COLLEGE RELATIONS
STRATEGIC PLAN

2025-2028

MOUNTAINLAND
TECHNICAL COLLEGE

TABLE OF CONTENTS

EXECUTIVE SUMMARY

This College Relations Department Strategic Plan sets a clear path forward to strengthen our institution's impact, advance student success, and deepen our connections with community and industry partners. Built on the foundation of our mission to foster excellence in education and workforce development, this plan outlines key priorities, measurable goals, and actionable strategies to ensure long-term growth and sustainability.

STRATEGIC PRIORITIES

STUDENT SUCCESS

Enhance access, retention, and graduation outcomes.

Strengthen transfer opportunities, career pathways, and workforce readiness.

ORGANIZATIONAL EFFECTIVENESS

Foster a collaborative, innovative, and welcoming work environment.

Align internal processes with strategic priorities through continuous improvement.

Build professional excellence among faculty and staff.

COMMUNITY ENGAGEMENT

Expand partnerships with businesses, government, and community organizations.

Increase awareness of MTECH's programs and contributions to regional development.

Drive philanthropic efforts to support institutional growth.

RESPECT AND INCLUSION

Promote a campus culture where all individuals feel valued and supported.

Develop fair policies and practices

Ensure universal access to education and institutional resources.

GOALS AND KEY METRICS

The plan emphasizes measurable outcomes to track progress and impact. Among the four-year goals are:

↑ 10%
BOOST ENROLLMENT MANAGEMENT EFFORTS:
Improve enrollment in targeted programs by 10%.

↑ 5%
INCREASE RETENTION RATES:
Achieve a 5% improvement in program retention.

↑ 100%
EXPAND PATHWAY ENGAGEMENT:
Increase transfer rate by 100%.

↑ 15%
ENHANCE COMMUNICATION:
Improve stakeholder satisfaction with internal communication by 15%.
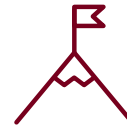
OUR CORE VALUES

STUDENT-CENTERED FOCUS:
Prioritizing student needs and aspirations in every decision.

RESPECT AND INCLUSION:
Creating an environment that celebrates every individual's commitment to academic excellence.

PROFESSIONAL EXCELLENCE:
Delivering services and support with integrity, competence, and dedication.

PROBLEM SOLVING:
Approaching every inquiry with professionalism and care.

COLLEGE RELATIONS DEPARTMENT

MISSION

The College Relations department fosters meaningful relationships, anticipates and solves critical challenges, raises awareness, and secures resources that empower students to succeed in their educational and career journeys.

VISION

To position the College Relations Department as a cornerstone of Mountainland Technical College's success, empowering students and staff to achieve their fullest potential.

WHAT WE DO

The College Relations Department provides strategic direction and leadership in:

COMMUNICATIONS:

Managing internal and external messaging to enhance student engagement and institutional visibility.

GOVERNMENT & COMMUNITY AFFAIRS:

Building partnerships and securing funding to advance the college's mission.

STUDENT AFFAIRS:

Implementing policies and practices that improve access, retention, transfer, and employment outcomes.

WORKFORCE DEVELOPMENT:

Aligning student support programs with workforce needs to facilitate employment and economic development outcomes.

WHO WE ARE

A committed team of professionals focused on:

SHAPING VISIBILITY:

Building the college's reputation through strategic branding and impactful storytelling.

BUILDING CONNECTIONS:

Establishing meaningful relationships with stakeholders to unlock new opportunities.

REMOVING BARRIERS:

Navigating challenges and driving progress to support student success and institutional growth.

OUR CORE VALUES

STUDENT-CENTERED FOCUS:

We place students at the heart of everything we do. By actively listening to their needs, respecting their unique backgrounds, and fostering a supportive environment, we empower them to achieve their personal, academic, and professional goals.

PERSONAL RESPECT:

We value every individual's contribution to academic excellence.

PROFESSIONAL EXCELLENCE:

We are inclusive, competitive, considerate, and invested in the college's success.

PROBLEM-SOLVING:

We approach every challenge, large or small, with professionalism and care.

STRATEGIC OBJECTIVES

OBJECTIVE 1: ENHANCE STUDENT ACHIEVEMENT

Goal 1: Develop initiatives and practices to increase enrollment, retention, and graduation outcomes.

Goal 2: Strengthen career services and credit transfer pathways to support student success.

OBJECTIVE 2: FOSTER STAFF EXCELLENCE

Goal 1: Support professional development and internal communication strategies.

Goal 2: Promote health, wellness, and security across campuses.

OBJECTIVE 3: SUPPORT INSTITUTIONAL GROWTH

Goal 1: Advocate for legislative funding to enhance programs, salaries, equipment, and facilities.

