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
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
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
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*

<table>
<thead>
<tr>
<th>Action 1</th>
<th>Define “one-college” concept.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champions:</td>
<td>VP, Administrative Services</td>
</tr>
<tr>
<td></td>
<td>and Faculty (Mark Kearns)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 2</th>
<th>Clarify staff roles and responsibilities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champions:</td>
<td>VP, Administrative Services and Faculty</td>
</tr>
<tr>
<td></td>
<td>(Mark Kearns)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 3</th>
<th>Create or revise communication mechanisms and tools.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champions:</td>
<td>VP, Administrative Services and Faculty (Mark Kearns)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action 4</th>
<th>Develop mechanisms for broad based input into decision making.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champions:</td>
<td>VP, Administrative Services and Faculty (Mark Kearns)</td>
</tr>
</tbody>
</table>

**Objective 3**
Provide a work environment that continues to attract, support, and retain talented people.

<table>
<thead>
<tr>
<th>Action 1</th>
<th>Recognize staff for their professional and personal achievements.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champion:</td>
<td>President’s Cabinet</td>
</tr>
</tbody>
</table>

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
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
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
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
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