



STRATEGIC PLANNING SESSION ADVISORY COMMITTEES Preliminary Results

Funding

Fiscal challenges

Use of resources to “fix” incoming students who lack basic skills

Skill gap in industry needs, limited funds should focus on employer needs

Funding concerns at the HS level affects incoming skills levels at MATC

Internal Communication

Need more interdepartmental collaboration

Incorporate more social outlets for communication AND tracking/analysis

*Agenda and follow-up and recommendations

*Recruitment, retention, recognition of Advisory Committee members

*Dean/AD understanding of value and importance of Advisory Committees to programs and competitive advantage to the college

Instructional

Bridge the gap, offer remedial courses, students failing should not be allowed in the program

Better learning and teaching models to meet diverse student needs

Increase alternative delivery such as Accelerated...

Visual learners, faculty should adapt to change how content is absorbed

Unique capability of hands-on opportunities, especially for adult learners

Customized pathway for students

Credibility Gap; Program of Co-op to connect directly to Employers

Peer mentoring program, better navigation, rebuild alumni pool

Getting involved to provide more mentoring; community based challenge

Sunset outdated programs; create certifications that are relevant

Faculty need to be more aware of technology

Instructors need to know the system better and the “ocean they’re swimming in”

Focus program on soft skills, beyond technical, for use across more jobs

Keep curriculum fresh through continuous dialogue with industry

Focus on enrollment/funding masking the lack of student skills

Take a tough love approach; social promotion does not help students and devalues the degree

Marketing & Partnerships

Lack of awareness of what MATC offers

Market, Market, Market

Share student success stories

Word of mouth from students, +/-influences reputation

Do a better job of broadcasting what MATC does

Marketing; 4 year and for profit/on-line institutions drawing students in

Lack of communication, MATC is an island

Unique capability of hands-on opportunities, especially for adult learners

The myth that MATC is not moving fast enough

Better define MATC’s goal/mission, need to raise the bar, more partnerships

Framing outreach is a challenge due to multiple, diverse, student groups with a wide range of needs

Increase value of degree; connections with business

Visibility/collaboration with business, HS and 4 year institutions

Visibility of all departments

Visibility of all departments

Student Services

Increase admission requirements; build more rigor, more advising/mentoring

Implement a specific program for students with disabilities

Application process needs permanent improvements

Recruitment presence in High Schools, promote programs/careers

*Retraining of roles of Counselor in Advisory Committee meetings

*Item added by Administration