


GEARING UP FOR SUCCESS



2021-24 STRATEGIC PLAN
IMPACT REPORT





2021-24 STRATEGIC PLAN IMPACT REPORT

In 2021, Mississippi Delta Community College launched *Gearing Up for Success*, a short-term strategic plan aimed at addressing the challenges posed by the COVID-19 pandemic. Over the plan's three-year period, the College concentrated its resources and efforts on four primary initiatives. This report outlines how the main goals and targets were successfully achieved through the collaborative work of students, educators, staff, alumni, and supporters. Their joint efforts have established the groundwork for the College's upcoming five-year strategic plan for 2025-30, which will guide MDCC into its second century of service to the region.

MISSION

Mississippi Delta Community College provides quality education through academic, career, technical, health sciences, and workforce training programs. MDCC is dedicated to improving the community through intellectual, social, cultural, and recreational opportunities.

GOALS

- I.** Academic programs of study which lead to the Associate of Arts Degree and/or meet requirements for students who plan to transfer to a senior college or university
- II.** Career and technical programs of study which lead to the Associate of Applied Science Degree and/or a certificate, which will qualify students for entry-level employment
- III.** Health Science programs of study which lead to the Associate of Applied Science Degree and/or a certificate, which will qualify students for entry-level employment
- IV.** Activities and/or facilities which foster productive citizenship, enhance personal growth, enrich quality of life, and promote economic development and partnerships in the communities served by the College
- V.** Workforce training for business and industry to enhance knowledge and skills
- VI.** Continuing and adult basic education for personal growth
- VII.** College infrastructure in support of student services, instructional programs, administrative processes, and community services



DR. BENJAMIN CLOYD

Vice President of Effectiveness
and Enrollment

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Over the last three years, MDCC's strategic plan, *Gearing Up for Success*, has provided a focused framework of priorities during challenging times. This plan has served our college well as we have navigated recovery from the COVID pandemic. Due to the cohesive planning and collaboration around key initiatives such as implementing a new application and customer relationship management system, MDCC is well-positioned to celebrate our centennial with the anticipation of a bright future. To all members of the MDCC family, thank you for embracing the goals of the plan and for finding ways, big and small, to participate in the work of intentionally making our college better day by day.

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STRATEGIC GOALS

1 STUDENT SUCCESS

Enhance student outcomes and student experience through (a) instructional professional development, (b) proactive communication that educates students about college processes and policies, (c) active advising strategies, and (d) campus/community involvement.

3 ENROLLMENT MANAGEMENT

Promote a consistently inviting experience for students, from first point-of-contact through post-graduation, via (a) customer service and efficient processes, (b) updated branding/marketing, and (c) comprehensive communication and workflow enrollment services plans.

2 WORKPLACE ENVIRONMENT

Create a positive, diverse, equitable, and inclusive workplace environment and enhance mutual accountability through increased employee morale via (a) professional development and recognition, (b) effective communication, and (c) administrative visibility throughout all campus locations and activities.

4 INFRASTRUCTURE

Maximize college infrastructure by (a) maintaining the quality and performance of existing systems and (b) developing and implementing a comprehensive resources master plan.



STUDENT SUCCESS



The strategic plan led to significant improvements in students' academic achievement and personal growth at MDCC. The Student Government Association expanded to include representatives from all student organizations, with members attending a national conference and earning college credit through a new leadership course. They also represented MDCC at the state capitol and participated in community service projects. Spring Welcome Week was introduced to support students starting after the fall semester. Faculty received training in instructional strategies for at-risk students, and transportation routes were adjusted for better class accessibility. A new Resident Advisor program enhanced leadership skills among residential students, while recreational sports and online meetings enriched the student experience campus-wide.



