strengthen Efficiencies in Operations

- Make better use of data to inform decision-making and planning
- Expand migration of business processes to electronic format
- Fully implement and refine electronic transcript request system
- Fully automate ICCB reporting processes
- Streamline marketing, public relations and communications
- Apply for at least three federal, state, or private grants
- Develop a comprehensive enrollment/retention plan

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

- Create new programs in **Welding Technology, Emergency Medical Technician, Medical Assistant, and Culinary Arts and Hospitality**
- Expand program delivery options through technology
- Increase the number of online course offerings
- Foster entrepreneurial environment to generate new revenue streams through expanded community education offerings and corporate training
- Obtain National Association of Schools of Music (NASM) accreditation for music programs

R 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 *“One Million Degrees: The Community College Project”*
- Expand workforce development partnerships
- Pursue additional funding for enhancements to athletic and wellness facilities