



Strategic Planning Committee

Tuesday: February 9th, 2016

2:30 – 4:00 in the Clocktower Conference Room

AGENDA

1. Call to order and roll call
2. Approval of meeting notes from January 26, 2016
3. Review and approval of agenda
4. Updates
5. Old business
6. New business
 - 6.1 Review Data packet including MCCS Student Success measures and AMR results (D)
 - 6.2 Examine Data: Master Planning Survey results (D)
 - 6.3 Review Goal alignment for YCCC Plan with the current MCCS Plan
7. Announcements
8. Public Comment
9. Adjournment

Note: In keeping the College Council's Agenda practices, agenda items are coded as follows: **A**= Action Item; **C**= Committee Report; **D**= Discussion; **I**= Information



**YCCC Strategic Planning 2015-2016
Meeting Notes, January 26, 2016 (DRAFT)**

Strategic Planning Members (☒: indicates attendance)

- ☒ Nicholas Gill (Chair)
- ☒ Maria Niswonger
- ☒ Tami Gower
- ☒ Dana Petersen
- ☒ Brittany Heaward
- ☒ Audrey Gup-Matthews
- ☒ Angela Nadeau
- ☐ Student representative (not appointed)

Community members in attendance: None

Meeting recorder: Nicholas Gill, Notes: Angela L. Nadeau

1. Call to order and roll call

Nicholas, called meeting to order at 1:06PM

2. Approval of November 2015 minutes

Angela – motion to approve with change to spelling of Haeward to Heaward, Dana seconded, approved (unanimously)

Discussion: Change the name of meeting “minutes” to “notes”. Committee agreed unanimously. Maria abstain.

3. Review and approval of January 26, 2016 agenda

Amendment to agenda:

- Change to agenda: Add item 6.5 – MDOL data from Angela Nadeau
- Correction: remove duplicate item 6.2
- Correction: remove deferred status label from “Old Business”

Tami – motion to approve agenda as amended, Maria seconded, approved

5. Old business

5.1 Appointment of note taker via Dr. Finkelstein (I)

Jason Goldstein appointed, term ends May 2016

6. New Business

6.1 Review “Directions and Actions Dean’s Inventory” results

Discussion succeeded, the committee noted:

- Incongruity between dean reports on enrollment growth target (tabled vs. priority); enrollment growth target might have changed as a result of MCCS SP change
- Concerns regarding “Directions and Actions” as current YC strategic plan goals are not ‘strategic’ in description
- Concerns regarding distance learning support and new changes with Bb recorded as “done” in the inventory.
- Current SP as practical steps vs. strategic direction; concerns about realistic goals
- Changes in YCCC Strategic Plan related to new building, campus expansion, distance education and other unknown factors
- Budget and funding in relationship to SP is unknown

Proposed Action:

- Audrey will research FEMA grant
- Continue discussion regarding campus expansion and development and impact upon SP
- Nick to ask institutional leadership for more direction/clarification regarding Sanford site and YC budget

6.2 Review articles highlighting potential student populations and demographics (I)

Discussion succeeded, the committee noted:

- Population changes in Maine: overall decrease, oldest in nation
- Possible student population outside of Maine/throughout Maine; online options
- Job creation and markets are in major cities in Maine and impacts upon York County.
- Discussed the awareness of college in York County; including website usability, access and attention
- Data needs and further analysis; more data about non-traditional student population, use of AMR study
- Many formats of study/schedule to consider given potential student population,

Proposed Action:

- No proposed action at this time

6.3 Examine Data: Master Planning Survey Results (D) – Tabled

6.4 Examine Data: Aslanian Market Research Summary (D) – Tabled

6.5 Review “Goal Alignment” concept for February 9, 2016 meeting (I) – Tabled

6.6 Review Maine Department of Labor – Labor market information 2012-2022

Discussion succeeded, the committee noted:

- Labor force in York County: Health care fastest growing, service sector growing compared to manufacturing industry.
- Changes in MCCC staff/leadership impact upon system-wide and local campus changes
- Community college stigma vs. what we have to offer for programs/academic
- Use of workforce for enrollment; partnerships with regional industry and companies to build programs of study and increase enrollment.
- Overall Maine is changing from a production climate to a service industry.
- Course cancellations and impact on program of study; sequencing concerns

Proposed Action:

- No proposed action at this time

7. Announcements

Proposed Action:

- Nick to distribute 2004 YCCC SWOT analysis to SPC members.
- Discuss AMR data and Master planning survey at the next meeting

