NMC Strategic Goals and Objectives
Draft Revised 11-24-2025

Strategy 1: Future-Focused Education

Equip learners for a rapidly changing world through purposeful academic pathways, durable skills, and technology literacy.

Objective 1
Strengthen student outcomes, institutional performance, and workforce readiness by embedding responsible and effective use of AI across teaching, learning, and operations.

Objective 2
Expand and integrate experiential and work-based learning across all programs so every student builds durable skills and real-world experience that lead to regional employment or further education.

Objective 3
Strengthen programs that attract students from beyond northwest Michigan through targeted investment, innovation, and advanced pathways that extend opportunity for students and visibility for NMC.

Objective 4
Proactively identify at-risk students and courses with high D/F/W rates and create a unified, data-driven, and comprehensive approach to supporting students, instructors, and courses, that expands sustained college preparedness programming (College Edge), and institutionalizes integrated academic and faculty support for all students.

Strategy 2: Enrollment and Student Success

Advance enrollment and student success by removing barriers and ensuring every learner experiences the coordinated support needed to persist and achieve their goals.

Objective 1
Integrate and strengthen a unified, data-informed enrollment ecosystem that aligns all student services, PRMC, and academic programs around shared priorities to ease the enrollment and success pathways and increase the college attendance rates with key local audiences (high school and adult learners) and select national audiences.

Objective 2
Build a coordinated communication and information system that ensures important details stay accurate, visible, and accessible throughout the student journey. Shared dashboards, portals and consistent messaging will reduce confusion, strengthen follow-through, and improve decision-making across NMC

Objective 3
Create a coordinated advising system that ensures every student chooses a clear path early and stays on track to complete it. Integrated advising touchpoints, career exploration, faculty collaboration, and technology tools will support informed decisions and continuous progress

Objective 4 (revision needed)
Expand flexible learning options and clarify stackable pathways so every student, especially adult, rural, and part-time learners, can advance toward employment or further education.

Strategy 3: Vibrant College Community

Improve the places, systems, and supports that shape life at NMC, making it easier for students and employees to connect, succeed, and take pride in their work and learning.

Objective 1
Deliver near-term master-plan projects, Osterlin Student Hub, and new student housing, as visible commitments to a modern, student-centered campus.

Objective 2
Renew and improve campus spaces, addressing aging facilities in need of renewal, and enhancing landscaping and gathering areas to create a functional, welcoming environment that reflects NMC's quality and community.

Objective 3
Strengthen the student experience outside the classroom by improving connection, community, and support across all campuses, creating consistent opportunities for students to engage with each other and with NMC in ways that enhance satisfaction and persistence.

Objective 4
Strengthen NMC's reputation as an employer of choice by reviewing, prioritizing, and implementing improvements to staffing, workload, and compensation systems to ensure they continue to support a healthy, high-performing organization and a culture of professionalism and pride.

Objective 5
Assess and modernize NMC's core operational systems including budgeting, human resources, information technology, and decision-making workflows to reduce friction, improve coordination, and strengthen efficiency and trust across the college.

Strategic Drivers

SD1: Living Our Brand: Strengthen NMC's distinct identity by focusing investments on what makes the college unique and in demand among students, employees, and the community.

SD2: Community Partnerships: Leverage strategic partnerships to deepen community engagement, drive regional prosperity, and expand opportunities for lifelong learning.

SD3: Stewardship & Sustainability: Secure NMC's long-term vitality and growth by strategically leveraging smart resource investments, innovative funding models, optimized operations, and forward-thinking partnerships.

SD4: People First: Foster an inclusive, supportive, and empowering environment that prioritizes the well-being, success, and continuous development of every student and employee.

Strategic Impact Statement

Anchor + Edge
We deliver education and training that is essential for our region and grow through the distinctive programs that set us apart and help drive northern Michigan's future.