



Williamsburg Technical College
Accountability Report Summary
Fiscal Year 2019-2020
<http://www.wiltech.edu>

Mission Statement

Williamsburg Technical College, a public two-year college granting associate degrees, diplomas, certificates and continuing education units, provides quality, affordable, and accessible learning opportunities so students can gain knowledge and skills to achieve their educational goals and provides training opportunities to meet area business and industry needs in a supportive environment that is fiscally, administratively, and academically sound.

College Vision

The vision of Williamsburg Technical College is to:

- provide innovative instruction and learning of the highest calibre for higher education and lifelong learning to become the first educational choice of area citizens;
- provide exceptional lifelong learning opportunities to meet the continuing educational challenges of the future;
- make a dramatic impact on the economic development of our community by providing a highly skilled and well-trained workforce to meet the progressive needs of business and industry;
- exemplify a respect for cultural diversity in a student-oriented environment;
- increase educational opportunities for all eligible area citizens by providing maximum accessibility to all College programs;
- support and encourage continued professional growth so that faculty members are equipped to deliver the highest quality teaching and College staff can excel in performing their duties;
- maximize awareness of the College as a dynamic center of learning and achieve the utmost respect and support of our community; and
- enhance the learning environment by providing the best buildings, facilities, and state-of-the-art equipment possible.

College Goals

1. Provide educational and training programs to support current and anticipated work force needs.
2. Provide continuous quality improvement to the educational and administrative processes.
3. Effectively integrate and utilize information technology systems.
4. Promote the College as the preeminent educational and economic development resource in the community.
5. Pursue alternative fiscal resources to enhance College sustainability and growth.

Key Performance Outcomes for 2019-2020

Goal 1: Provide educational and training programs to support current and anticipated work force needs.

Strategy 1.1, to increase and sustain enrollment. This goal continued from 2019 Summer, 2019 Fall and 2020 Spring semesters. The enrollment for 2019 Summer was 416 head count and 212 fulltime, 2019 Fall enrollment was 832 head count and 447 fulltime, and for 2020 Spring it was 752 head count and 399 fulltime. The percentages for the headcount and fulltime can be viewed in the chart below. The College will continue with aggressive recruiting, marketing promotions, hosting events, and the use of partnerships to increase enrollment. The enrollment rates for the future will be determined by the actions put into place. The enrollment chart for WTC is as follows:

| WTC Enrollment by Semester and Percentage Change | | | | | | | | |
|--|-----|------------------------------------|-----------|-----|------------------------------------|-------------|-----|------------------------------------|
| 2019 Summer | | | 2019 Fall | | | 2020 Spring | | |
| Headcount (HDC) | FTE | % Change | Headcount | FTE | % Change | Headcount | FTE | % Change |
| 416 | 212 | 11.2 (HDC) 15.8 (FTE) | 832 | 447 | 12.9 (HDC) 10.4 (FTE) | 752 | 399 | 3.7% (HDC) 0.3% (FTE) |

Other strategy efforts to note are as follows:

- Strategy 1.2, to increase and sustain student retention and graduation rates. WTC did not meet this strategy due to a 11.2% decrease in enrollment, which is a difference in 65.6%, in 2018-2019 from the previous year and a rate of 54.3% in 2019-2020. The College received approval to offer two new certificate programs to begin in the 2020 Fall term: Certificate in Cosmetology and a Certificate in Medical Office Administration.
- Strategy 1.3, to strengthen partnerships between high schools and the College to enhance dual enrollment programs. WTC has started a new initiative for school counselors to better understand the entire dual enrollment process from the eyes/hands of WTC. There was significant participation from the counselors who pledged to lead efforts for more participation with the parents and students in the present enrollment year. Dual enrollment academic programs included areas such as Phlebotomy, Nail Technology, Early Childhood Development, Industrial Technology programs, and General Education courses on the WTC campus as well as select offerings at approved offsite locations.

- Strategy 1.4, to strengthen partnerships between the College and community businesses, industries and agencies to achieve a skilled workforce- WTC has continued partnerships with Apprenticeship Carolina, implementation of Apprenticeships (Palmetto Synthetics, GSM and Peddinghaus), and a new Apprenticeship with Embroidery Solutions. Additional partnerships are in the areas of Lean Six Sigma, OSHA, and SCMS.

- Strategy 1.5, to increase participation in Workforce Development and personal enrichment, in addition to the activities noted in strategy 1.4- WTC has continued their involvement with WIOA, SC Works, Kingstree Chamber of Commerce, Rotary Club, and Williamsburg County Economic Development. The involvement with these entities will allow for WTC Workforce Development and Continuing Education Department to have access to trainers, trainings, and other activities to enrich the development of the department. Methods put into place to combat enrollment decreases in non-credit courses, increases in partnerships, and engagement of Workforce Development are as follows:

- Hiring of a Workforce Development Training Director

- Workforce Training Director and the Director of the Workforce Development Department work well together to build an infrastructure that will last for years to come.

- Other items completed are as follows: hosted SCMEP Lunch and Learn, applied/received grants for local industries to aid in Apprenticeship implementation, and student Apprenticeship scholarships.

Goal 2: Provide continuous quality improvement to the educational and administrative processes.