8. Public Comment – None

9. Adjournment

- Meeting adjourned by Nicholas Gill at 2:32PM

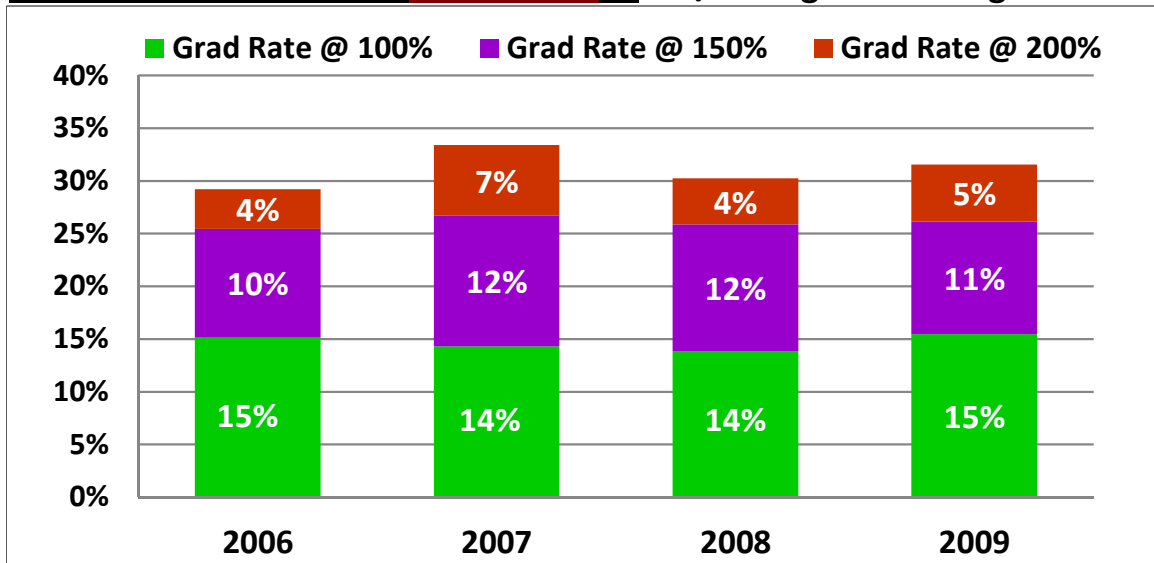
Connecting MCCS Strategic Goals with YCCC Strategic Goals (Directions)

MCCS Strategic Goals 2016-2020	Current YCCC Strategic Directions
Goal 1: Achieve student success through improved persistence, transfer, graduation and employment performance.	SD2: Promote student success and engagement
Goal 2: Support economic and workforce development	SD4: Expand career and workforce development programs SD8: Promote community outreach
Goal 3: Invest in college classroom equipment, facilities, and programs	SD1: Pursue educational excellence SD6: Develop appropriate technology to support growth SD7: Develop the Wells campus physical environment to support growth
Goal 4: Maintain a high standard of accountability in all programs and services offered throughout the MCCS.	SD5: Ensure resource stewardship and financial stability
N/A in MCCS Plan	SD3: Promote enrollment growth and access

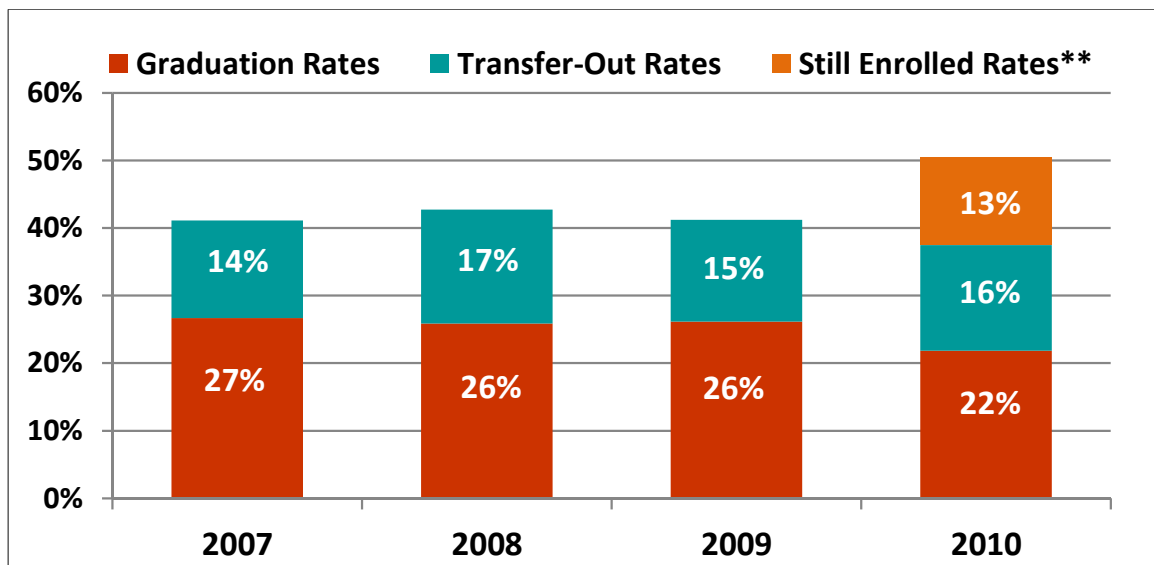
Questions/Comments:

1. It is imperative for the YCCC Strategic Plan to accommodate the MCCS Strategic Plan, but we can have campus-specific goals as well (i.e. new building, growth, etc...)
2. An affective Strategic Plan has 4-5 core goals and the MCCS goals seem to align well with most of our current YCCC Strategic Directions, should we adopt and wordsmith them for YCCC?
3. Are there and that stand out as not strategic and more operational (pragmatic)?

