

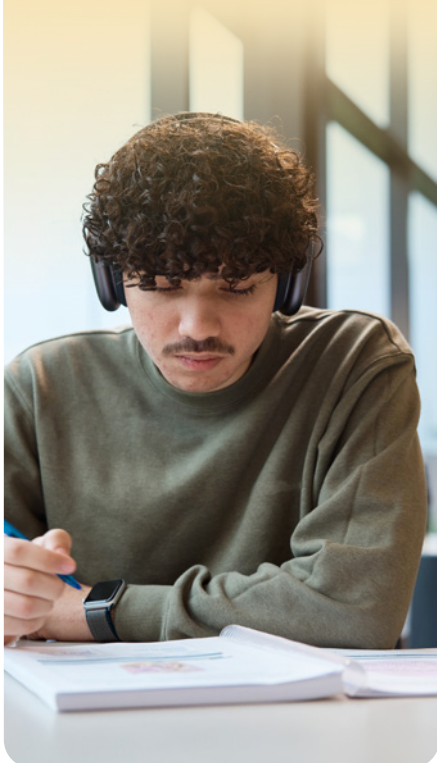


Schoolcraft
College®

SCC

MOMENTUM

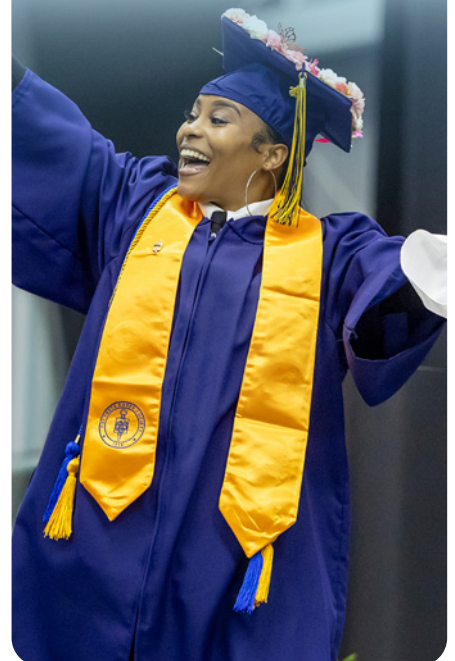
2031



LEARN



CONNECT



THRIVE



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Letter from the President

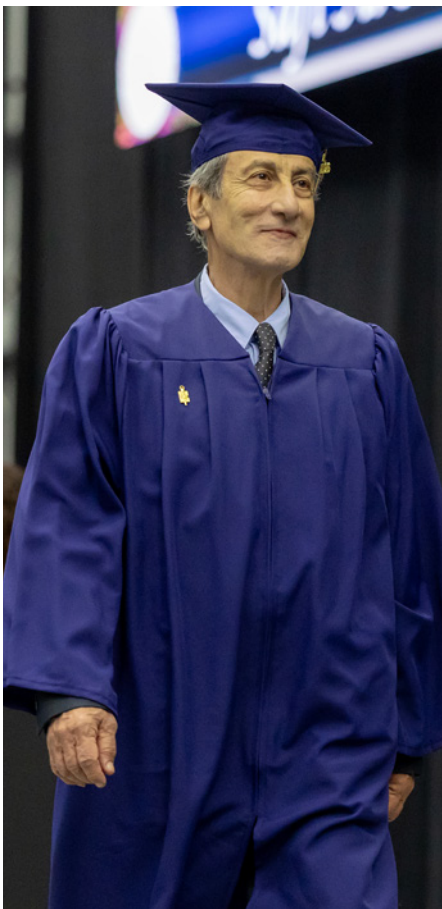
Schoolcraft College prides itself on forging new paths and opportunities for its students, employees and community. Approved in August 2021, the College's inaugural strategic plan laid a strong foundation for meaningful and robust change. Under its guidance, the College has expanded academic opportunities, strengthened workforce and industry partnerships and launched new systems to enhance the Schoolcraft experience. Most importantly, we have remained flexible, allowing us to continuously adapt to our ever-changing environment.

Schoolcraft is focused on deepening its connection within the community. Increasing engagement at local events and surrounding schools allows us to serve in our community while new campus events create opportunities to gather on campus. We continue partnering with local businesses to provide experiential learning opportunities, apprenticeships and career placements for students, while providing upward career mobility for their employees.