Goal 2: Raise stakeholder awareness of physical resource needs across all campus locations.

OBJECTIVE 4: EXPAND COMMUNITY ENGAGEMENT

Goal 1: Develop targeted communication efforts that connect our work with all stakeholders.

Goal 2: Strengthen partnerships with chambers of commerce and community organizations.

STUDENT AFFAIRS DIVISION

MISSION

Empower and support students from diverse backgrounds, ensuring equitable access to quality education, fostering retention, and facilitating successful career placement.

VISION

To foster an inclusive and supportive environment where all students thrive academically, socially, and professionally, contributing to a stronger community and workforce.

OBJECTIVES AND GOALS

OBJECTIVE 1: IMPROVE COMMUNICATION AND ENGAGEMENT

GOAL 1:

Launch a centralized student resources hub on Canvas to streamline access to policies, guides, and support services.

GOAL 2:

Revamp orientation materials, including "how-to" videos, to improve the onboarding experience.

GOAL 3:

Conduct biannual surveys to assess the effectiveness of communication and engagement strategies, with a goal to achieve 90% satisfaction.

OBJECTIVE 2: ADVANCE WORKFORCE DEVELOPMENT

GOAL 1:

Increase the number of students served by academic counseling services by 15%.

GOAL 2:

Implement a student success intervention framework to assist struggling students, reducing the dropout rate by 5%.

GOAL 3:

Expand access to mental health resources by establishing partnerships with two community organizations.

OBJECTIVE 3: SUPPORT HOLISTIC STUDENT DEVELOPMENT

GOAL 1:

Collaborate with Career Services to increase job placement rates to 85% within six months of graduation.

GOAL 2:

Increase participation in college-wide engagement activities, such as Welcome Week, by 20%.

GOAL 3:

Expand MTECH Pantry services to address food insecurity, increasing student usage by 10%.

OBJECTIVE 4: ADVANCE EQUITY AND INCLUSION

GOAL 1:

Review all student policies to ensure equity and eliminate unnecessary institutional barriers.

GOAL 2:

Increase awareness of available support services through targeted communication campaigns, achieving a 25% increase in usage.

COMMUNICATIONS DIVISION

MISSION

The Communications Division advances Mountainland Technical College's mission by fostering effective communication with students, faculty, staff, and external stakeholders, enhancing awareness of programs, events, and resources.

VISION

To position Mountainland Technical College as a regional leader in student engagement, institutional branding, and stakeholder communication by leveraging innovative and inclusive strategies.

OBJECTIVES AND GOALS

OBJECTIVE 1: ENHANCE STUDENT COMMUNICATION

GOAL 1:

Develop a robust student communication flow from application to graduation.

GOAL 2:

Launch a multilingual, navigable student resources page to increase accessibility.

GOAL 3:

Improve digital content engagement metrics (e.g., clicks, views) by 20%.

### OBJECTIVE 2: STRENGTHEN INSTITUTIONAL BRANDING

GOAL 1:

Create and implement updated brand guidelines to enhance consistency across all communication platforms.

GOAL 2:

Increase earned media placements by 15% annually to raise institutional visibility.

GOAL 3:

Support the capital campaign with branded marketing assets, achieving a 10% increase in campaign engagement.

1 PROSPECTIVE STUDENT

↓

2 CURRENT STUDENT

↓

3 GRADUATE

↓

4 ALUMNI
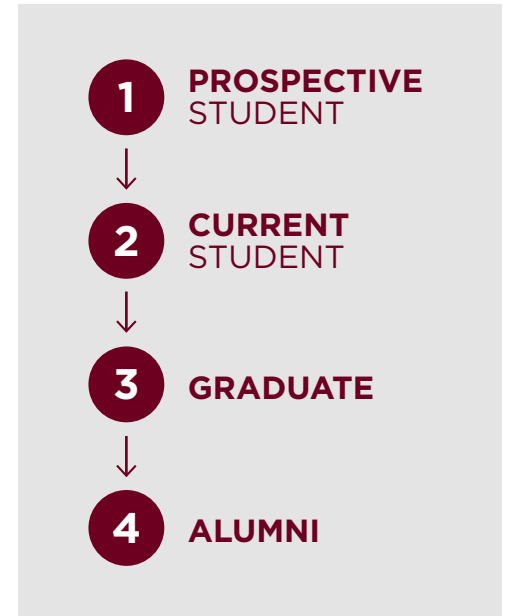
OBJECTIVE 3: EXPAND DIGITAL MARKETING IMPACT

GOAL 1:

Boost social media engagement by 25% through targeted campaigns.

GOAL 2:

Increase website traffic to program pages by 30% through improved search engine optimization (SEO).

