The mission: to create a more highly educated, skilled and adaptable labor force that is responsive to the changing needs of the economy of the State and promotes local, regional and statewide economic development.

GET THEM IN: Access and Attraction

Goal: Increase number of individuals served by a Maine community college

Objective	

1. Increase # of Maine high school students who enroll in MCCS, particularly the 37% who do not engage in any post-secondary education.

Strategy: Utilize Naviance recruiting software to increase direct communication with HS students.
Expected outcomes: Increase number of HS applicants.
What departments need to collaborate to achieve these outcomes? Admissions and HS student recruitment staff (DE/CE).

Strategy: Launch a postcard campaign to applicants who have incomplete admissions files
Expected outcomes: Increase the number of registered students.
What departments need to collaborate to achieve these outcomes? Admissions, Marketing.

Strategy: More directly track number of registrations from service area high schools
Expected outcomes: Increase number of HS applicants from underserved service area high schools
What departments need to collaborate to achieve these outcomes? Admissions and HS student recruitment staff (DE/CE)

2. Increase # of adults served by MCCS.

Strategy: Continue to invest in, promote, and advance distance learning opportunities via Online and Hybrid options.
Expected outcomes: Attract more adult students working to balance their studies with competing priorities.
What departments need to collaborate to achieve these outcomes? Academic Affairs, Student Affairs, Marketing.

Strategy: Host a series of financial aid literacy workshops specific to completing the FAFSA, scholarship opportunities, and work-study options.
Expected outcomes: Illuminate and mitigate financial barrier to enrollment at YCCC.
What departments need to collaborate to achieve these outcomes? Financial Aid Office.

Strategy: Host a series of career workshops (resume writing, interviewing, etc.)
Expected outcomes: Increase number of students who take advantage of improving career skills.
What departments need to collaborate to achieve these outcomes? Career & Transfer Services.

GET THEM THROUGH: Retention and Attainment	
Goal: Increase student success rate to 57% for fall 2018 cohort and 59% for fall 2019 cohort	
Objectives	
1. Increase number of MCCS students who complete a credential of value	

Strategy: Reinvigorate and regularly establish YCCC's "Advisapaloosa" event
Expected outcomes: Increase number of matriculated students who register for courses and meet regularly with academic advisors.
What departments need to collaborate to achieve these outcomes? Faculty Advisors, Staff Advisors.

Strategy: Develop program learning outcomes for all credit certificate programs by Spring 2020.
Expected outcomes: More direct realignment of existing programs with current and emerging workforce and community demands.
What departments need to collaborate to achieve these outcomes? Faculty Department Chairs, Curriculum Committee and Academic Dean.

Strategy: Implement texting software for communication with students to increase awareness of critical events related to advising, registration, and student success.
Expected outcomes: Increased student persistence, credit enrollment, and completion.
What departments need to collaborate to achieve these outcomes? Enrollment Services, Information Technology.

2.   Speed time to completion.

Strategy: Continue to develop and implement a data-driven process to design course schedules primarily oriented to student success.
Expected outcomes: Create more direct and accessible tracts to program completion and increase average credit load for students.
What departments need to collaborate to achieve these outcomes? Faculty Department Chairs and Academic Dean.

Strategy: Encourage students to get immunization records to YCCC at time of application.
Expected outcomes: Reduce holds and remove barriers to registration.
What departments need to collaborate to achieve these outcomes? Admissions, Enrollment Services.

Strategy: Share advising information between student affairs advisors and faculty advisors.
Expected outcomes: Increase communication between student affairs and academic affairs keeping student on track.
What departments need to collaborate to achieve these outcomes? Student Affairs, Academic Affairs.

Strategy: Review current programming for current and future fit with employment market and student demand.
Expected outcomes: Resources freed up from phased out programming will broaden the avenues to success in other programs.
What departments need to collaborate to achieve these outcomes? Academic Affairs

3. Increase the number of students who transfer from MCCS to Baccalaureate institutions.

Strategy: Move campus advising practices to align with the research on best practices by Spring 2023.
Expected outcomes: More effectively assist students with navigating the college experience and more clearly direct students to advising.
What departments need to collaborate to achieve these outcomes? Academic Dean, Associate Academic Dean, Grant Coordinator

Strategy: Host a YCCC Transfer Fair(s) in Spring 2019.
Expected outcomes: Increase number of students who transfer specifically to 4 year institutions.
What departments need to collaborate to achieve these outcomes? Career & Transfer Services

Strategy: Host more individual college and university visits.
Expected outcomes: Increase awareness of transfer opportunities during new student orientation.
What departments need to collaborate to achieve these outcomes? Career & Transfer Services

KEEP THEM CONNECTED: Adult pathways & workforce development	
Goal: Increase number of employers and working age adults who are connected and reconnected to training and education at Maine's community colleges.	
Objectives	
1. Increase number of employers served.	

Strategy: Partner with continuing education office to highlight ease of transfer between credit/noncredit.
Expected outcomes: Increase number of students taking credit courses.
What departments need to collaborate to achieve these outcomes? Admissions, Continuing Education & Workforce Development Office.

Strategy: Maintain and develop robust programming for open enrollment, contract training, and MQCs through 2019 and beyond
Expected outcomes: Increase number of students investing and reinvesting in their personal and professional development.
What departments need to collaborate to achieve these outcomes? Continuing Education & Workforce Development Office.

Strategy: Network more systematically with area Rotary Clubs, Chambers of Commerce and local business HR departments
Expected outcomes: Increase formal and informal affiliations with local employer network.
What departments need to collaborate to achieve these outcomes? Admissions, Development, Continuing Education & Workforce Development Office.

2. Increase number of credentials of value available to those in, and entering the workforce.
Strategy: Align YCCC program curricula and services with industry requirements and community demands based on regular advisory committee input. **Expected outcomes:** Attract more students to technical and vocational programs at YCCC. **What departments need to collaborate to achieve these outcomes?** Advisory committees, department chairs, Academic Dean, and Grant Coordinator. **Strategy:** Investigate and potentially develop certificates and badging opportunities for all career programs by Spring 2020. **Expected outcomes:** Create more pragmatic credentials for students looking to quickly enter or reenter the workforce. **What departments need to collaborate to achieve these outcomes?** Faculty Department Chairs and Academic Dean. **Strategy:** Identify and develop two new Programs (Degrees and/or Certificates) per academic year by reviewing employment trends and projected emerging fields in order to improve student success rates. New programs would pass through standard governance channels for approval. **Expected outcomes:** Attract new pockets of the service area based on cutting edge and unique programming. **What departments need to collaborate to achieve these outcomes?** Academic Dean and College President.