

GOAL 1

Enhance and Promote Learning Opportunities to support the Growth and Success of Students and Employers in Northwestern Wisconsin

Objective 1

Develop a coordinated data-driven planning process.

Action 1

Document and benchmark the existing planning process.

Champion: President's Cabinet

Action 2

Develop a comprehensive program planning process that addresses the needs of all stakeholders and considers market demands and trends.

Champions: VP, Academic Affairs and VP, Continuing Education/Foundation Director

Action 3

Investigate potential new programs (including green technologies and sustainability, dental programming, etc.)

Champions: VP, Academic Affairs and VP, Continuing Education/Foundation Director

Action 4

Align and communicate college planning processes.

Champion: President's Cabinet

Action 5

Develop an institutional process to determine the viability of programs (consider SWTC elements that include graduation rates, enrollment trends, cost per FTE, retention rates, placement rates, delivery efficiencies, etc.).

Champion: VP, Administrative Services

Action 6 ★

Incorporate processes and procedures into program planning for the approval of online degrees.

Champion: VP, Academic Affairs

Action 7

Develop AQIP Systems Portfolio (complete in 2011).

Champions: VP, Academic Affairs and Faculty/Systems Appraiser (Barb Williams)

Action 8

Improve consistencies of the learning environment (consistent facilities, experiences, and services within programs at each campus).

Champion: President's Cabinet



Wisconsin Indianhead Technical College
New Strategic Goals, Objectives, and Action Items
(2009 – 2012)

★ AQIP Action Project

GOAL 1

Enhance and Promote Learning Opportunities to support the Growth and Success of Students and Employers in Northwestern Wisconsin

Objective 2

Be the resource in Northwest Wisconsin for career awareness and informed decision making.

Action 1

Develop marketing strategies that promote opportunities, address niche markets, specific media tools, and effectiveness measures.

Champion: VP, Student Affairs

Action 2

Continue to build the WITC brand and enhance our image based on research.

Champion: VP, Student Affairs

Action 3

Communicate marketing initiatives to all stakeholders to engage staff, board, legislators, and all other constituent groups.

Champion: VP, Student Affairs

Objective 3

Provide continuous improvement of processes, procedures, and business practices based on outcomes and measures.

Action 1

Define and utilize key performance indicators for each functional area.

Champion: President's Cabinet

Action 2

Continue implementation of the program review process/Quality Review Process.

Champion: VP, Academic Affairs

GOAL 2

Develop Strategic Partnerships that enhance Educational and Economic Opportunity

Objective 1

Position WITC as a key partner with regional economic development initiatives.

Action 1

Document and prioritize WITC's involvement in existing regional and local economic and community development groups and associations.

Champion: VP, Continuing Education/Foundation Director

Action 2

Facilitate the growth of a regional economic development consortium in the Ashland/Northern region.

Champions: President and Ashland Campus Administrator

Objective 2

Improve opportunities to leverage WITC's resources before, during, and after students are enrolled.

Action 1

Investigate additional student internship opportunities.

Champion: VP, Academic Affairs

Action 2

Document and promote transferability of WITC credits to baccalaureate programs.

Champions: Academic Affairs and VP, Student Affairs

Action 3

Seek additional articulation agreements to provide baccalaureate pathways to continue educational attainment.

Champion: VP, Academic Affairs

Action 4

Document and increase collaboration with schools districts to share resources and expand awareness of WITC's programs and services.

Champion: President's Cabinet

Action 5

Develop partnerships with "home schooled" population.

Champions: VP, Academic Affairs and VP, Instructional Technology



Wisconsin Indianhead Technical College
New Strategic Goals, Objectives, and Action Items
(2009 – 2012)

★ AQIP Action Project

GOAL 2

Develop Strategic Partnerships that enhance Educational and Economic Opportunity

Action 6

Review the basic education delivery model.

Champion: VP, Academic Affairs

Action 7

Continue exploring partnership opportunities with Chippewa Valley Technical College.

Champions: VP, Academic Affairs; VP, Continuing Education/Foundation Director; and VP, Instructional Technology

Objective 3

Pursue external funding that aligns with our strategic priorities.

Action 1

Streamline process for identifying strategic priorities for external funding.

Champion: VP, Administrative Services

Action 2

Communicate strategic funding priorities to appropriate funding agencies and organizations.

Champions: VP, Administrative Services and VP, Continuing Education/Foundation Director



Wisconsin Indianhead Technical College
New Strategic Goals, Objectives, and Action Items
(2009 – 2012)

★ AQIP Action Project

GOAL 3

Create a Culture and Climate that enhances Collaboration and Student Learning

Objective 1

Continue to define changing roles and responsibilities under the one-college model.

Champion: President's Cabinet

Objective 2 ★

Develop communication strategies at WITC.

Champion: VP, Administrative Services

Action 1

Define "one-college" concept.

Champions: VP, Administrative Services and Faculty (Mark Kearns)

Action 2

Clarify staff roles and responsibilities.