MCCS Graduation Rates (Cohort Year)* - FT/FT Degree-Seeking

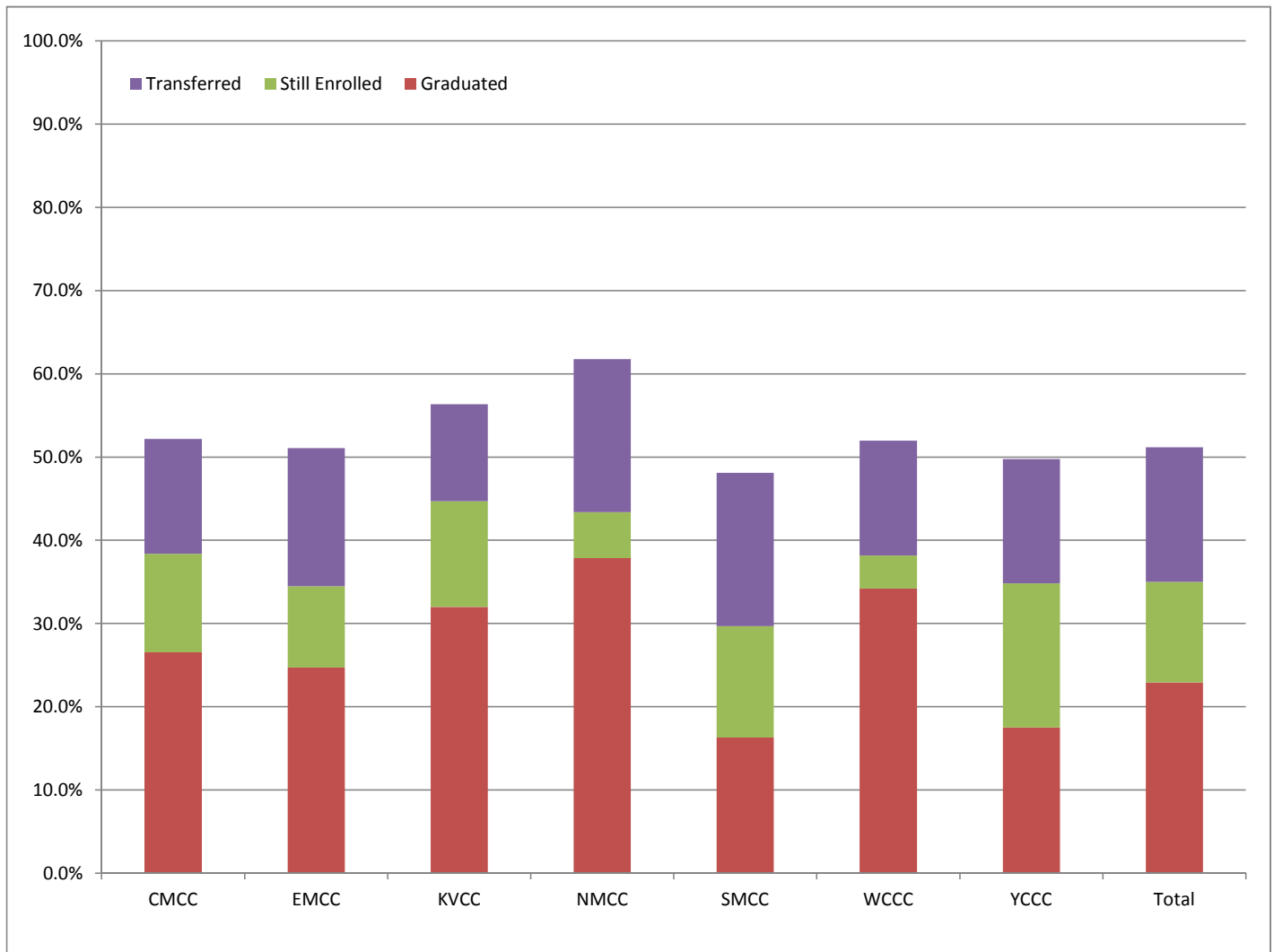


MCCS Student Outcomes - 150% Level Rates (Cohort Year)



MCCS Institutional Student Success Rates: Fall 2012 Entry Cohort (ALL New Students)

