



**STRATEGIC PLAN  
2009-2012**

## Strategic Planning Initiatives 2011-2014

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### **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 workforce needs.

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

*Approved by WTC Area Commission on October 10, 2009.*