Goal 1: Assure student access and success.
Objective 1.1: Provide students with support systems, programs, and development opportunities that maximize success.
Objective 1.2: Develop and improve student success strategies which are data-driven and research-based.
Objective 1.3: Increase equitable access and success for a diverse population of learners with varied interests and goals.
Objective 1.4: Increase student success by building partnerships with organizations that educate and support students.
Objective 1.5: Support effective teaching and services through ongoing professional development for all employees.

Goal 2: Foster a culture of positive communication, effective collaboration, and academic excellence throughout the District.
Objective 2.1: Strengthen intergroup understanding via regular communication, professional development, dialogue, and exchange.
Objective 2.2: Enhance public relations outreach and develop and implement a branding initiative.
Objective 2.3: Promote an atmosphere of academic excellence.

Goal 3: Assure continuous quality improvement of technology and systems integration.
Objective 3.1: Provide professional development training opportunities on the effective use of technology for all employees.
Objective 3.2: Improve accessibility and navigation of the public website and portal.
Objective 3.3: Ensure appropriate use and support of technology in the delivery of instruction, student services, and administrative units.
Objective 3.4: Assess and implement system integration to streamline processes.
Goal 4: Partner with the community.
Objective 4.1: Develop alternative funding sources through the private sector and federal and state agencies to diversify and stabilize the District’s revenue sources.

Objective 4.2: Encourage and facilitate alumni engagement.

Objective 4.3: Pursue mutually beneficial relationships with the community-at-large.

Objective 4.4: Enhance Merced College Foundation donor relations.

Goal 5: Promote a Sustainable, Supportive, and Safe Learning Environment.
Objective 5.1: Promote environmental stewardship.

Objective 5.2: Develop a campus environment that fosters a productive and motivated team and links service areas with instruction.

Objective 5.3: Ensure continuous improvement of college-wide safety initiatives.

Objective 5.4: Improve campus life for students.

Objective 5.5: Maintain fiscal stability.

Objective 5.6: Ensure effective use of human resources.

Objective 5.7: Ensure effective and efficient planning, development, and use of facilities and grounds.

Goal 6: Foster a culture of institutional effectiveness and excellence.
Objective 6.1: Integrate and align planning and resource allocation.

Objective 6.2: Promote a culture of data-driven decision making.

Objective 6.3: Ensure accreditation standards are met or exceeded.