

NMC NEXT

OUR COMMUNITY. OUR COLLEGE. OUR FUTURE.



Northwestern
Michigan
College

Mission

We deliver lifelong learning opportunities to transform lives and enrich our communities.

Vision

We aspire to be a global community where all learners unlock their full potential.



**Northwestern
Michigan
College**

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NMC Next: A message from NMC President Nick Nissley

Northwestern Michigan College is re-imagining learning by executing its most comprehensive strategic plan in decades, NMC Next. The plan brings renewed energy and focus to fulfillment of an updated college mission to “**deliver life-**

long learning opportunities to transform lives and enrich our communities” between now and 2025.

A year in development, it was a comprehensive, transparent and inclusive process, engaging students, employees, community members, business partners, education partners and donors around opportunities, needs and challenges in learning. This broad stakeholder engagement was crucial to developing a plan that is truly NMC’s, one which will position the college for future success in a time of rapid transformation.

Data-driven and focused on measurable results, NMC Next is also designed as a living document. Just as the needs of our learners and community change, the plan can and will be updated and adjusted along the way. Thanks to 70 years of history, we know NMC has both the agility and ability to do so. NMC Next provides the guidance to help us get there.

This vital work will be led by a new Vice President for Strategic Initiatives, Jason Slade. Regular communication and transparency will continue to characterize NMC Next, with a public progress tracker available at nmc.edu/strategic-plan. We look forward to continued engagement, and to leveraging past successes into future opportunities together.

A handwritten signature in black ink that reads "Nick Nissley". The signature is written in a cursive, flowing style.

Future State

If a strategic plan is a roadmap, where will NMC Next take us? Imagine Fall semester, 2025:

From English to engineering, from computer programming to culinary, NMC students are reaching their goals faster with accelerated programs of study, more online options and expanded credential choices. By engaging with hands-on, real-world problem solving, they're also having a richer experience and becoming independent, self-directed learners.

All students and employees feel they belong at NMC. Traditional and adult learners alike are taking advantage of coaching and other support services and participating in extracurricular events. More Black, indigenous, people of color and low-income students are enrolling, and choosing to continue their education here. NMC's campuses are even more welcoming. The college is a model for diversity, equity and inclusion.

Our community connections are stronger than ever, with mutually beneficial partnerships visible on multiple campuses, including at Lobdell's Teaching Restaurant. Unique programs like Aviation, the Great Lakes Water Studies Institute and Dennon Museum Center have achieved additional distinction and financial growth. The Grand Traverse community will report even higher levels of satisfaction with "our community's college." Soon we will all join together again to ask, what's next for NMC?

Values

Learning: We are lifelong learners; learning is foundational to a thriving community and is at the center of all we do.

Integrity: We act with the highest degree of ethics, personal responsibility, fairness and openness ensuring that we match our actions with our words.

Collaboration: We embrace co-creative solutions and celebrate the joy of working together, empowering each other and nurturing community partnerships for the benefit of our learners.

Respect: We demonstrate mutual regard and appreciation for one another to assure a culture of trust.

Inclusion: We foster belonging and build organizational capacity that celebrates diversity and promotes equity.

Innovation: We are agile, imaginative and forward thinking, taking risks to meet future needs of the college and our communities.

Stewardship: We practice stewardship by investing responsibly in the human, physical, financial and environmental resources entrusted to our care.

Excellence: We commit to the highest standards of quality and service, and to exceeding the expectations of our learners and communities through continuous improvement.

Strategic Goals

Future-Focused Education

Enhance offerings through flexible academic pathways, innovative instructional delivery models and relevant, hands-on educational experiences to empower global learners for the future.

Student Engagement and Success

Develop and deliver comprehensive support services, robust engagement opportunities and a vibrant collegiate experience to foster learner success, goal completion and employability.

Diversity, Equity and Inclusion

Cultivate an inclusive environment that fosters a sense of belonging and delivers equitable opportunities so all are able to thrive and succeed.

Community Partnerships and Engagement

Enhance collaborations that advance community engagement, economic and workforce development and innovative opportunities for lifelong learning.

Institutional Distinction and Sustainability

Leverage distinctive programs that strengthen institutional sustainability and expand global connections for our learners and communities.

*Future State
Vision*



Learner Experience

Mission



Our Pledge

NMC Learner Experience Statement—NMC will provide an enriching education exemplified by a supportive and welcoming learner experience, characterized by:

- **An empowering environment** that encourages learners to discover new knowledge and explore questions related to their future career and life's work;
- **A meaningful education** that equips learners with relevant skills and supports them in developing their sense of purpose;
- **An inclusive community** that values diversity and where all learners feel a sense of belonging and connection;
- **Caring instructors and staff** who provide pathways to success and support learners through their college experience so they thrive in future endeavors.



NMC's faculty, staff and administration support this experience through:

- **Integrated services and effective communication** to help learners successfully navigate academic, financial and transfer processes;
- **Flexible course delivery options and easily accessible resources** that meet the evolving needs of learners;
- **Program maps and user-friendly technologies** that allow learners to monitor their progress and receive frequent updates to enhance their decision making;
- **Campus programs that connect learners** with peers, mentors and dedicated faculty and staff to ensure support throughout their educational experiences;
- **Experiential, hands-on activities** that prepare learners for life outside college and engage them with business and community partners.

NMC NEXT



EXECUTE ACTION STEPS
 MONITOR PROGRESS
 REPORT TO STAKEHOLDERS



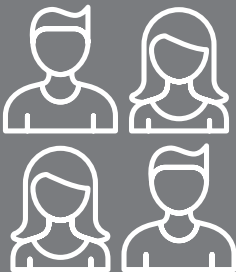
FUTURE
 SUMMIT



FACILITATION
 FEEDBACK SESSIONS

Strategic Planning

STEERING COMMITTEE
 WORK TEAMS
 SCAN TEAMS



SURVEYS



FOCUS GROUPS
 WORKSHOPS
 MEETINGS



Timeline

2021

FEBRUARY: Facilitation and convening phase

- CampusWorks chosen to facilitate process
- Steering Committee and work teams convened

APRIL-JUNE: Community engagement phase

- Qualitative: 28 focus groups, workshops and meetings held with multiple stakeholders
- Quantitative: Strengths, Weakness, Opportunities and Threats (SWOT) survey, Student survey, Mission statement survey
- Future Summit event

JULY-AUGUST: Scan (research) phase

- Mission/Vision/Values workshops
- Scan teams formed; scans conducted

SEPTEMBER-NOVEMBER: Active planning phase

- Feedback sessions
- Strategy, Objectives, and Action Step Planning workshops
- Jason Slade selected as new Vice President for Strategic Initiatives

DECEMBER: Draft plan finalized

JANUARY: Board approves plan

ONWARD

- Execute Action Steps, building toward achievement of objectives
- Monitor progress
- Report to stakeholders
- Adjust as necessary

2025

Thank you!

TO THE MORE
THAN 1,000 PARTICIPANTS
IN NMC'S STRATEGIC PLAN, INCLUDING
COMMUNITY RESIDENTS, ALUMNI, STUDENTS,
FACULTY AND STAFF, BOARD MEMBERS
AND DONORS.



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