

# Mission

## Learning First

Learning is our passion. As Northwest Wisconsin's leaders in technical education, WITC creates dynamic opportunities for career preparation and personal effectiveness. We are committed to making each and every experience with us meaningful and professional.

# Vision

## An Innovative Journey

Education is a lifelong journey of learning and discovery. We embrace innovative theories, techniques, and technologies to ensure success in a changing world.

# Values

**Empowerment**

**Excellence**

**Innovation**

**Integrity**

**Collaboration**



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WITC is an Equal Opportunity/Access/Affirmative Action/  
Veterans/Disability Employer and Educator.



# Strategic Plan 2015-2018



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*Experience. Success.*

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## Strategic Metrics

### Enrollment:

2,700 FTE (full-time equivalent)  
25,000 Headcount (unduplicated)

### Cost/FTE:

Less than 115% of WTCS Cohort Average

### Employee Satisfaction:

4.0 (Satisfied)

### Employer Satisfaction:

97%

### Student Satisfaction:

6.0 (Satisfied)

# Strategic Goals 2015-2018

## GOAL 1

### Provide Support and Opportunities for Student Learning and Success

- Develop a systematic approach that will raise students' level of essential skills for success in both employment and life.
- Develop strategies for responsive scheduling and teaching methods.
- Analyze and determine programming opportunities by meeting community needs and serving district residents.
- Plan and improve facilities and technology to support the learning environment.

## GOAL 2

### Create and Strengthen Partnerships that Benefit our Stakeholders

- Develop additional approaches to provide work-based learning opportunities utilizing assistance of our Business & Industry partners.
- Working with K-12 districts, develop a comprehensive approach to increase and promote enrollment opportunities to high school students.
- Create networking and relationship-building connections.

## GOAL 3

### Foster a Learning and Working Environment that Encourages Trust, Respect, and Professional Growth

- Effectively predict the technical and soft skill needs of employers and train faculty and staff accordingly so that program modifications can be made in a timely and efficient manner.
- Determine areas for faculty development relative to use of best instructional practices.
- Emphasize and provide opportunities and resources for support and technical staff learning and professional development that help the College achieve its strategic goals and objectives.
- Continue to develop manager and supervisor leadership skills.
- Enhance strategies to recruit and retain positively engaged and responsive employees.

## GOAL 4

### Demonstrate Effective Leadership through Collaboration with Clear and Consistent Communication

- Improve internal communications and decision making.
- Enhance external communication in recruitment and general marketing.
- Showcase our facilities.