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# Williamsburg Technical College

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2010-2013 Strategic Plan

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Approved by Area Commission 9-13-10

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# Williamsburg Technical College

## College Mission Statement

Williamsburg Technical College, a member of the South Carolina Technical College System, is a public, two-year, associate degree, diploma, and certificate granting institution serving Williamsburg County. The mission of Williamsburg Technical College is to offer quality, affordable, and accessible educational opportunities and experiences that enable students to acquire the knowledge and skills to achieve their goals and to encourage economic development in Williamsburg County. The College offers to residents of Williamsburg County with varying academic skill levels the opportunity for postsecondary vocational, technical, and occupational programs leading directly to employment or maintenance of employment in any of the area's manufacturing firms specializing in textiles, plastics, or metal fabrication. Additionally, Williamsburg Technical College offers postsecondary vocational programs leading directly to employment or maintenance of employment in many of the county's service industries to include cosmetology, nursing, and automotive repair. Associate degree programs are also offered which enable students to gain access through transfer to other postsecondary education. Through curricular programs and extensive continuing education and special programs and in cooperation with business and industry, the College attempts to produce ethical and skilled employees with leadership abilities who are also competent in their fields, capable of adjusting to change, and knowledgeable of current technological advances. Williamsburg Technical College affirms the following values as guides for the institution to fulfill its mission, goals, philosophy, and operational procedures.

The College is committed to:

*Students:* belief in the capacity of individuals to be productive, to grow, and to achieve their highest potential.

*Quality Education:* commitment to high standards for educational programs that enhance the personal, social, and economic potential of the individual.

*Access:* commitment to educational access for all who are eligible and who have the desire and ability to benefit from program offerings.

*Contribution to Community:* recognition of a partnership with and respect for cultural diversity in the community which supports local civic, economic, educational and cultural needs, and enriches the quality of community life.

*Quality Work Environment:* commitment to instructional and organizational development which results in open communication and involvement in planning and decision making in an ethical environment.

*Approved by the WTC Area Commission May 3, 2010.*

## **Williamsburg Technical College Strategic Planning Initiatives 2010-2013**

### **Initiative 1: Provide educational and training programs to support current and anticipated service area work force needs.**

Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.

Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.

Goal 1.3: Increase participation of high school students in the dual enrollment program.

### **Initiative 2: Provide continuous quality improvement to the educational and administrative processes.**

Goal 2.1: Prioritize and sustain campus-wide quality improvement processes.

Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.

### **Initiative 3: Effectively integrate and utilize information technology systems.**

Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.

Goal 3.2: Utilize information as a tool for strategic and operational decision-making.

Goal 3.3: Enhance administrative functions of the College.

**Initiative 4: Establish the College as the preeminent educational and economic development resource in the community.**

Goal 4.1: Strengthen relationships with all stakeholders.

Goal 4.2: Enhance the physical and virtual appearance of the College.

Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.

Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability.

**Initiative 5: Identify solutions necessary to improve College sustainability.**

Goal 5.1: Identify and pursue alternative resources and funding opportunities in support of institutional and work force needs.

Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.