Created 2/8/2016 - NRG



Institution	College Name	Base Cohort	Graduated		Still Enrolled		Transferred		Not Attending	
		#	#	%	#	%	#	%	#	%
CMCC	Central Maine Community College (Auburn)	878	233	26.5%	104	11.8%	121	13.8%	420	47.8%
EMCC	Eastern Maine Community College (Bangor)	789	195	24.7%	77	9.8%	131	16.6%	386	48.9%
KVCC	Kennebec Valley Community College (Waterville)	472	151	32.0%	60	12.7%	55	11.7%	206	43.6%
NMCC	Northern Maine Community College (Presque Isle)	272	103	37.9%	15	5.5%	50	18.4%	104	38.2%
SMCC	Southern Maine Community College (So. Portland)	1860	303	16.3%	249	13.4%	343	18.4%	965	51.9%
WCCC	Washington County Community College (Calais)	152	52	34.2%	6	3.9%	21	13.8%	73	48.0%
YCCC	York County Community College (Wells)	428	75	17.5%	74	17.3%	64	15.0%	215	50.2%
Total	Maine Community College System (TOTAL)	4851	1112	22.9%	585	12.1%	785	16.2%	2369	48.8%

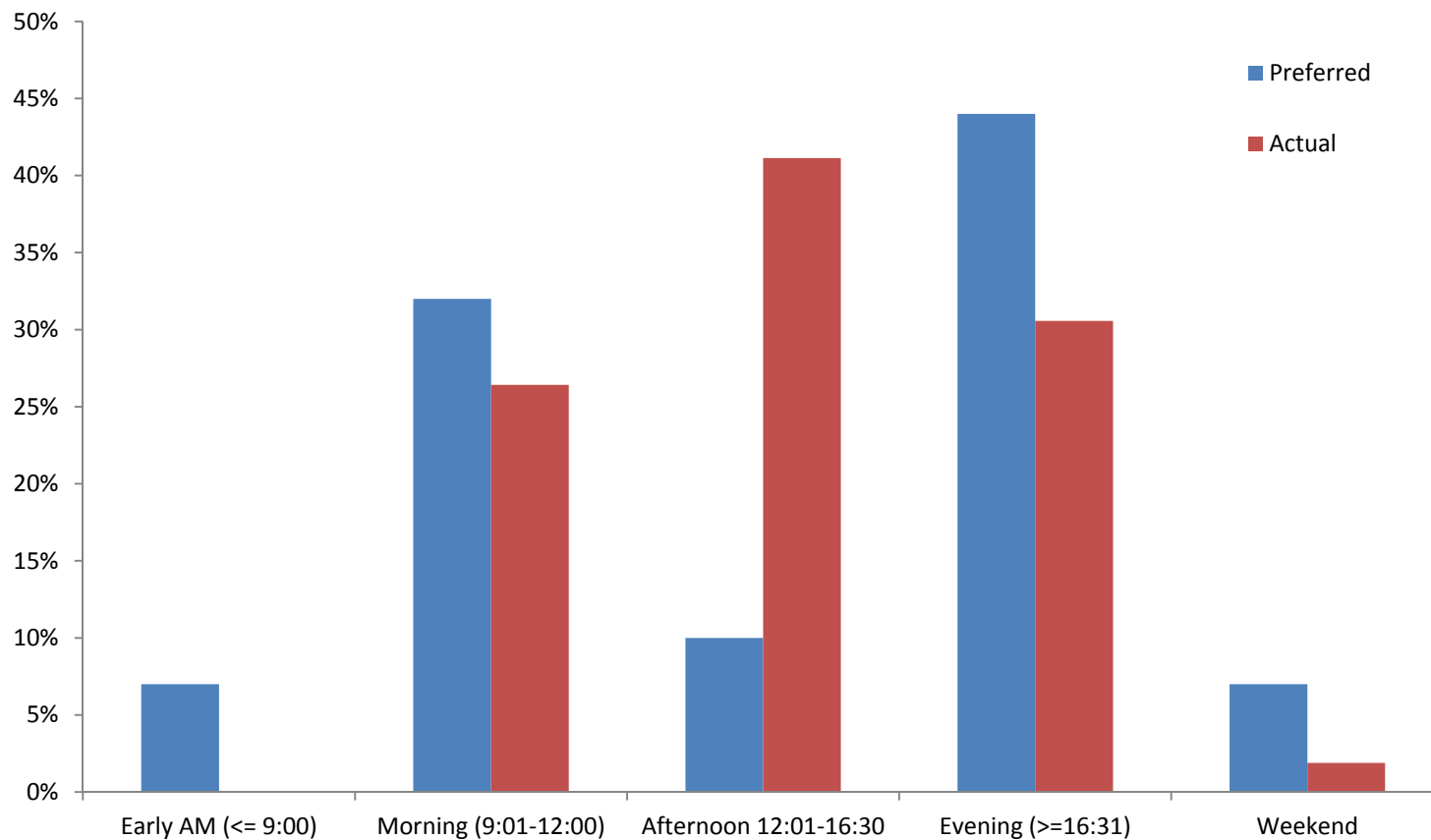
YCCC Program Student Success Rates: Fall 2011 Entry Cohort (ALL New Students)

