

2001-2002 Joint Annual Plan: Synopsis
Madisonville Community College/Madisonville Technical College

These fourteen items represent significant areas of emphasis that emerge from a review of the unit plans of both colleges. A more detailed listing of unit goals is attached, linking them to the colleges' 2001-2002 "planning assumptions" which were developed at the November 17, 2000 joint Planning Retreat.

1. Increase headcount enrollment by 6%
2. Implement comprehensive Enrollment Management Plan
3. Complete Self-Study follow-up responsibilities to ensure SACS reaffirmation of accreditation
4. Complete second cycle of joint planning and evaluation consistent with Section III of the *Criteria*
5. Refine MOA for Consolidation in preparation for substantive change and "full" consolidation
6. Develop additional AAS, diploma and certificate programs consistent with community need
7. Develop innovative integrated AAS, diploma and certificate programs consistent with consolidation effort
8. Improve on-line access to information and services consistent with KCTCS expectations and student need
9. Ensure effective use of new facilities and renovated space
10. Improve support and services for information technology
11. Promote professional development
12. Complete preparation for major gifts campaign
13. Prepare Title III "Developing Institutions" grant
14. Support local economic development efforts through development of customized programs and services

**2001-02 Joint Annual Plan
Madisonville Community College/Madisonville Technical College**

1. Maintain and develop on-going activities that increase enrollment and retention of all students, traditional and non-traditional

NOTE: The above is the first of thirteen “planning assumptions” that were developed during the November 17, 2000 joint Planning Retreat. Units within both colleges were asked by the President to let these assumptions guide the development of individual unit goals for 2001-2002. Bulleted items represent specific unit goals.

- Continue to implement Enrollment Management Plan
- Increase headcount enrollment by 4-6% for fall 2001
- Identify 6000 prospects for enrollment
- Implement prospect “tracking” system
- Enhance extended campus recruiting function
- Provide Student Affairs services at Muhlenberg County site
- Increase percentage of adult student population (25 and over)
- Maintain African-American enrollment at 7%
- Refine mandatory placement process and policies
- Expand services of Non-Traditional Student Support Group
- Provide mandatory orientation for first-time full-time freshmen
- Enhance Web Site
- Implement on-line registration
- Enhance accessibility of Financial Aid Counselors
- Enhance marketing and recruitment plans for Nursing, Business Technology, Biomedical Equipment Technician, and all Allied Health programs
- Establish Industrial Maintenance Advisory Committee
- Resubmit NSF scholarship grant

2. Develop flexible, high quality educational programs to enhance student learning.

- Reduce dependence upon part-time faculty in all disciplines
- Implement Information Technology AAS program in fall 2001
- Implement Machine Tool Technology AAT program in fall 2001
- Submit Occupational Studies AAS program for approval
- Submit Human Services AAS program for approval
- Develop on-line Allied Health courses
- Provide on-line tutorial services in Learning Center
- Provide professional development training for ESL
- Continue to offer Internet courses consistent with the college’s distance learning goals
- Continue to offer daytime courses in area high schools
- Enhance assessment procedures in writing and math programs
- Develop embedded certificate programs in Accounting, Office Administration, Engineering Technology
- Prepare for ABET accreditation site visit in Electrical Engineering Technology

- Increase on-line Library and Information Literacy Instruction
- Enhance Library web site
- Increase Library holdings
- Conduct evening Machine Tool Technology, Drafting/CAD, and Welding classes
- Improve pass rate on Nursing NCLEX exam
- Improve retention rate in Nursing program

3. Continue to build a positive, unique image of the consolidated colleges as a high quality, comprehensive institution in an increasingly competitive environment.

