Mission:
Madison College provides open access to quality higher education that fosters lifelong learning and success within our communities.

Value:
Excellence, respect, commitment to students and diverse communities, and making higher education available to all.

Vision:
The leader in accessible, affordable higher education that meets the evolving needs of our diverse communities.

Strategic Directives:
1. Focus on successful outcomes for students
2. Ensure our sustainability
3. Support our faculty and staff
4. Address student preparedness
5. Align with community needs
6. Improve recruitment and strategic outreach
Strategic Directives Top Goals:

1. Focus on successful outcomes for students:
   1. Easy and standardized process for enrollment
   2. Improve advising
   3. Mandatory orientation and advising
   4. Pair basic education classes with credit courses or programs
   5. Increase flexible offerings
   6. Standardize and increase access to textbooks (including rental programs)

2. Ensure our sustainability:
   1. All locations to have adequate resources
   2. Consolidate campuses
   3. Address access (parking, transit)
   4. Improve campus atmosphere and resources at all campuses beyond the classroom
   5. Address continued affordability
   6. IT infrastructure

3. Support our faculty and staff:
   1. Transparent and full communication
   2. Professional ongoing development
   3. Reassess positions and pay structure for all faculty, staff and students
   4. Create a formal shared governance
   5. Improve faculty space
   6. Implement a succession plan

4. Address student preparedness:
   1. Expand testing and assessment to be more comprehensive “success predictors”
   2. Develop an advising based profile to address learning styles and unique needs
   3. Initiate better and stronger K-12 connections
   4. Offer credit for prior learning
   5. Improve Bridge programming
   6. Improve early alert

5. Align with community needs:
   1. Gain more employer input and partnering across districts
   2. Strengthen work/learning opportunities (internships, apprenticeships)
   3. Provide community access to college resources (space, expertise, technology)
   4. Increase opportunities to bring the community to campus(es)
   5. Improve community input (business channels, non-profits)
   6. Integrate entrepreneurship support services

6. Improve recruitment and strategic outreach:
   1. Comprehensive outreach
   2. Easy registration and navigation on website
   3. Outreach to non-traditional students
   4. Market the affordability of our college
   5. More recruiters representative of the districts they serve
   6. Improve mobile access (including texting capabilities)