Mission

The mission of Southwestern Michigan College is to serve our community by providing affordable, local access to high-quality postsecondary career preparation and college education—including the total college-life experience.

Motto

Knowledge for All

College Goals

Student Growth and Success: The academic success of our students has been an expressed college-wide goal for more than two decades. Our motto, dating back to 1964, is “Knowledge for All.” Today, this means more than just local access to college education and postsecondary preparation. In addition, the “total college-life experience” requires a commitment to student development inside and outside the classroom.

Internal Quality Improvement: The college’s core values beckon us to provide students with 21st century services, to ensure high quality in all activities, and to wisely steward resources. Continuous improvement in all departments, whether academic, service, or support is a self-expectation.

Organizational Growth and Success: The college is made up of people: students, faculty, and staff. Our core values require us to manage all our resources, including our human resources, by promoting growth, satisfaction, and empowerment.

Financial Stewardship: The college is the recipient of direct fiscal resources from tuition and fees, state assistance, and, thanks to the generosity of the district’s taxpayers, property taxes.
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<th>STRATEGIC INITIATIVES</th>
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<td>Develop and sustain purposeful academic programs to support enrollment</td>
<td>STRATEGY LEAD: David Fleming</td>
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<td>STRATEGY</td>
<td>Enhance community engagement</td>
<td>Increase alumni engagement with college</td>
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<td>Benchmark current community events</td>
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<td>STRATEGY</td>
<td>Achieve enrollment growth of 10% over the next three years</td>
<td>Conduct SMC economic impact study on Cass County</td>
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<td>STRATEGIC INITIATIVES</td>
<td>Data driven recruitment plan for region assignment</td>
<td>Add a new women’s sport for Title IX compliance</td>
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<td>STRATEGY</td>
<td>Maintain SMC’s financial stability</td>
<td>Engage industries in industrial partnerships</td>
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<td>STRATEGIC INITIATIVES</td>
<td>Build evaluation process initiative for current and new programs, academic and non-academic</td>
<td>Identify and launch unique club sports</td>
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<td>STRATEGY</td>
<td>Increase student retention and success</td>
<td>Administer and analyze student satisfaction survey annually</td>
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<td>STRATEGIC INITIATIVES</td>
<td>Close retention gap for under-represented groups</td>
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<td>STRATEGY</td>
<td>Utilize facilities efficiently</td>
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<td>STRATEGIC INITIATIVES</td>
<td>Develop long range plan for Niles Campus</td>
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<td>STRATEGY</td>
<td>Value and maximize SMC’s human capital</td>
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<td>Build a culture of trust, collegiality, and professionalism</td>
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**KEY PERFORMANCE INDICATORS**
- Enrollment in existing programs
- Enrollment in new programs
- Percent of general study graduates of total AA/AS graduates
- AAS and certificate graduates employment rate
- Enrollment in online programs

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**COMMUNITY ENGAGEMENT**
- Increase alumni engagement with college
- Benchmark current community events
- Conduct SMC economic impact study on Cass County

**ENROLLMENT GROWTH**
- Data driven recruitment plan for region assignment
- Develop and implement an enrollment growth strategy for Indiana high school seniors
- Add a new women’s sport for Title IX compliance

**FINANCIAL STABILITY**
- Net Revenues-General Fund
- Net Revenues-Housing
- General Fund Balance
- Housing Fund Balance
- Capital Fund Balance
- Industry Quantitative Indicators

**STUDENT SUCCESS**
- Student retention
- Student retention degree seeking
- Retention of underrepresented
- Overall student completion rate
- Student satisfaction ratings

**FACILITY UTILIZATION**
- Average number of classes per classroom in Niles
- Scheduled contact hours per week per Niles operational hours
- Average number of classes per classroom in Dowagiac
- Scheduled contact hours per week per Dowagiac operational hours

**VALUE HUMAN CAPITAL**
- Employee satisfaction index
- Voluntary employee turnover rate
- Number of job fairs attended
- Average applications per job posting (not including students)