



# **STRATEGIC PLAN**

## **2011-2014**

Approved by WTC Area Commission on September 12, 2011.

## **Williamsburg Technical 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.

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**Williamsburg Technical College**  
**Purpose 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.

**Williamsburg Technical College  
Strategic Planning Initiatives 2011-2014**

**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: Invest in employee development and growth.

Goal 2.3: Provide excellent service to students and stakeholders by continually improving processes.

**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 educational opportunities by providing instruction through distance learning.

**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: Promote the College's contributions to the community.

**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 workforce needs.

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