WORKPLACE ENVIRONMENT





The Trojan team comprises dedicated employees who have served MDCC students for many years. The strategic plan acknowledged their contributions by focusing on enhancing the workplace environment. Emphasizing the importance of employee morale for overall institutional success, initiatives included administrative listening sessions, employee recognition programs, handwritten notes of appreciation, team-building activities, and social events. Faculty and staff benefited from complimentary professional development opportunities covering topics like ethics, conflict resolution, and cybersecurity. Accessibility to many professional development offerings was increased through self-paced, asynchronous sessions in Canvas. Additionally, a new data-collection system was implemented, providing employees a way to log their supportive presence at student activities and programs.



ENROLLMENT MANAGEMENT

Grounded in the College's educational mission, the strategic plan led to the initiation of a customer relationship management (CRM) system to improve enrollment services through centralized interactions and data management. To further support student achievement, a self-study identified enrollment barriers, and automated communications were tested to streamline processes. Branding and marketing efforts—including internal focus groups, logo updates, and planning a comprehensive marketing strategy—were undertaken to create a welcoming and cohesive student experience. A multidisciplinary committee collaborated with educational consultants to develop a master enrollment plan geared towards creating a supportive student environment from inquiry, through application, to enrollment, and beyond graduation.





INFRASTRUCTURE

UNION





Infrastructure supports MDCC's educational mission by housing essential programs and student services. Under this strategic plan, the infrastructure committee assessed buildings, resulting in a prioritized repair plan that led to over 100 improvements. The committee also initiated roofing projects at multiple locations and established a culinary art teaching kitchen at the GHEC location. Additionally, executive administrative offices moved into a newly renovated building, and a new men's residence hall project was launched. Security enhancements included new camera installations, while water/sewer systems and HVAC updates, along with prioritized athletics renovations, further enhance the student experience. A comprehensive master plan now guides future growth of campus facilities to effectively meet the educational community's needs.

PLANNING, ACTING, AND REPORTING BACK

MDCC began *Gearing Up for Success* in January 2021, following the conclusion of the previous 5-year plan. President Dr. Tyrone Jackson appointed a 17-person Strategic Planning Committee (SPC) and charged them with drafting a comprehensive plan based on the college's mission statement. The SPC unanimously affirmed the institution's mission and goals during their first meeting on March 24, 2021. The group also decided to create a 3-year plan to navigate the COVID-19 pandemic's effects, and later return to a more typical 5-year cycle.

Before their meeting, SPC members had conducted SWOT analyses, and planning facilitators synthesized their responses into themes. At their gathering, committee identified six preliminary focus areas and later surveyed stakeholders (students, staff, alumni, and community members) to prioritize the areas.

In May 2021, Dr. Jackson approved four main initiatives: Student Success, Workplace Environment, Enrollment Management, and Infrastructure. SPC members split into subgroups to develop goals and action steps, ensuring inclusivity and campus-wide application. In June 2021, the SPC met at the Capps Technology Center to finalize and review the goals, incorporating feedback and creating vision statements for each initiative.

Four SPC members initially led the initiatives. Each leader was responsible for engaging others in the development of action steps and timelines for the agreed-upon goals. Where appropriate, the leaders also developed a plan of succession to enhance the sustainability of the plan through subsequent years.

From fall 2021 through summer 2024, initiative leaders routinely communicated plan progress to the executive leadership team of the College to model transparency and accountability. The Office of Institutional Effectiveness used that content to create an annual report to the Board of Trustees. The Office of Public Relations further disseminated information to staff, alumni, and community members via newsletter, social media, and press release. Complete documentation and annual summaries of the plan's progress are publicly available in the Research and Effectiveness Report Archives section of the MDCC website: <https://www.msdelta.edu/institutional-effectiveness/report-archives.php>.

LOOKING AHEAD

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Mississippi Delta Community College has served as a beacon of hope in the Delta region since 1926. The impact of this college on countless lives is immeasurable. For a century, MDCC has been providing a quality education to its students—a tradition that will no doubt be carried on by its current and future stakeholders.

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TERESA WEBSTER

Interim President & Vice President of
Instruction



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