BMCC Strategic Planning

Campus Forums on Mission and Framework
Fall 2015
Purpose of Forum Today

Update on where we are, what’s been done, what’s coming

Help select final BMCC Mission version

BMCC Strategic Framework – did we get it right?
BMCC Strategic Planning Steering Committee

Karrin Wilks, Senior Vice President & Provost (chair)
Scott Anderson, Vice President, Administration & Finance
Marva Craig, Vice President, Student Affairs
Joe Spadaro, Vice President, Information Technology
John Montanez, Dean, Grants & Research Administration
Sunil Gupta, Dean, Continuing Education & Workforce Development
Hollis Glaser, Chair, Speech/Communications/Theatre; Chair, Academic Senate
Sangeeta Bishop, Chair, Social Sciences/Human Services/Criminal Justice
Maria Enrico, Chair, Modern Language
Ken Levinson, Chair, Academic Literacy & Linguistics
Erwin Wong, Dean, Academic Affairs
Raymond Blake, SGA President/BMCC student
Fatouma Keita, BMCC student
# BMCC Planning Process

<table>
<thead>
<tr>
<th>BMCC Strategic Planning 2015</th>
<th>Timeline and Key Activities</th>
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<tr>
<td><strong>Phases</strong></td>
<td><strong>Activities</strong></td>
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<tr>
<td>1. Analyze mission and high level priorities</td>
<td>• Convened steering cmte (SC) to id mission themes and brainstorm strategic plan priorities – students joined SC in June</td>
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<td>• Distributed packet of key docs (e.g., last plan, recent monitoring report) to SC members</td>
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<td>• Identified additional data for review as part of this process</td>
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<td>• Facilitated 3 faculty/staff forums – solicited input on mission themes and priorities – 104 attendees</td>
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<tr>
<td></td>
<td>• Facilitated 2 student forums – solicited input on mission themes and priorities – 50 attendees</td>
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<td>• Began soliciting ongoing feedback online</td>
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<td>2. Undertake SWOT and data mining</td>
<td>• Convened SC to undertake SWOT analysis and discuss key data trends that inform the plan – including input from forums</td>
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<td>• Consultant assisted with review of other college websites, plans – to bring in environmental scanning/market analysis data</td>
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<td>3. Construct strategic plan framework</td>
<td>• Convened SC to establish goals, priority areas of activity focus, and measurable outcomes</td>
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<td>4. Vet draft language for mission and framework</td>
<td>• Facilitate 5 forums (2 faculty and staff, 2 student, and 1 faculty, staff and students) to share trends and draft mission and framework language for feedback</td>
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<td>5. Craft written plan</td>
<td>• Construct elements of the plan into a narrative document</td>
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Trends Examined

- Student enrollment
- Student satisfaction
- Student progress to degree and transfer
- Financial support and economic climate
- Economic and workforce development
- Higher education landscape
Sources of Data - Sampling

- BMCC Enrollment, Retention, and Completion Report (March 2015)
- BMCC Fact Sheets (2010-2015)
- CUNY SES Reports (2012, 2014)
- BMCC Studies (Out in Two, Quantway, FLA)
- CUNY Studies (CUNYStart, ASAP, USIP)
- Leading articles/studies of community college trends, best practices
BMCC Mission – 2 Versions

VERSION 1
Borough of Manhattan Community College (BMCC) is a vibrant, pluralistic learning community committed to the intellectual and personal growth of students. BMCC prepares students for degree completion, successful transfer, workplace success, lifelong learning, and community service.

VERSION 2
BMCC is committed to student success through degree completion, successful transfer, career development, and civic responsibility. BMCC works in partnership with educational institutions, businesses, and community organizations for the benefit of New York City.
Question To You

Which mission version most resonates?
BMCC Goals

1. To strengthen college readiness and improve the effectiveness of developmental offerings
2. To improve the student experience
3. To facilitate timely degree completion, graduation, and transfer
4. To prepare students for 21st century careers and contribute to workforce development in NYC
5. Cultivate institutional transformation, innovation, and sustainability
Goal 1: College Readiness and Developmental Education

- Strengthen partnerships with feeder high schools, cbo’s, and industry to improve college readiness and increase student access to BMCC’s pre-college services.
- Implement strategies to ensure that MECA and other affiliated high school students are exempt from remediation.
- Streamline the developmental reading, writing, and math course sequences.
- Expand Immersion, CUNYStart, Summer Start, CLIP, and BLISS.
Goal 2: Student Experience

- Enhance academic advisement
- Improve student outcomes in Gateway courses, including integration of developmental offerings
- Improve new and continuing student orientation
- Implement the best technology that supports student success
- Enhance timely, concise, and targeted communications to students
Goal 3: Degree Completion, Graduation, and Transfer

- Scale cohort models – ASAP, Learning Academy, Out In 2
- Increase student engagement in co-curricular and extracurricular activities, such as leadership and peer mentoring programs
- Increase articulation agreements and targeted dual degree offerings
- Create cross-disciplinary offerings
- Improve and expand online and hybrid offerings
Goal 4: 21\textsuperscript{st} Century Careers and Workforce Development

- Create industry responsive career pathways that link certificate to degree offerings, such as via stackable credits
- Create advisory boards for academic and certificate programs that include industry representatives
- Expand experiential offerings, service learning, and internships
- Expand and improve the STEM pipeline
- Create professional networks for students, that engage alumni, industry, and community representatives
- Strengthen connections between the Manhattan Economic Opportunity Center’s (MEOC) and BMCC
- Integrate global perspectives across the curriculum
Goal 5: Institutional Transformation, Innovation, and Sustainability

- Strengthen practice of evidence-based decision-making using assessment data
- Expand professional development to support excellence in teaching
- Expand professional development to support research, scholarship and creative activity
- Expand professional development to increase personal/professional growth and organizational effectiveness
- Implement the best technology to increase the effectiveness of BMCC’s operations
- Complete BMCC’s Master Plan to improve learning, working, and congregational spaces
- Increase financial resource development, such as capital and non-tax levy funds
- Foster environmental sustainability practices
- Strengthen public relations messaging, including via human interest stories
Questions For Tables

• Do the five goals resonate? What about the activities? Did we get the framework right?
• Any additional suggestions for how we approach outcomes?

Discuss and report out major points
Final Thoughts?

To review strategic planning resources, including the trend analysis and draft planning framework go to: 
[www.bmcc.cuny.edu and click on BMCC 2015 Strategic Planning](http://www.bmcc.cuny.edu)

To submit questions or comments about the strategic planning process and next steps, send an email to: 
[academicaffairs@bmcc.cuny.edu](mailto:academicaffairs@bmcc.cuny.edu)
Thank you!