Champions: VP, Administrative Services and Faculty (Mark Kearns)

Action 3

Create or revise communication mechanisms and tools.

Champions: VP, Administrative Services and Faculty (Mark Kearns)

Action 4

Develop mechanisms for broad based input into decision making.

Champions: VP, Administrative Services and Faculty (Mark Kearns)

Objective 3

Provide a work environment that continues to attract, support, and retain talented people.

Action 1

Recognize staff for their professional and personal achievements.

Champion: President's Cabinet



Wisconsin Indianhead Technical College
New Strategic Goals, Objectives, and Action Items
(2009 – 2012)

★ AQIP Action Project

GOAL 3

Create a Culture and Climate that enhances Collaboration and Student Learning

Objective 4

Strategically support professional development opportunities for staff.

Action 1

Continue to align staff development budgets with major college initiatives and assess effectiveness.

Champion: President's Cabinet

Action 2

Identify and promote resources from the Foundation that can be used for staff development.

Champion: VP, Continuing Education/Foundation Director

Objective 5

Foster diversity across the college.

Action 1

Strengthen relationships with our minority communities.

Champion: President's Cabinet

Action 2

Explore opportunities to provide foreign language to students.

Champions: VP, Continuing Ed/Foundation Director and VP, Academic Affairs

Action 3

Increase opportunities for International education.

Champions: President, VP, Academic Affairs; VP, Continuing Education/Foundation Director; VP, Student Affairs; and VP, Instructional Technology



Wisconsin Indianhead Technical College
New Strategic Goals, Objectives, and Action Items
(2009 – 2012)

★ AQIP Action Project

GOAL 3

Create a Culture and Climate that enhances Collaboration and Student Learning

Objective 6

Enhance the safety of the college.

Action 1

Continue to align site safety protocols and standards.

Champions: VP, Administrative Services; VP, Continuing Education/Foundation Director; and VP, Instructional Technology

Action 2

Implement crisis prevention strategies.

Champion: President's Cabinet

Action 3

Implement occupational safety plan and training.

Champions: VP, Administrative Services; VP, Continuing Education/Foundation Director; and VP, Instructional Technology



Wisconsin Indianhead Technical College
New Strategic Goals, Objectives, and Action Items
(2009 – 2012)

★ AQIP Action Project

GOAL 4

Exemplify a Learning Environment that promotes Accessibility and Success

Objective 1

Establish a successful and sustainable student learning assessment program.

Action 1 ★

Utilize data on student learning assessment at an institution, program, and course level.

Champions: VP, Academic Affairs and Director, Tech Prep/Assessment (Barb Landstrom)

Objective 2

Remove barriers that impede student access to programs and services.

Action 1

Provide clear processes for obtaining financial aid and scholarships.

Champions: VP, Student Affairs and VP, Continuing Education/Foundation Director

Action 2 ★

Develop a full spectrum of online Student Services.

Champions: VP, Student Affairs and VP, Instructional Technology

Action 3

Develop and implement a plan to reduce the overall cost of books and provide books to students in a timely manner.

Champion: VP, Student Affairs

Action 4

Develop and implement ways to reduce the cost of instructional resources.

Champions: VP, Academic Affairs; VP, Instructional Technology; and VP, Continuing Education/Foundation Director

Action 5

Provide information and support for Veterans.

Champion: VP, Student Affairs

Action 6

Improve awareness of community resources.

Champion: VP, Student Affairs



Wisconsin Indianhead Technical College
New Strategic Goals, Objectives, and Action Items
(2009 – 2012)

★ AQIP Action Project

GOAL 4

Exemplify a Learning Environment that promotes Accessibility and Success

Objective 3

Strengthen the Prepared Learner Program.

Action 1

Implement the math placement program.

Champions: VP, Academic Affairs and VP, Student Affairs

Action 2

Investigate and implement the reading placement processes.

Champions: VP, Academic Affairs and VP, Student Affairs

Objective 4

Provide services that support and enhance student success.

Action 1

Emphasize counseling focus on student retention and goal attainment.

Champion: VP, Student Affairs

Action 2

Interpret and respond to Community College Survey of Student Engagement and Student Satisfaction Inventory.

Champion: President's Cabinet

Action 3

Communicate processes to receive credit for prior learning.

Champions: VP, Student Affairs and VP, Academic Affairs



Wisconsin Indianhead Technical College
New Strategic Goals, Objectives, and Action Items
(2009 – 2012)

★ AQIP Action Project

GOAL 4

Exemplify a Learning Environment that promotes Accessibility and Success

Objective 5

Review, enhance, and implement an academic advising plan.

Action 1

Clarify academic advising roles, responsibilities, and expectations.

Champions: VP, Student Affairs and VP, Academic Affairs

Action 2

Review current academic advising system.

Champions: VP, Academic Affairs; VP, Student Affairs; and VP, Administrative Services