Created 2/5/2016 - NRG



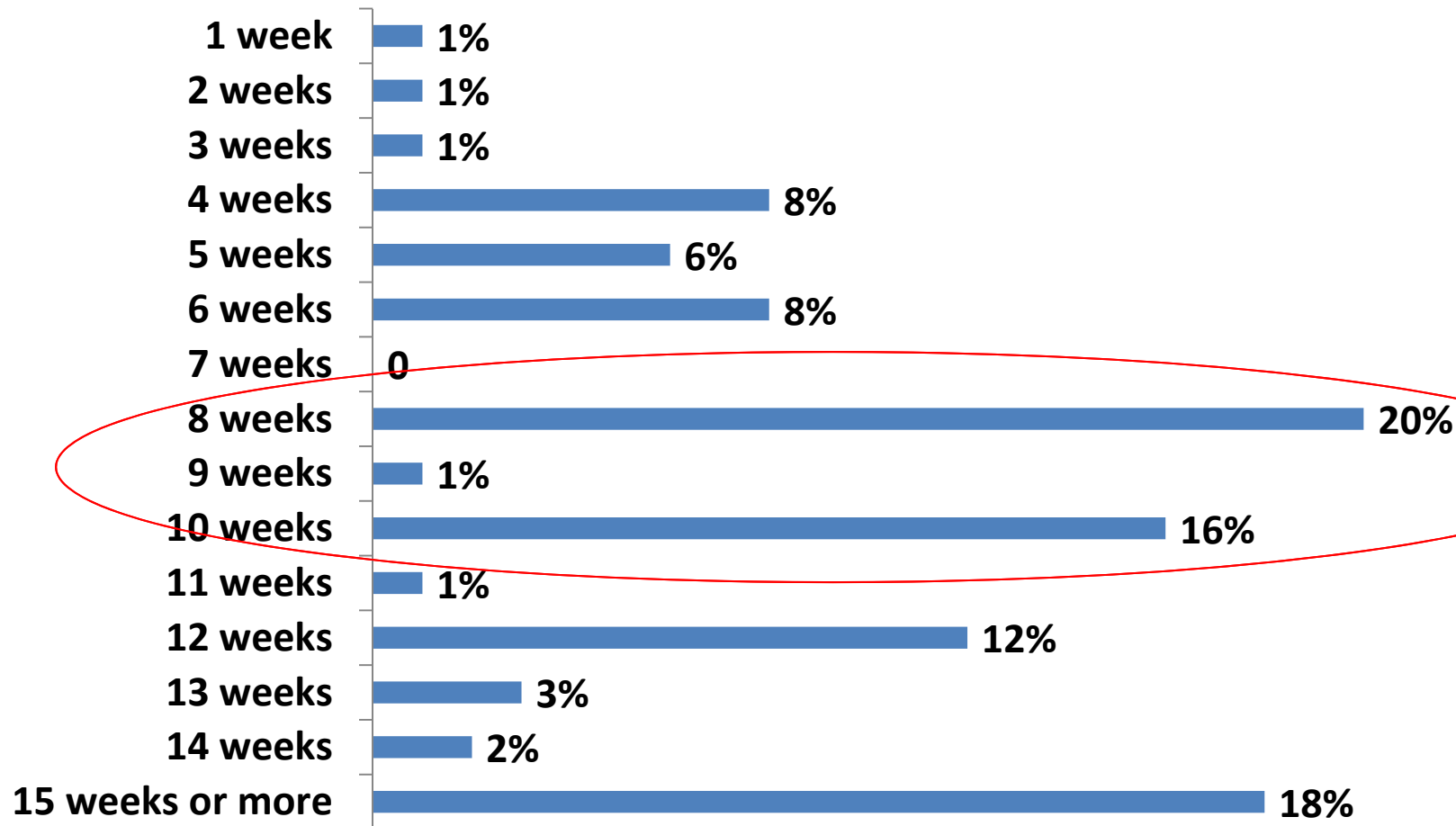
Major Code	Program Name	Base Cohort	Graduated		Still Enrolled		Transferred		Not Attending	
		#	#	%	#	%	#	%	#	%
ACA	Accounting	12	5	41.7%	0	0.0%	3	25.0%	4	33.3%
ARC	Architectural & Engineering Design	5	2	40.0%	0	0.0%	0	0.0%	3	60.0%
BUF	Business Administration w/ Finance Concentration	10	4	40.0%	1	10.0%	1	10.0%	4	40.0%
BUS	Business Administration	30	9	30.0%	1	3.3%	6	20.0%	14	46.7%
CAR	Career Studies	9	3	33.3%	2	22.2%	1	11.1%	3	33.3%
CAT	Information Technology	21	5	23.8%	0	0.0%	3	14.3%	13	61.9%
CRJ	Criminal Justice	17	1	5.9%	1	5.9%	6	35.3%	9	52.9%
CUL	Culinary Arts	21	8	38.1%	1	4.8%	1	4.8%	11	52.4%
DMA	Digital Media	11	3	27.3%	0	0.0%	1	9.1%	7	63.6%
DMG	Digital Media w/ Graphic Design Concentration	9	3	33.3%	1	11.1%	0	0.0%	5	55.6%
DMN	Digital Media w/ Animation Concentration	10	4	40.0%	1	10.0%	1	10.0%	4	40.0%
ECE	Early Childhood Education (AAS/AS)	43	9	20.9%	6	14.0%	6	14.0%	22	51.2%
FSS	Food Service Specialist Certificate	1	1	100.0%	0	0.0%	0	0.0%	0	0.0%
GSA	Liberal Studies	162	28	17.3%	11	6.8%	42	25.9%	81	50.0%
GSN	Liberal Studies (Nursing Prereqs)	49	4	8.2%	1	2.0%	19	38.8%	25	51.0%
HLS	Health Studies	11	2	18.2%	3	27.3%	2	18.2%	4	36.4%
MDA	Medical Assisting	23	9	39.1%	0	0.0%	4	17.4%	10	43.5%
SPE	Non-Matriculated	96	5	5.2%	0	0.0%	43	44.8%	48	50.0%
TTO/P	Trade & Technical Occupations w/PNSY	3	1	33.3%	0	0.0%	0	0.0%	2	66.7%
Total	GRAND TOTAL	544	106	19.5%	29	5.3%	140	25.7%	267	49.1%

