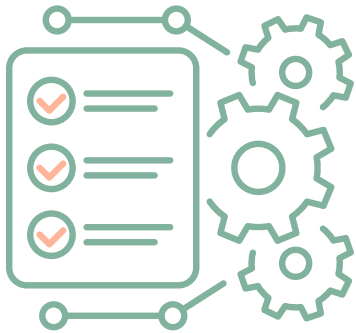


strategic plan



2021-2024



Montcalm Community College

Our Goals & Strategies



1. Increase Enrollment

- Develop and execute Strategic Enrollment and Marketing Plan
- Increase number of full-time students
- Review programs and curriculum
- Address student retention
- Improve dual enrollment conversion

2. Improve Student Success and Access

- Develop "concierge" service for students
- Improve diversity, equity, and inclusion through curriculum, HR (training), and community engagement
- Adapt to student needs
- Build hands on learning components to enhance curriculum
- Increase student engagement

3. Enhance Facilities

- Renovate Kenneth J. Smith Instructional Building
- Explore student housing
- Enhance sustainability of college operations

4. Community Engagement

- Develop and improve relationships with community
- Grow friend raising and fundraising
- Locate grant opportunities for college projects
- Educate community on the value of the college



Our Vision

Community inspiration.
Exceptional education.
Personal empowerment.



Our Mission

Transforming lives through
quality education.



Our Values

Student Success
Empowerment
Relationships
Visionary
Inclusion
Community
Excellence