Performance measures were positive in response to WTC's efforts to meet strategy 2.1, to monitor, prioritize and implement course offerings to support stakeholder needs. Other strategy efforts to note are as follows:

- Strategy 2.2, to invest in personal and professional employee development, growth and well-being activities supported by the college. Some of those activities included the SC Technical System Leadership Academy attended by a two staff members to aid in developing leadership skills. Next, the annual SCTEA participation of over 65% of staff members as attendees and presenters. The College Workforce Development staff attended the two-day Youth Apprenticeship Symposium at Trident Technical College. Lastly, there were a large number of staff members to attend the SC American Association of Women in Community Colleges where our President was the guest speaker.
- Strategy 2.3, to provide quality service to students and stakeholders by continually improving processes based on data-driven decision-making and reporting. As a college, WTC has upgraded

its systems for relaying information to faculty, students and the public. With a new web-provider we are able to be more innovative with our dissemination of information. The College initiated a more advanced method for students to enroll utilizing an online registration module and application. Another note-worthy approach is our use of social media (Facebook and Instagram), local newspaper, use of Moodle and Zoom to teach/proctor course information, and use of Survey Monkey. New methods of more secure testing were also introduced to online courses to ensure the quality and integrity of program offerings.

Goal 3: Effectively integrate and utilize information technology systems. Strategy 3.1, to utilize technology as a means of enhancing communication both internally and externally. The College has enhanced communication both internally and externally by the use of social media to increase platform presences, upgraded WTC website, creating and disseminating promotional videos, transition to all VOIP phones, posting of stall wall updates, bi-weekly department meetings and communication via Presidents Council. Other strategy efforts to note are as follows:

- Strategy 3.2, to utilize data and information as a tool for strategic and operational decision-making, and strategy 3.3- to expand educational opportunities through distance and off-site learning. Williamsburg Technical College has exceeded this goal. WTC has changed the way semester surveys are administered from paper to online, enhanced the enrollment application process by placing it online, redesigned the website, and offered more digital access points, classroom instruction/delivery and student engagement. Some of the newly integrated systems are Moodle, Zoom, Jotform, and Survey Monkey.

Goal 4: Promote the College as the preeminent educational and economic development resource in the community. Strategy 4.1, to strengthen relationships with all internal and external stakeholders by collaborating with Apprenticeship Carolina, WIOA, ReadySC, USDOL, SCDEW, and Williamsburg Department of Economic Development. Other strategy efforts to note are as follows:

- Strategy 4.2, to enhance the physical and virtual appearance of the College. The physical enhancements that have been made this year include lawn care and manicure, addition of patio canopy's, upgrade the welding lab, changes to a new faculty lounge, conversion of old office space, floor replacements, and other esthetic changes. Virtual changes have been aforementioned but are not limited to fire wire enhancement, online platform expansions, new servers
- Strategy 4.3, to market the institution in the community. WTC has designed new information flyers, upgraded outdoor digital display boards, hosted focus group meetings with local business, and purchased college promotional items. We have also participated in more virtual events, hosted events, and provided speakers for several symposiums before the pandemic. Other marketing efforts were the 50th Anniversary Jubilee celebration, One Book/One College/One

Community project, start of the Employee Book Fund Scholarship, and the fourth year in a row with a 100% NCLEX-PN Pass Rate.

Goal 5: Pursue alternative fiscal resources to enhance the Colleges' sustainability and growth. The following resources are consistent with the WTC's strategy 5.1 and pursue viable alternative resources and funding. The activities and resources are as follows:

- During the 2019-20 academic year, WTC secured the following funding:
 - The SC Promise Program was expanded into the SC Wins Program
 - USDA grants for the Welding labs (\$99,900)
 - LTA High Demand Equipment special allocation by the Legislature (\$127,762)
 - LTA Equipment (\$68,750)
 - Partnership with WCSD CATE Programs
 - TEACH program support (\$10,049)
 - SC Humanities Grant (\$2,522)
 - LTA Workforce scholarships by Legislature (\$144,204)
 - Higher Education Emergency Relief Funds (HEERF) Students (\$294,653) effective 4/24/20 – 4/23/21
 - Higher Education Emergency Relief Fund (HEERF) IHE/Institution (\$294,653) effective 5/15/20 – 5/14/21
 - Higher Education Emergency Relief Fund (HEERF) – Strengthening Institutions Programs (\$28,648) 6/1/20 – 6/1/21
 - Perkins (\$53,423)
 - Perkins Reserve (\$34,650)
 - Apprenticeship Carolina (\$77,500)

Closing Strategy/Summary

WTC successfully addressed its strategy 5.2, to prioritize and allocate resources to College projects and initiatives. In the past year, WTC has made it a priority to change the way they handle the walk into the virtual world. In doing so, they have enhanced classrooms with remote access through Moodle and Zoom virtual platforms. The College has also upgraded hardware to ensure instructors have webcams, students have virtual access to their instructors and provided remote access for IT. The remote access for IT enables IT to connect with students and instructors for tech support, logins and password/username needs. Other efforts for WTC to allocate resources on sustainable projects are the virtual registration portal, new website hosting, online course catalog changes, backed up and upgraded Barracuda and WTC servers. As a result of COVID-19, WTC has placed various methods in place such as social distancing protocols/signs and created/issued a return to work manual. At WTC, we will continue to move forward with the help of our staff, students, neighbors and partners for years to come.