Preferred Classroom Meeting Times



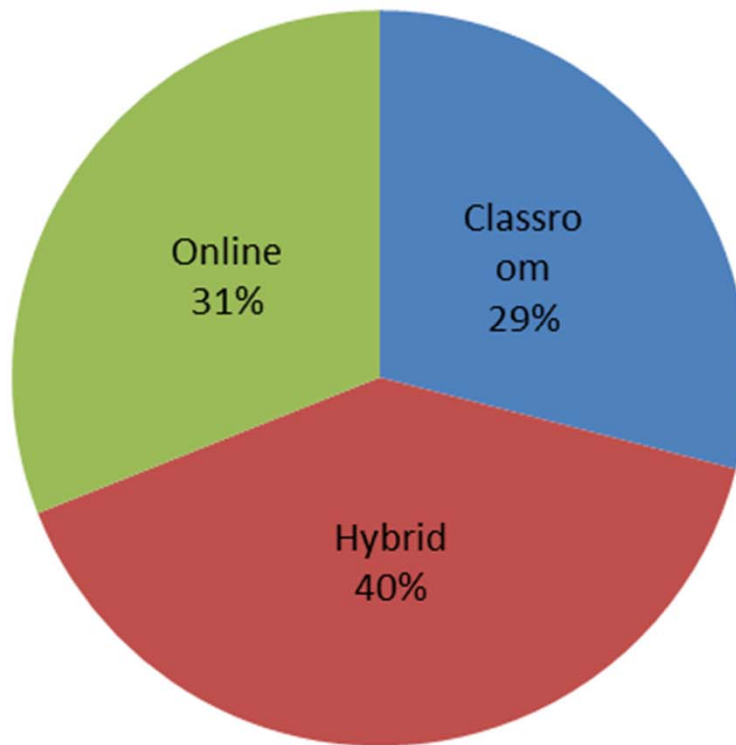
Actual = Fall 2015 YCCC On-Campus Course Offerings

Preferred Classroom Meeting Times

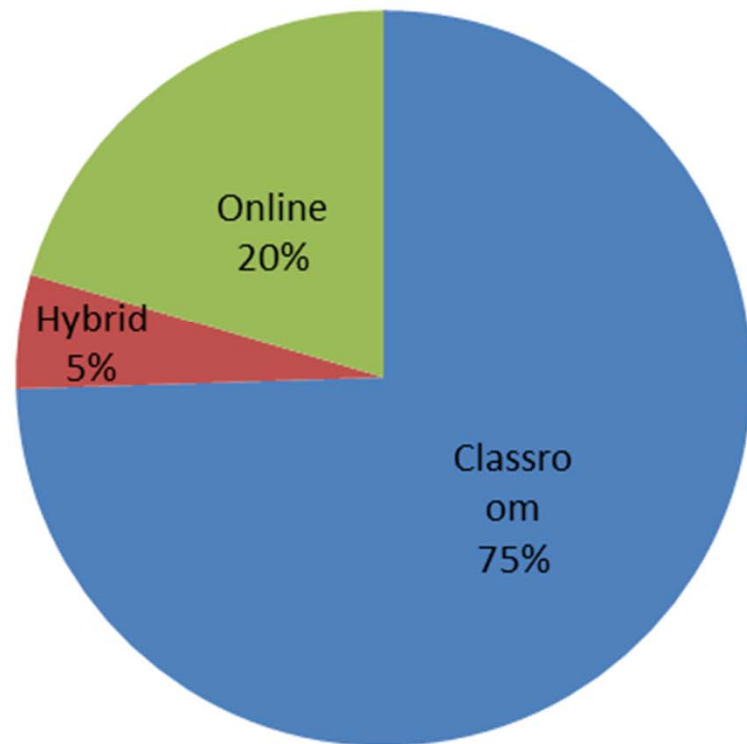


Preferred Program Format

Preferred (AMR)