We now turn our eyes to the future, where we have no intention of slowing down. Our commitment remains unwavering: to provide “transformational learning experiences” that support students through their unique journey while continuing to serve as a driving force within our community. SC Momentum 2031 reflects our determination to keep learning, adapting and growing.

SC Momentum 2031 is the result of the dedication of many in the Schoolcraft College community. I would like to offer my gratitude to the students, staff, faculty and community members who have dedicated their time and perspective into the creation of this strategic plan.

We can't wait to introduce you to the Schoolcraft of 2031: a place to learn, connect and thrive.



Our Guiding Principles

Mission Statement

Schoolcraft is a comprehensive, open-door, community-based college. The mission of the College is to provide a transformational learning experience designed to increase the capacity of individuals and groups to achieve intellectual, social and economic goals.

Vision Statement

The College wishes to be a first-choice provider of educational services, a competent organization, functioning with integrity, behaving strategically, and providing value beyond expectations.



Values

- We recognize that students are our reason for existing and that student success is paramount to our mission.
- We pledge to follow ethical practices in the classroom, boardroom, business operations, and all other areas of the College.
- We value diversity in our students, staff, and programming.
- We are committed to having a positive intellectual, social, and economic impact on the communities we serve.
- We strive to achieve leadership in academics, management practices, employee relations, and institutional innovation.
- We strive to maintain a supportive, cordial, and aesthetically pleasing environment for our students, staff, and community.
- We encourage lifelong learning for our students and staff by providing the most current programs, utilizing the most effective instructional delivery methods.
- We believe that higher education should be accessible to the greatest number of our constituents.

The People Behind the Process

The strategic planning process was intentionally guided by individuals who actively help fulfill our mission every day, ensuring that perspectives from across the College were considered. The Steering Committee provided the framework to allow the Planning Committee to create a data-driven plan.



Steering Committee

Dr. Glenn Cerny,
President

Beth LaForest,
Chief of Staff

Michelle Stando,
Executive Director of Data
Strategy & Effectiveness

Dr. Cynthia Cicchelli,
Dean of Curriculum and
Academic Effectiveness

Chelsea Willis,
Strategic Operations
Coordinator & Board Liaison

Strategic Planning Committee

Allison Bullock,
Colleague Business Analyst

Joe Czapiewski,
Director of Registration Services

Steven Donovan,
Part Time Instructor

Amy Jones,
Senior Director of Workforce
Development

Beth LaForest,
Chief of Staff

Lauren Lowe,
Community Outreach &
Business Operations Manager

Nick Nelson,
Shipping & Receiving
Operations Supervisor

Michael McCoy,
Full Time Instructor

Haley Mulka,
Associate Dean
of Student Relations

Dr. Keambra Pierson,
Chief Academic
Operations Officer

Errin Stegich,
Full Time Manager
(Center for Experiential
Learning)

Chelsea Willis,
Strategic Operations
Coordinator & Board Liaison

Rena Yuzon,
Lead Course Manager

“

**I AM VERY
THANKFUL TO
PARTICIPATE
IN SUCH A
WONDERFUL
BOARD THAT
SINCERELY
VALUES
STUDENT
OPINION AND
FEEDBACK.”**

Rune C., Student

Student Advisory Board

The Strategic Planning Committee set out to capture as much of the student perspective as possible. To do so, a Student Advisory Board was established. The Advisory Board was comprised of eight students with varying backgrounds and educational aspirations.

They played an important role throughout the planning process, giving insight into what the Schoolcraft of tomorrow should look like, where the College currently excels, and reviewing drafts of themes, objectives and the finalized plan.

Note: The participants were all part of the College community at the time of the planning process and the title listed indicates the position they held during that time.

What We've Learned

The Strategic Planning Steering Committee felt it was critical that SC Momentum 2031 build upon the foundation and hard work of its predecessor. Continuous improvement is something the College is known for, and our strategic planning process needed to continue this tradition.

Process Refinements
Ensuring everyone at the College can find where they fit into the Strategic Plan was a top priority. Supporting Objectives have been incorporated to further clarify and define the College’s goals.

The Strategic Planning Committee included employees from varying campus departments, each working daily with students, community members and fellow employees to ensure diverse perspectives.



Integrations of Previous Themes into New Priorities
Many core components of SC Momentum 2021 are woven through the fabric of SC Momentum 2031. We still have themes surrounding Student Success and Institutional Effectiveness, but with new calls to action as we have grown and found new ways to better serve our students, employees and community.

