

2012-13 STRATEGIC PLAN
College Goals & Outcomes
Year-End Report
August 14, 2013

Goal 1: Achieve Performance Excellence

- Implemented a print management accountability solution for staff resulting in a 30% reduction of paper usage and a reduction of 36 printers throughout the District
- Completed the Student Exchange Visitor Program (SEVP) for admission of international students.
- Recognized as a “Military Friendly School” for the 4th year in a row.
- Developed Crisis Communication Plan.
- Advocacy leader for technical college initiatives through positive partnerships with district legislators and the DBA.
- Designed College branding so as to create awareness of market mindshare.
- Developed Employee Handbook.
- Received and managed two manufacturing industry sector grants (Covenant and TAA).
- Developed employee recruitment branding, and enhanced diversity recruitment.

Goal 2: Enhance Student Success

- Launched the College 101 student success course.
- Implemented on-line admission application in January 2013.
- Implemented Early Alert System. Alerts are directly sent to students who have behavioral issues or are potentially going to fail their course work.
- Developed new student orientation targeted to specific program cohorts, with key message “Just Ask.”
- Implemented Behavior Intervention Team (BIT) software package which streamlines case management and tacking of student conduct cases.
- Implemented Dream Keepers Grant. Assisted 51 students with emergency financial needs. Forty-nine of the 51 registered from fall to spring with the remaining two graduating.
- Developed Disability Resources Team and implemented a student orientation for students with disabilities.
- Created three new student clubs: (1) SAGA (Straight and Gay Alliance) Club, (2) SMARTS (Super Motivated Adults Returning to School), and (3) Student Veteran’s Club.
- Purchased IbyPhone software to automate calling functions related to advising and testing appointment reminders, as well as an effective tool for notifying students of payments.
- Installed web cameras in West Bend and Beaver Dam Student Service areas allowing video calling capabilities for students to provide distance services, e.g., contact with financial aid staff.

Goal 3: Strengthen Community Connections

- Completed capital project enhancements to include the library addition, student life remodel, and Mercury Marine training lab in Beaver Dam; testing center in Fond du Lac; and, the building trades remodel for carpentry, electricity and HVAC at the West Bend campus
- Successfully negotiated a lease for a new regional center in the Village of Jackson.
- Completed additional phases of a multi-year Business Continuity Management program implementation.
- Participated in the Fond du Lac High School Financial Aid Night, College Goal Wisconsin, and the Veteran’s Employment and Veteran’s Benefit fairs.
- Conducted “Call-Out” for military students to provide an opportunity to learn about educational benefits, counselor resources, and other support services available to assist in the transition to college.
- Career Prep rolled out a new feature with the WI Career Pathways Website which links employers to high school students and high school teachers by related career cluster pathways.
- Conduct research to understand why students leave our district to go to other technical colleges, and why students exit the College (first year). Developing a marketing campaign that aims to address those issues (second year).
- Distributed 2011-12 Annual Report, to include the Moraine Park Foundation.
- Participated in WTCS Dual Credit Day at Lomira High School which recognized MPTC as a pioneer of articulation efforts.