

2015-2016



Strategic Vision

Setting the Course for our Future

A note from the President to the WSCC Community:

The Strategic Vision for WSCC provides direction and focus for the college, and serves as a foundation for future development. The vision articulates the **why**, the mission expresses **how**, and the strategic priorities are **what** we do.

This document is intended to be easy to read yet comprehensive as we continue to serve the education and workforce needs of the region, all within the context of student success.

With this Strategic Vision, I am looking forward to a successful and exciting 2015-2016 academic year.



Bradley J. Ebersole, Ph.D.
President



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.

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.

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.

Focused Initiatives

1. Integrate soft skills education into curriculum (i.e. 21st Century Skills)
2. Focus on part-time student success
3. Identify best teaching practices and increase use of these practices across programs
4. Identify developmental advising “pathways”
5. Research/Implement software for advising and registration
6. Build certifications in all programs
7. Increase internships & practicums
8. Adjust programs to 65 credits



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.



Focused Initiatives

1. Revise audit sheets to enhance structured pathways
2. Create new pathway for developmental math & English
3. Identify ways to enhance financial literacy
4. Provide additional computer access
5. Publish open lab schedule
6. Review early alert system and make recommendations

Strategic Priority #3



College of First Choice

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.

Focused Initiatives

1. Strengthen dual enrollment partnerships
2. Create additional pathways for transfer & promote transfer options
3. Expose more students to first choice with help of local business
4. Develop relationships among the schools with strategic plan
5. Promote affordability
6. Increase awareness of college and WSCC early in K-12 experience



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.

Focused Initiatives

1. Find and engage agencies to inform ages 25+ what is available
2. Support military students
3. Enhance awareness of job opportunities and how WSCC will help adults attain them
4. Partner with local adult career center



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.

Focused Initiatives

1. Promote and train in the soft skills
2. Identify and respond to local needs of employers with vacancies
3. Define non-credit policy
4. Continue work with four-year colleges to build pathways & transfer
5. Confirm WSCC programs are a good fit with needs