There is no longer a theme specifically around IDEA (Inclusion, Diversity, Equity and Access), but you will find its intentions through each new Theme and Objective as we strive to have a welcoming campus community for all.

We have also moved away from the idea of the College being a “hidden gem” and marketing to our constituents. Instead, we aim to tell our story and cement Schoolcraft’s identity within the community.

How We Got Here

Prior to its inaugural Strategic Plan, the College faced major organizational and environmental challenges. SC Momentum 2021 aimed to tackle these concerns, but institutional progress takes time. As the initiatives aligned with the strategic plan began to unfold, it fostered a sense of safety for students and employees, and while it strengthened the College’s visibility within the community. This was the foundational work needed to usher Schoolcraft into this next season. When considering the next iteration of the strategic plan, College executives prioritized a better understanding of the diverse perspectives and needs of the Schoolcraft community.

An engagement initiative called the Presidential Huddles allowed Dr. Cerny to connect with each employee personally and generate conversations that would directly impact the development of SC

Momentum 2031. The President’s Office met with over 400 employees across 52 hour-long sessions.

The Steering Committee organized similar visioning sessions with College leadership. These sessions, along with previous vision planning conducted with the Board of Trustees, provided clear and cohesive aspirations.

The Strategic Planning Committee split into four subcommittees focusing on a Student Advisory Board, a Community Survey, a SWOT Analysis, and an Open House for employees.

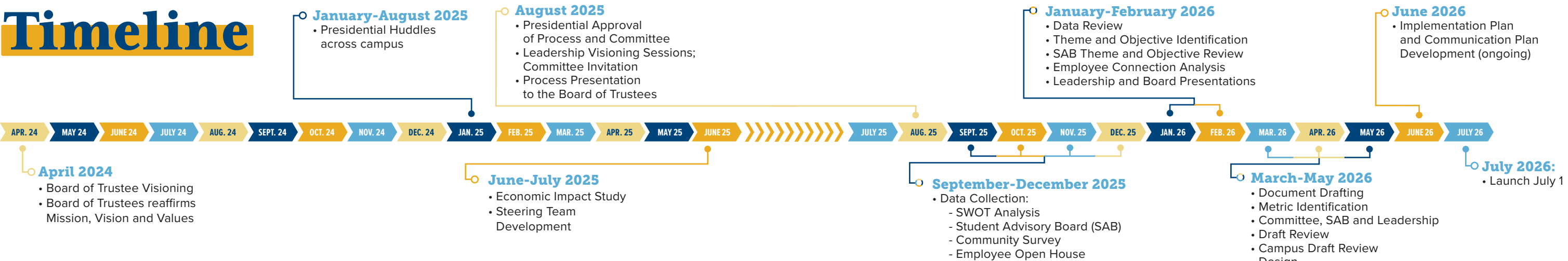
After detailed data analysis, the Strategic Planning Committee turned the data into patterns through a collaborative process called affinity mapping. Those patterns provided the Committee with the four Themes, and connected Objectives, of this strategic plan.

400
Employees
OVER
52
Hour long sessions

8
Student participants
OVER
4
Months

23
Question community survey
WITH
427
Responses

Timeline





The Student Journey

Schoolcraft College supports each student's unique goals along their journey by building a community of connection, breaking down barriers and providing academic, societal and personal support.



AS A SCHOOLCRAFT STUDENT, I HAVE TRULY FELT THAT THE COLLEGE GOES ABOVE AND BEYOND TO HELP US FEEL BOTH SEEN AND HEARD."

Tiffany C., Student



OBJECTIVES

- 1** Focus on continuous improvement surrounding the lifecycle of a student
- 2** Champion quality education with highly skilled faculty, dedicated staff and superior support services
- 3** Remove internal, structural barriers to timely completion while providing resources for students to overcome societal challenges
- 4** Prepare students with durable, social and technical skills



Organizational Sustainability

Schoolcraft College is dedicated to continuously investing in its employees, improving its organizational infrastructure and providing modern welcoming facilities.

OBJECTIVES

- 1** Continue cultivating a culture of transparency, accountability and collaboration, while prioritizing work-life balance and professional development
- 2** Focus on refining college processes utilizing data-driven methodologies in order to properly allocate financial, physical and human resources to right-size workload capacity
- 3** Ensure our campus is equipped to provide a modern educational experience within a welcoming environment





Workforce and Industry Collaboration

Schoolcraft College prioritizes partnerships for upward career mobility by utilizing mentorship, placement programming and workforce and curriculum alignment.

