Midlands Technical College's Strategic Planning Process

This portion of the Assessment, Research and Planning web site has been created to update the college community on the activities of and progress made in the development of our new strategic planning document. Approximately 18 months ago, Executive Council approved several recommendations to revise the planning process. These recommendations included: shortening the planning cycle, creating a Strategic Planning Council, creating an Environmental Scanning process and developing several other mechanisms that allow for broader participation by faculty, staff and students in the college's planning process. A complete copy of the approved recommendations can be found by clicking The Strategic Planning Model.

In October 2001, the Strategic Planning Council met to kick off the planning process and to recommend individuals, both faculty and staff, to serve as members on the six Environmental Scanning Trends Committees. The six trend committees are: Demographic Trends, Economic and Employment Trends, Educational Trends, Political and Public Policy Trends, Social Trends and Technological Trends. Individuals were contacted and over 90 percent accepted the responsibility of serving on the committees. To learn more about what environmental scanning is, click on the Environmental Scan Workshop Presentation and to obtain a list of the members of the six environmental scanning committees click on the Environmental Scanning Committee Members.

For the past 12 months the Environmental Scanning Trend Committees have compiled data and information for inclusion in the environmental scan report. In October 2002, the committees issued the full Environmental Scanning Report as well as an Executive Summary of the report. To access the Environmental Scan Executive Summary, click on the Environments Scan Executive Summary. If you would like to obtain a copy of the full report, please e-mail the following address, kitchingsd@midlandstech.edu.

The Strategic Planning Council met with the Environmental Scanning Committee representatives to discuss the content of the report and have used the findings of the Environmental Scan Report to develop their first draft of prioritized opportunities and threats identified in the scanning report. For a copy of the prioritized list, click on The Proritized Opportunities and Threats.

Based on this prioritization, the Learning Community of the Future: 2013 document has been developed. This document is the college's attempt to describe its future direction during the next decade. Faculty and Staff input to the Learning Communities of the Future: 2013 document was solicited through open discussion forums and the Internet and through student participants in a Cabinet of Student Leaders Training Program that was held in July 2003. A summary of each group's discussion issues can be found at the following link Student, Faculty, Staff Discussion Combined. The document has been finalized to reflect college input and can be accessed by clicking on the Learning Community of the Future: 2013 link.

To assist in the college's review of the Statements of Vision, Values, Mission, and Role and Scope, a Strategic Planning Survey of Institutional Mission was administered to a randomly selected group of faculty, staff and students and to the full MTC Commission. The Strategic Planning Survey of Institutional Mission has been administered during previous college-wide reviews of the foundation statements and was revised by members of the Strategic Planning Council to reflect new issues and priorities identified in the Learning Communities of the Future 2013 document. The survey asked respondents to rate "how important" they believe it is for the college to provide certain functions and "how well" the college is performing each of the functions. The survey identified 16 functions; twelve functions were retained from the original survey instrument and four new items were added. The new functions are: "Develop creative approaches to secure additional funding through non-traditional sources and entrepreneurial initiatives," "Create collaborative partnerships and initiatives with business, secondary education, and the community to ensure proactive development of a
regional workforce," "Work with USC and other local senior institutions to increase educational opportunities for MTC students that allow them to reach their full potential" and "Work with USC and other local senior institutions to support innovative educational initiatives for the region." A copy of the survey instrument along with analysis of the results can be found at the following link [2003 Strategic Planning Institutional Mission Survey Results].

The results of the survey were reviewed with the MTC Commission at their August 2003 retreat and the Strategic Planning Council in October 2003. Based on these discussions, revisions to the four foundation statements have been recommended by the Strategic Planning Council. The draft of revisions made to the Statements of Vision, Values, Mission, and Role and Scope can be found at the following link [Revised Foundation Statements: Combined].

The MTC Commission reviewed and reached consensus on the wording of the foundation statements at their March 2004 meeting. A copy of the approved Vision, Values, Mission and Role and Scope statements can be found at the following link [Vision, Values, Mission and Role and Scope Statements]. The Strategic Planning Council then used the four trend areas outlined in the Learning Community of the Future 2013 document to discuss and develop college wide goals and priority initiatives. A copy of the draft goals and priority initiatives are included at the following link [College-wide Goals and Priority Initiatives 3-9-04]. The college will begin implementing the 2004-2007 Strategic Plan during the upcoming (2004-05) academic year. Each department and division of the college will now begin the process of developing annual action strategies that will be published in the college's Operational Plan.

College Faculty and Staff members are asked to review the revisions and provide input to Dorcas Kitchings at kitchingsd@midlandstech.edu or 803-822-8584.