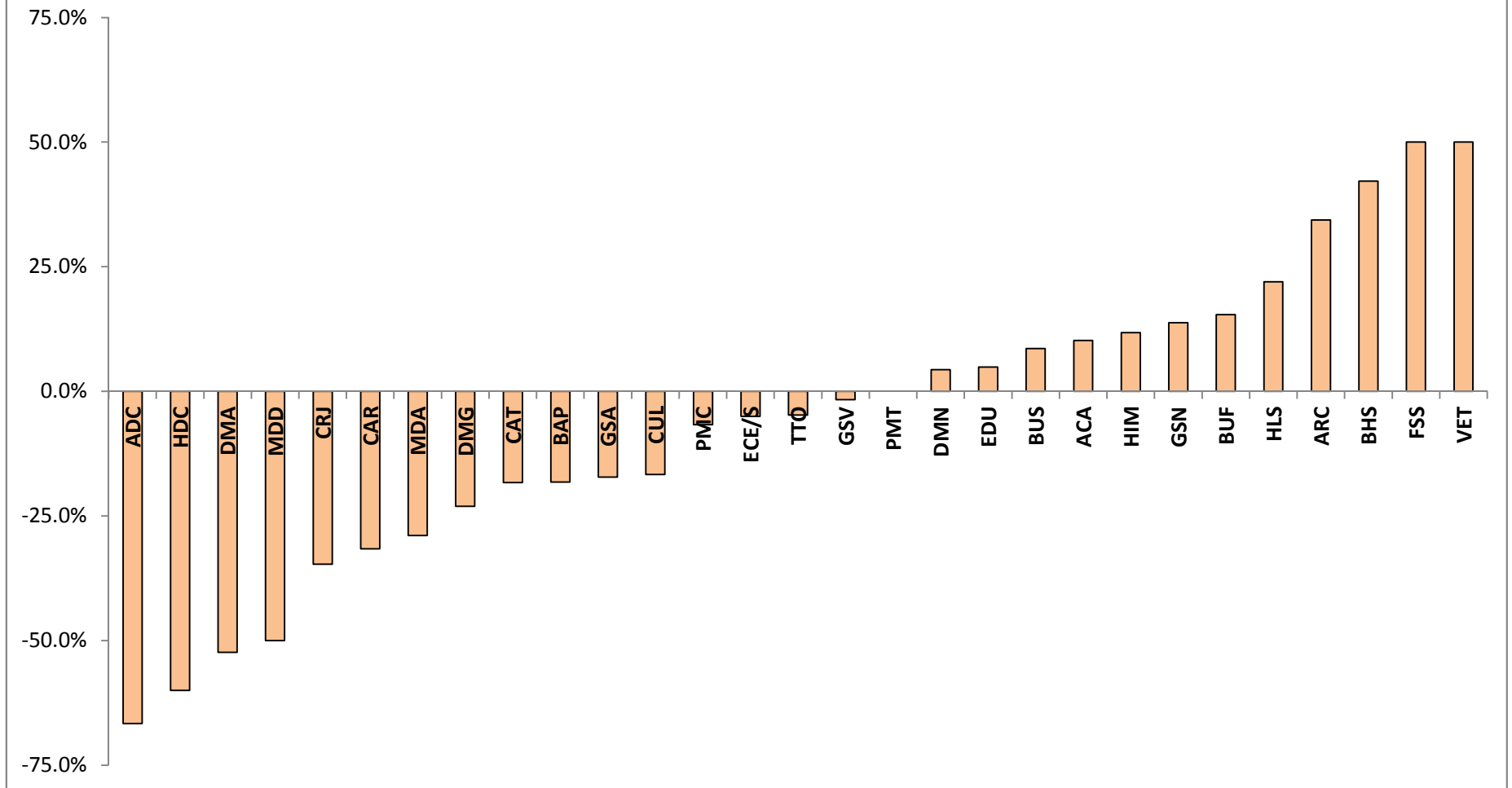
Actual (YCCC Fa15)



Employment Status

	Overall	Maine	New Hampshire
Employed full time	56%	55%	57%
Employed part time	20%	22%	20%
Not employed, but seeking employment	10%	10%	9%
Not employed and not seeking employment	9%	8%	9%
Retired	4%	4%	4%

