



## **STRATEGIC PLAN 2015-2018**

## Mission Statement

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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 fulfil 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.

*WTC Area Commission approved May 3, 2010, reaffirmed August 5, 2013. Commission on Higher Education approved January 3, 2014.*

## Purpose Statement

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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.

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

## Vision Statement

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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.

*Approved by WTC Area Commission September 13, 2010.*

## Strategic Planning Initiatives 2015-2018

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

**Goal 1.1:** Increase and sustain enrollment to a minimum of 1,001 headcount.

**Goal 1.2:** Increase student retention rates.

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

**Goal 1.4:** Increase participation in Workforce Development and community education.

### **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 personal and professional employee development and growth.

**Goal 2.3:** Provide quality service to students and stakeholders by continually improving processes based on data-driven decision making.

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

**Goal 3.1:** Utilize technology as a means of enhancing communication both internally and externally.

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

**Goal 3.3:** Continuously expand educational opportunities by providing instruction through distance learning.

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

**Goal 4.1:** Strengthen relationships with all internal and external stakeholders.

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

**Goal 4.3:** Market the institution to the community.

### **Initiative 5: Pursue alternative fiscal resources necessary to enhance College sustainability and growth.**

**Goal 5.1:** Identify and pursue viable alternative resources and funding.

**Goal 5.2:** Prioritize and allocate resources to College projects and initiatives.