- Continue to work with lay advisory boards to promote and refine consolidation process
- Implement marketing component of Enrollment Management Plan for MCC and MTC
- Continue to market MCC and MTC as separate institutions
- Increase number of web site hits
- Enhance quality and appearance of all publications
- Continue to coordinate marketing activities with KCTCS System Office
- Develop View Book for MCC and MTC
- Develop recruiting/advising pamphlets for MTC programs
- Update recruiting/advising pamphlets for MCC programs

4. Promote the creation of a unique identity by blending policies, procedures, methods and resources.

- Submit Substantive Change Prospectus for full consolidation
- Continue to refine MOA for Consolidation, in particular explore combining policies and procedures for:
 - faculty governance
 - curriculum and rules development
 - promotion and tenure
- Continue to conduct joint faculty and staff meetings
- Conduct a joint spring 2002 graduation

5. Obtain, implement, and support universal, state-of-the-art, cutting edge technology.

- Open Joe C. Davis Science & Technology Building, including:
 - ITV room
 - Computer lab
 - Various instructional labs
- Provide additional Peoplesoft training
- Implement on-line registration
- Implement computer-assisted off-campus registration
- Implement on-line registration
- Provide on-line tutorial services
- Upgrade Financial Aid hardware
- Enhance web site
- Restructure Computing Services personnel
- Establish additional Computing Services position
- Upgrade equipment for Applied Technology programs
- Upgrade Mechanical Engineering Technology lab

6. Create a fully-staffed college that optimizes professional development to support success and growth.

- Allocate personnel funds consistent with outcome of annual planning process (see 2001-02 Annual Fund Request)
- Maximize use of MCC and MTC personnel through MOA for Consolidation
- Continue to support activities of the Faculty & Staff Development Committee
- Continue to support tuition waiver program
- Continue to use Perkins funds to support professional development
- Establish professional development endowment

7. Provide state-of-the-art, accessible physical resources to effectively serve students in attaining their educational goals.

- Open Joe C. Davis Science & Technology Building on main campus
- Open Muhlenberg County off-campus facility
- Continue to renovate space consistent with MOA for Consolidation
- Develop plan for renovation of vacated space in John H. Gray Building
- Upgrade technology in Mahr Arts Center as called for in equipment plan
- Update landscape plan
- Complete concourse renovation

8. Convince students that MCC and MTC are the best choices for them.

- Implement marketing component of Enrollment Management Plan
- Submit Substantive Change Prospectus to enhance idea of “seamless” education
- Enhance multi-cultural recruitment and retention efforts
- Maximize use of Student Ambassadors
- Enhance web site
- Enhance extended campus recruiting function

9. Develop and implement a fair and equitable system to adequately fund all areas.

- Refine joint annual planning and budget planning processes
- Submit Substantive Change Prospectus with long-term goal of establishing equity
- Complete planning for next major gifts campaign
- Establish endowments as a priority in next major gifts campaign

10. Develop and implement a comprehensive plan to provide training that ranges from workplace essential skills through high performance technical skills.

- Complete implementation of Hopkins County ACE² grant
- Implement ACE² replication project
- Implement TIER grant
- Continue to provide Business & Industry customized training and services
- Integrate ACE² and B & I planning to maximize delivery of workforce development training and services

11. Respond systemically to current needs and anticipate future trends of our diverse service area through effective planning for delivery of programs.

- Complete 6th cycle of comprehensive planning and evaluation process
- Conduct 2nd cycle of strategic scanning using the Strategic Scanning Team
- Re-institute use of Currently Enrolled Student survey in fall
- Implement use of revised student surveys, using Survey Tracker where appropriate, including:
 - Exit survey
 - Follow-Up survey
 - Entering Student survey
 - Transfer Student survey
- Implement effective employer follow-up process
- Include program coordinators in data collection process, particularly tracking graduates
- Implement process to track mandatory placement students
- Submit Title III grant

12. Maintain and develop projects which integrate arts and education, and promote arts appreciation within the community and region.

- Expand successful Coffeehouse Series
- Maintain the following arts education partnerships/projects:
 - Kennedy Center “Arts Partners in Education”
 - Crayola Dream-Makers
 - GE Creative Connections
 - Summer Arts Academy
- Enhance integration of performing artists with arts education programming
- Explore additional “block-booking” opportunities
- Explore becoming site for VSA Arts Festival

13. Maintain and develop partnerships which enhance or expand educational programming.

- Submit Substantive Change Prospectus to consolidate MCC and MTC as one institution
- Continue to participate in Kentucky WINS program
- Continue to support efforts to recruit business and industry to the service area
- Continue to support cooperative Lean Manufacturing projects
- Continue to participate in Kennedy Center Arts Partners in Education program
- Replicate ACE² project throughout service area with cooperation of community partners