Program Headcount Trending: Fall 2014 - Fall 2015



Fall Program Enrollment Tracking 2013-2015

Program Name	Fall 2013		Fall 2014		Fall 2015		Change 2014-2015	
	Headcount	Credits	Headcount	Credits	Headcount	Credits	Headcount	Credits
Account (ACA)	49	489.0	49	414.0	54	465.0	10.2%	12.3%
Architectural Drafting and Design (ARC)	30	283.0	32	302.0	43	383.0	34.4%	26.8%
Architectural Drafting Certificate (ADC)	4	9.0	3	18.0	1	9.0	-66.7%	-50.0%
Behavioral Health Science (BHS)	65	632.0	102	972.0	145	1295.0	42.2%	33.2%
Business Administration (BUS)	105	945.0	93	844.0	101	898.0	8.6%	6.4%
BA with/ Finance Concentration (BUF)	29	267.0	26	228.0	30	270.0	15.4%	18.4%
Career Studies (CAR)	23	151.0	19	99.0	13	63.0	-31.6%	-36.4%
Computer Technology (CAT)	75	768.0	82	826.0	67	615.0	-18.3%	-25.5%
Help Desk Certificate (HDC)	N/A	N/A	5	30.0	2	12.0	-60.0%	-60.0%
Information Security Advanced Certificate (SEC)	N/A	N/A	N/A	N/A	1	6.0	N/A	N/A
Web Development Certificate (WDC)	N/A	N/A	N/A	N/A	5	30.0	N/A	N/A
Computer Science (COS)	N/A	N/A	N/A	N/A	11	125.0	N/A	N/A
Criminal Justice (CRJ)	56	611.0	75	735.0	49	504.0	-34.7%	-31.4%
Culinary Arts (CUL)	49	510.0	48	445.0	40	358.0	-16.7%	-19.6%
Baking & Pastry Certificate (BAP)	9	65.0	11	98.0	9	84.0	-18.2%	-14.3%
Food Services Specialist (FSS)	5	49.0	2	14.0	3	13.0	50.0%	-7.1%
Digital Media (DMA)	18	199.0	21	217.0	10	81.0	-52.4%	-62.7%
Digital Media - Animation (DMN)	24	220.0	23	228.0	24	246.0	4.3%	7.9%
Digital Media - Graphic Design (DMG)	44	440.0	39	371.0	30	273.0	-23.1%	-26.4%
Early Childhood Education (ECE/S)	54	461.0	40	262.0	38	262.0	-5.0%	0.0%
Education (EDU)	35	343.0	41	373.0	43	414.0	4.9%	11.0%
Health Information Management (HIM)	36	332.0	34	246.0	38	259.0	11.8%	5.3%
Health Studies (HLS)	55	493.0	50	442.0	61	569.0	22.0%	28.7%
Liberal Studies (GSA)	304	2962.0	291	2701.0	241	2214.0	-17.2%	-18.0%
Liberal Studies - Funeral Services (GSF)	7	54.0	2	15.0	N/A	N/A	N/A	N/A
Liberal Studies - Nursing (GSN)	92	697.0	87	566.0	99	764.0	13.8%	35.0%
Liberal Studies - Veterinary Science (GSV)	44	379.0	60	565.0	59	568.0	-1.7%	0.5%
Medical Assisting (MDA)	65	589.0	76	609.0	54	451.0	-28.9%	-25.9%
Mechanical Drafting & Design Certificate (MDD)	N/A	N/A	8	61.0	4	34.0	-50.0%	-44.3%
Networked Systems Technology (NET)	N/A	N/A	N/A	N/A	0	0.0	N/A	N/A
Precision Machining Technology (PMT)	15	160.0	29	353.0	29	317.0	0.0%	-10.2%
Precision Machining Certificate (PMC)	14	164.0	15	103.0	14	116.0	-6.7%	12.6%
Trade & Technical Occupations (TTO)	4	21.0	21	105.0	20	111.0	-4.8%	5.7%
Trade & Technical Occupations PNSY (TTP)	1	13.0	N/A	N/A	N/A	N/A	N/A	N/A
Veterinary Technology (VET)	N/A	N/A	16	125.0	24	215.0	50.0%	72.0%
TOTAL MATRICULATED	1311	12306.0	1400	12367.0	1362	12024.0	-2.7%	-2.8%

Age Distribution of YCCC Annual Completers

Compiled 8/11/2015 by N.Gill

	2010-2011		2011-2012		2012-2013		2013-2014		2014-2015	
	#	%	#	%	#	%	#	%	#	%
<18	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
18-24	54	45.8%	68	38.0%	67	32.2%	104	44.1%	89	38.9%
25-34	32	27.1%	60	33.5%	72	34.6%	59	25.0%	58	25.3%
35-49	18	15.3%	40	22.3%	50	24.0%	43	18.2%	53	23.1%
50-64	14	11.9%	10	5.6%	18	8.7%	29	12.3%	29	12.7%
>65	0	0.0%	1	0.6%	1	0.5%	1	0.4%	0	0.0%
TOTAL	118		179		208		236		229	

