



MPC

FOUNDATION

MONTEREY PENINSULA COLLEGE

Strategic Plan Progress Report - Third Quarter 2024

STRATEGIC PRIORITY 1-STUDENT EMPOWERMENT - Empower more students to earn MPC degrees and certificates		
Strategic Objective	Measurable Goal	2024 Q2 Progress Update
1a. Improve visibility of the MPC Foundation and its resources among degree- and certificate-seeking students.	1a.2. Feature three promotional stories regarding MPC graduates supported by MPC Foundation scholarships and programs by August 2024.	<i>Complete:</i> We are now regularly featuring MPC graduates who received support from the Foundation in our email newsletters and on social media. To support this effort, we hired an intern who is contacting alumni to reconnect, update their contact information, track notes regarding their current education/career status, and identify those with compelling stories for us to feature.
1c. Adjust current scholarship application process and timeline to support submission of applications by incoming first-year students.	1.c.2. Research application processes and timelines of other colleges to determine most common timelines and requirements no later than July 2024.	<i>Complete:</i> Staff conducted extensive research earlier this year and continues to stay abreast of trends and best practices among other college scholarship programs to assess and improve our processes. The newly formed Scholarship Program Taskforce will further support this goal by providing feedback and suggest additional potential modifications to the program.
1d. Develop and offer flexible ways to provide students timely, critically needed financial assistance.	1.d.2. Refine existing textbook and emergency assistance program based on research findings, and implement an improved model by August 2024.	<i>Complete:</i> This goal was completed in November 2023 when we began partnering with the Basic Needs Center Coordinator to administer these programs. The BNCC will present to the Board at our November meeting to provide additional information.
STRATEGIC PRIORITY 2- COMMUNITY AWARENESS AND ENGAGEMENT - Increase engagement with MPC Foundation’s vision, mission, and initiatives throughout the college and local communities		



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<p>2c. Improve recognition of the MPC Foundation and its function throughout Monterey County.</p>	<p>2c.3. Develop and implement a plan to offer three-to-five service-focused activities and opportunities annually for community members by July 2024.</p>	<p><i>In progress:</i> We have developed an initial list of potential volunteer activities and will explore these further in the coming months.</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 (continued from Q2):</i> We expect to complete drafting this plan by December 2024. In the meantime, we have received approval from the Superintendent/President to include information about the Foundation/alumni activities in the folders presented to graduates at commencement.</p>
	<p>2e.3. Begin cultivating engaged alumni into volunteers, board members, etc. by July 2024.</p>	<p><i>In progress:</i> We are doing this on a small scale currently; for example, we successfully recruited an alumni to join the Board in 2025. As we continue reconnecting with alumni, we will expand these efforts.</p>
<p>STRATEGIC PRIORITY 2- SUSTAINED GROWTH - Ensure long-term support of the college and its students.</p>		
<p>3b. Formalize data gathering and analyzes to drive strategic planning to support growth.</p>	<p>3b.4. Establish and consistently use data analysis practices regarding donor acquisition and retention, ROI on campaigns and events, etc. no later than September 2024.</p>	<p><i>Complete:</i> A process for consistently using data was developed during our staff retreat in August. Beginning in September, we have scheduled ongoing quarterly meetings for appropriate staff members to review data and discuss improvements that can be made based on the findings.</p>