

Strategic Vision

Setting the Course for Our Future



Washington State
COMMUNITY COLLEGE

A note from the President to all WSCC Faculty and Staff:

The Strategic Vision for WSCC provides the primary direction of the college and serves as a foundation for our future development. The mission allows us to focus on our core function, the vision helps us stretch to improve, the values give guidance on how to live professionally, and the areas of focus clarifies how we should be spending our personal energies and fiscal resources.

This one page document is intended to be easy to read, understand, and adopt as we continue to serve the educational needs of Washington and Morgan Counties, and as we focus on the success of our students.

With this Strategic Vision I am looking forward to a successful 2014 – 2015 academic year.

Bradley J. Ebersole, Ph.D.
President

Values:

In creating an environment of trust and respect for faculty, staff, and students, the WSCC community strives to live by a set of values to be practiced each day and in each encounter.

Respect – To acknowledge the humanity of all individuals through compassionate action.

Ethics – To demonstrate honesty, integrity, responsibility, and accountability.

Inspiration – To provide an atmosphere that encourages our campus community to develop, grow, and succeed as lifelong learners.

Inclusion – To provide an atmosphere that fosters respect and acknowledges, explores, and embraces the diversity and uniqueness of all regional and global cultures.

Success – To enable all students, faculty, and staff to be successful academically, personally, and professionally.

Excellence – To reach our maximum potential as a community college through continuous improvement, institutional growth, excellence in teaching, and community engagement.

Teamwork – To foster a culture of collaboration within the campus community that supports our mission, our students, our employees, and the surrounding area.

Stewardship – To be responsible stewards of college resources: human, fiscal, natural, physical, and virtual.



Mission, Vision & Values

Mission:

Washington State Community College responds to the education and workforce needs of our community by providing dynamic and affordable associate degree and certificate programs in an atmosphere that promotes student success.

Vision:

Our vision is to inspire and facilitate individual excellence and success.

2014-2015 Strategic Vision



Areas of Focus

Strategic Priority #1

Teaching and Learning

WSCC strives to create a learning-focused community. We will accomplish this by promoting active and engaged learning in order to enhance student learning outcomes, encourage persistence, promote retention, and increase completion rates. This goal will be supported by enhancing learning environments and recognizing excellent and innovative teaching.

Strategic Priority #2

Student Success

WSCC will provide an affordable student-centered environment that empowers students to identify and fulfill their educational and career goals within a timeframe that meets their needs and improves their lives.

Strategic Priority #3

College of First Choice for High School Graduates

In order to increase the number of students at WSCC, we must become the college that students plan to attend, inasmuch as we offer both technical and transfer degrees. We must share our message of outstanding quality so that students, parents, and guidance counselors recognize the benefits of a WSCC education: excellence, affordability, and academic and professional success. To that end, we must develop a recruitment strategy that attracts traditional students, illuminates the benefits of a WSCC education, and provides incentives such as scholarships for students to attend.

Strategic Priority #4

Engage and Serve Adult Learners

To grow WSCC and our enrollment, we need to explore new ways to recruit and serve non-traditional students within and beyond our geographic service area. We must explore ways to encourage this sector of students to attend college while also being mindful of their unique motivations and challenges: job/family commitments, finances, and self-confidence. Our adult-tailored approach should focus on e-learning and evening classes that lend themselves to adult learners' schedules, and our advising strategies must focus on helping them clearly define their educational/employment goals.

Strategic Priority #5

Community and Economic Development

WSCC will provide responsive and innovative programs which support the economic, workforce, and cultural development of the community. We will also continue to enhance and develop partnerships with businesses, industries, public agencies, and other educational institutions that improve the quality of life in our region.