GOAL 3:

Launch three targeted digital marketing campaigns annually to support enrollment growth.

OBJECTIVE 4: FOSTER INTERNAL COMMUNICATION

GOAL 1:

Increase faculty and staff satisfaction with internal communication channels by 15% as measured by annual surveys.

GOAL 2:

Host quarterly town halls and monthly updates to ensure transparency and inclusivity.

GOAL 3:

Develop training resources for internal stakeholders to maximize communication tool usage.

COMMUNITY AFFAIRS DIVISION

MISSION

The Community Affairs division enhances awareness of Mountainland Technical College through strategic partnerships with businesses, community organizations, and government entities to support workforce development and student success.

VISION

To position Mountainland Technical College as a key driver of regional economic development and community enrichment by fostering meaningful partnerships, advancing workforce solutions, and advocating for institutional priorities.

OBJECTIVES AND GOALS

OBJECTIVE 1: STRENGTHEN COMMUNITY PARTNERSHIPS

GOAL 1:

Build five new partnerships annually with local businesses, chambers of commerce, and workforce organizations.

GOAL 2:

Host quarterly events to engage stakeholders and promote MTECH programs and initiatives.

GOAL 3:

Increase participation in community outreach initiatives by 20%.

OBJECTIVE 2: ADVANCE WORKFORCE DEVELOPMENT

GOAL 1:

Expand the Custom Fit program to serve 20% more businesses, focusing on rural and minority-owned enterprises.

GOAL 2:

Expand employee training by 25%.

GOAL 3:

Develop at least two industry-specific training programs in collaboration with local employers annually.

OBJECTIVE 3: ADVOCATE FOR MTECH WITH PUBLIC OFFICIALS
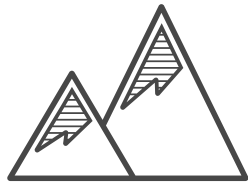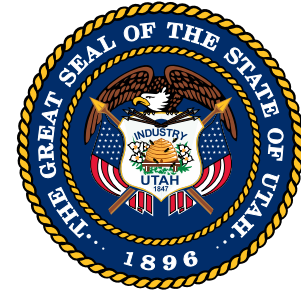
GOAL 1:

Establish annual legislative priorities and communicate them through regular updates to local, regional, and state officials.

GOAL 2:

Increase college representation at government and municipal meetings, achieving a 25% increase in advocacy engagements.

GOAL 3:

Support legislative efforts that align with MTECH's strategic objectives, ensuring annual reporting to stakeholders.

OBJECTIVE 4: PROMOTE PHILANTHROPY AND INSTITUTIONAL SUPPORT

GOAL 1:

Launch a robust outreach plan for the "On the Rise" capital campaign, achieving a 15% increase in donor contributions.

GOAL 2:

Build relationships with five new philanthropic organizations annually to expand funding opportunities.

GOAL 3:

Increase employee participation in institutional giving campaigns by 10% annually.

COLLEGE RIGHTS & ADVOCACY DIVISION

MISSION

Foster a respectful campus climate where all stakeholders feel valued, supported, and empowered to succeed.

VISION

To create a campus environment where every individual's unique perspectives and needs are celebrated, advancing access and success for all.

OBJECTIVES AND GOALS

OBJECTIVE 1: PROMOTE INCLUSIVE PRACTICES

GOAL 1:

Develop and implement a campus-wide action plan for inclusive practices.

GOAL 2:

Conduct annual training for all staff and faculty on Title IX, First Amendment rights, and non-discrimination policies, achieving 100% participation.

GOAL 3:

Collaborate with stakeholders to refine policies, reducing barriers to access to services.

OBJECTIVE 2: ENHANCE STAKEHOLDER SUPPORT

GOAL 1:

Deploy an annual campus climate survey to assess stakeholder experiences, achieving a 75% response rate.

GOAL 2:

Increase the availability of professional development resources by 50% through digital and in-person access points.

GOAL 3:

Establish a feedback mechanism for students and employees to address equity concerns, ensuring 90% of submitted concerns are resolved within 30 days.

OBJECTIVE 3: ADVANCE EQUITY IN STUDENT SUCCESS

GOAL 1:

Identify and address gaps in student achievement among underserved populations, reducing equity gaps in course completion rates by 10%.

GOAL 2:

Partner with the Communications team to create inclusive social media campaigns, increasing engagement among diverse student populations by 25%.

GOAL 3:

Develop and promote resources for students with unique needs, ensuring 100% of syllabi and policies are accessible online.

OBJECTIVE 4: STRENGTHEN COMMUNITY AND EMPLOYER RELATIONS

GOAL 1:

Develop an employer engagement survey to align workforce diversity needs with training initiatives.

GOAL 2:

Build partnerships with five new community organizations annually.