

**Mesa Community College**  
**OPERATIONAL PLAN FOR THE PRESIDENT'S OFFICE 2008-2009**

President's Office Goals	President's Office Objectives	Related MCC Strategic Goals & Objectives
<b>Goal 1: Expand communication efforts via public, community, legislative, and media relations to enhance the image of the college externally.</b>	<ul style="list-style-type: none"> <li>• Develop and implement strategies to increase awareness of college programs, services, academic quality, and student success.</li> <li>• Increase outreach efforts with business, industry, government and community leaders to inform, promote, and provide greater understanding of college programs and services.</li> <li>• Review and evaluate the purpose and benefit of the college community award and recognition event.</li> <li>• Ensure the college is responsive to external feedback/input.</li> <li>• Expand college web pages and technology to enhance communication.</li> </ul>	<b>V. E</b> <b>VI. A, B, E, H, I</b> <b>VIII. I</b>
<b>Goal 2: Develop, implement, and evaluate methodologies for securing additional financial resources for college initiatives, capital projects, programs, and student scholarships.</b>	<ul style="list-style-type: none"> <li>• Provide additional financial resources to underrepresented student populations.</li> <li>• Expand awareness of and access to student scholarships and other financial resources necessary for student success.</li> <li>• Utilize technology to facilitate student access to financial resources.</li> <li>• Increase financial support for international education opportunities.</li> <li>• Explore and develop alternative funding streams including expanding fundraising efforts, partnerships, and establish a grants development office.</li> <li>• Create and implement an extensive employee and community donor recognition program.</li> <li>• Produce and distribute a formal publication of annual gifts.</li> </ul>	<b>II. A, D, E, F</b> <b>VIII. C</b>
<b>Goal 3: Provide more opportunities for the community to be involved with college programs, services, and initiatives.</b>	<ul style="list-style-type: none"> <li>• Establish additional community advisory committees through the Commission on Excellence in Education.</li> <li>• Expand community partnerships and collaboration with public, non-profit, and educational/training institutions.</li> <li>• Continue to grow the membership of the Commission on Excellence in Education to represent a balanced cross-section of the community encompassing 750 people.</li> <li>• Increase participation and involvement of the college's alumni association.</li> </ul>	<b>II. C, E</b> <b>VI. A, B, D, E, H, I</b> <b>VIII. C, I</b>
<b>Goal 4: Increase college marketing, recruitment, and other outreach efforts to increase student enrollment.</b>	<ul style="list-style-type: none"> <li>• Collaborate with college departments to develop marketing material specific to college programs as well as other material essential to increasing overall student enrollment and retention.</li> <li>• Research the effectiveness of various marketing campaigns and reallocate resources as appropriate.</li> <li>• Collaborate with Mesa Public Schools to facilitate student placement in MCC classes by completing ASSET testing while in high school</li> </ul>	<b>VI. E</b> <b>VIII. I, K</b>

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<p><b>Goal 5: Explore new opportunities for partnerships and other methods to more rapidly respond to changing educational and training demands.</b></p>	<ul style="list-style-type: none"> <li>• Collaborate with various accreditation associations to develop agendas that meet the needs of teaching/learning institutions, peer consultants, and community engagement.</li> <li>• Continue to coordinate partnership development for an expanded Downtown Mesa campus.</li> <li>• Collaborate with the City of Mesa and Mesa Senior Services to provide civic engagement opportunities for Baby Boomers through the Mesa Life Options Center.</li> </ul>	<p><b>II. A</b> <b>VI. A, B, C, E</b></p>
<p><b>Goal 6: Expand employee opportunities to be involved in and connected with community organizations.</b></p>	<ul style="list-style-type: none"> <li>• Coordinate civic participation activities in conjunction with MCCCCD’s Center for Civic Participation.</li> <li>• Provide staff support to the East Valley Think Tank, Community Roundtable, East Valley Partnership and like organizations.</li> <li>• Formalize a process for employees to volunteer with community organizations such as the Mesa United Way, Mesa YMCA, and other non-profit groups within the parameters as stipulated by MCCCCD.</li> </ul>	<p><b>VI. C, E, G, H</b></p>
<p><b>Goal 7: Create a work environment where diversity, internal communication, trust, and professional development opportunities are highly valued.</b></p>	<ul style="list-style-type: none"> <li>• Develop a model of inclusiveness in order to recruit and retain a diverse student body, faculty, and staff.</li> <li>• Organize and complete team building activities that enhance internal communication, productivity, and morale across all campuses and locations.</li> <li>• Coordinate staff schedules to accommodate participation in training and professional development programs.</li> </ul>	<p><b>VII. A, B, C, D, E</b> <b>VIII. J</b></p>