OBJECTIVES

- 1 Collaborate with organizations, providing their employees with skills for advancement and meaningful career pathways for our students
- 2 Strategically prioritize our partnerships to ensure curriculum aligns with industry standards
- 3 Utilize partnerships to enhance experiential learning opportunities for students

Community Hub



OBJECTIVES

Schoolcraft College strives to be deeply rooted in the communities it serves by providing a safe and welcoming environment to learn, connect and thrive. The College adapts to meet its diverse community needs, continuously embracing new opportunities and sharing its impact both on and off campus.

- 1 Collaborate with our community members, businesses and K-12 partners to identify opportunities for the College to meet the needs of its constituents
- 2 Continue to foster the College’s partnership with the community by supporting local events and initiatives that are important for human connection on and off campus
- 3 Increase the College’s visibility with storytelling to strengthen institutional identity within the community



Measuring Our Progress



The Student Journey

- Student Experience Index
- Fall to Fall Retention
- Early Credit Momentum
- 3-Year Student Success (Completion and Transfer)



Organizational Sustainability

- Employee Experience Index
- Financial Sustainability (Composite Financial Index)
- Employee Turnover
- Facilities Condition Index



Workforce and Industry Collaboration

- Graduate Workforce Placement
- Employer Satisfaction with Graduates
- Programs Aligned with Living Wage Careers



Community Hub

- Community Perception of the College
- Personal & Professional Learning Enrollment
- Regional High School Graduate Market Share

Looking Forward to 2031

College leaders, students, employees and community members share a united vision of a Schoolcraft College that fosters intentional engagement with every person who encounters Schoolcraft: Students are guided through their journey, employees are recognized and engaged, community members find connection and enrichment, and institutional partners find value in their relationships with the College.

Students at Schoolcraft are aware of the many services the College has to support their path, and the College is responsive to each student's unique journey. Students are mentored through the application process, during their coursework, through graduation and into their next steps by knowledgeable and compassionate faculty and staff.

The College will be well known for a work environment that encourages growth and experimentation within a supportive framework, promoting risk-taking, streamlining processes and generating effective change. The College campus is clean, safe and welcoming to all who wander through - creating a vibrant, collaborative setting to work and learn.



SCHOOLCRAFT COLLEGE IS WHERE HEART AND HUSTLE COME TOGETHER TO CREATE AN ENVIRONMENT DEDICATED TO HELPING STUDENTS GET FROM WHEREVER THEY ARE TO WHERE THEY WANT TO GO — PERHAPS BEYOND WHAT THEY IMAGINED POSSIBLE.”

Michelle Stando, Employee

Everyone knows Schoolcraft as the place to connect: Students from K-12 connect to career bound programming and degree attainment, Schoolcraft students transfer to first-choice universities or living wage jobs seamlessly and community members access resources and entertainment. Schoolcraft is recognized as a leader in advocating for the needs of its College community.

Schoolcraft pioneers a way to collaborate and partner with local businesses to upskill their employees, develop relevant programming, fill workforce needs and create an environment for all Schoolcraft constituents to thrive. At the foundation of these partnerships are opportunities for our students: experiential learning, hands-on work experience and a variety of pathways for alumni beyond Schoolcraft's campus.

In this environment, every ocelot can **Learn. Connect. Thrive.**

Implementation and Beyond

As we move forward, Schoolcraft College is committed to advancing with efficiency and transparency. To ensure this, SC Momentum 2031 is supported by both an Implementation and Communication Plan.

These plans are designed to enable the College to effectively execute strategies and achieve institutional objectives by establishing clear ownership, streamlining processes and promoting accountability. The implementation plan will closely follow the critical initiatives aimed at helping us reach our goals. The Communication Plan will detail how we keep Schoolcraft constituents informed on these initiatives.

By integrating these ongoing concepts into the Strategic Plan, Schoolcraft can better align priorities with evolving institutional frameworks, monitor progress and reach organizational optimization. From continuous improvement through strategic initiatives to intentional communication structures, an Implementation and Communication Plan will serve as a catalyst, leading to better outcomes and driving meaningful change for students, employees and the community.





Schoolcraft College

Schoolcraft College Board of Trustees

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