

STRATEGIC PRIORITY 1-STUDENT EMPOWERMENT - Empower more students to earn MPC degrees and certificates

Strategic Objective	Measurable Goal	2024 Q2 Progress Update
<p>1b. Support MPC's enrollment recovery and growth by increasing scholarship awards for degree- and certificate-seeking students.</p>	<p>1.b.4. Increase the number of individual scholarship funds available to support degree- and certificate-seeking students from the 2021-2022 baseline of 62 to 70 by 2023-2024, and 75 by 2024-2025.</p>	<p><i>Complete:</i> In the 2023 cycle we offered 97 named scholarships, and in the most recent 2024 cycle, we were up to 106. This compares to 72 in 2022 (there is a typo in the strategic plan baseline). Overall, we achieved 47% growth, which is significantly greater than the plan's stated growth expressed as a percentage (20%).</p>
	<p>1.b.5. Survey scholarship applicants, annually, including those who do and do not complete their applications beginning April 2024.</p>	<p><i>Complete:</i> A scholarship applicant survey was emailed in June 2024 to 1,093 individuals who applied for scholarships (including those who started but did not complete applications). 100 students responded, the majority (84%) of whom had received a scholarship award. Both qualitative and quantitative data was collected and is being analyzed in order to inform the upcoming application cycle. Regarding students who did not complete their applications, the most common challenge identified was obtaining letters of recommendation.</p>
<p>1c. Adjust current scholarship application process and timeline to support submission of applications by incoming first-year students.</p>	<p>1.c.3 Increase the number of incoming first-year students applying for scholarships from the 2021 – 2022 baseline of 28 by 20% annually starting with the 2023 – 2024 cycle (40% total increase).</p>	<p><i>Complete:</i> In 2022, 28 students started applications, and 11 completed them. In 2023, 87 students started and 44 completed. In 2024, 107 students started and 93 completed. The total increase in students starting applications was therefore 282% and the total increase in those completing was 745%.</p>

STRATEGIC PRIORITY 2- COMMUNITY AWARENESS AND ENGAGEMENT - Increase engagement with MPC Foundation's vision, mission, and initiatives throughout the college and local communities

<p>2a. Develop a strategy to nurture and grow relationships with MPC faculty retirees, staff retirees, and emeriti.</p>	<p>2a.2. Begin cultivating engaged retirees and emeriti faculty into volunteers, board members, etc. by January 2024.</p>	<p><i>In progress:</i> We have begun engaging some retirees on the Foundation's committees & advisory groups, although we plan to increase these efforts in our first communication once the contact list is fully developed and the new retiree-oriented page on our website is live. We have also added a Distinguished Retiree category to the Hall of Fame (the first of which will be presented at the Lobo Legends event in March 2025).</p>
<p>2c. Improve recognition of the MPC Foundation and its function throughout Monterey County.</p>	<p>2c.2. Explore contracting with a professional marketing firm no later than April 2024 to create a coordinated set of templates for marketing and communicating information.</p>	<p><i>Complete:</i> We have begun requesting quotes and interviewing firms who could potentially engage in this work, which will be contingent upon available funding (plan to add this to the 2025 budget if resources allow).</p>
<p>2e. Establish and implement a process for engaging MPC alumni, especially former award recipients.</p>	<p>2e.2. Create and implement, no later than May 2024, an ongoing communication campaign for alumni beginning at their graduation.</p>	<p><i>In progress/delayed:</i> A staff member has recently been assigned this work and has begun working on drafting a plan, which we expect will be finished by December 2024.</p>

STRATEGIC PRIORITY 2- SUSTAINED GROWTH - Ensure long-term support of the college and its students.

<p>3a. Establish and achieve financial growth goals.</p>	<p>3a.4. Actively promote planned giving beginning January 2024 and increase membership in Legacy Society by 15% by year end 2025.</p>	<p><i>In Progress:</i> The Executive Director completed an intensive professional development course regarding planned giving, which resulted in developing an action plan for this goal. The baseline of Legacy Society members has been identified at 55, so 15% growth means adding 8 new members. So far this year we have engaged three individual donors in legacy giving discussions and expect more broad promotional efforts to begin later this year.</p>
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