

**2016-2017
Strategic Vision**

W S C C
YEARS
45
1971 - 2016

Setting the Course for our Future

"We inspire and facilitate individual excellence and success."

Mission, Vision & Values

Mission:

WSCC serves 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:

We 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.

Strategic Priorities

Strategic Priority #1



Student Success

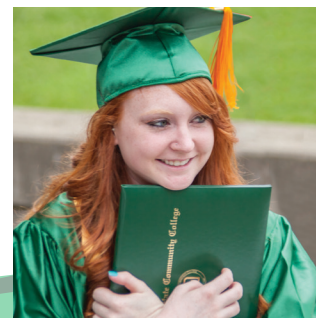
WSCC provides an affordable, student-centered environment that empowers students to identify and fulfill their educational and career goals within a timeframe that meets their needs and improves their lives.



Goal: Increase the graduation rate by 3%

Focused Initiatives

- Implement advising software to enhance structured pathways
- Establish a structured, standards-based procedure for advisor training
- Create new pathway for developmental math & English
- Integrate a system to automatically search institutional data for eligible graduates
- Adopt career assessment tools for integration in the advising process



Strategic Priority #2



Teaching and Learning

WSCC creates a learning-focused community. We 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 is supported by enhancing learning environments and recognizing excellent and innovative teaching.

Goal: Increase course completion by 3%

Focused Initiatives

- Integrate soft skills education into curriculum (i.e. 21st Century Skills)
- Assess part-time student success
- Develop co-requisite developmental education courses in math and English
- Increase internships & practicums
- Identify the five best practices for learning in the classroom



Strategic Priority #3



Building Enrollment

Identify enrollment challenges and implement strategies for stabilizing and growing student numbers.

Goal: Achieve 2% enrollment beyond budget goal.

Focused Initiatives

- Identify marketing and branding strategies that enhance WSCC image and presence within the community
- Focus on recruitment of veterans
- Increase scholarship applications and recipients
- Grow online learning opportunities
- Increase and promote articulation agreements



Strategic Priority #4



Being the College of First Choice

Increase the number of students from district high schools who choose to attend WSCC upon graduation or while in high school.

Goal: Increase enrollment of high school students by 5% and share of high school graduates by 3%.

Focused Initiatives

- Strengthen College Credit Plus partnerships and enrollment
- Create additional pathways for transfer & promote transfer options
- Establish an image that promotes WSCC affordability, accessibility, and quality
- Increase a presence on WSCC campus of K-12 students



Strategic Priority #5



Building Community

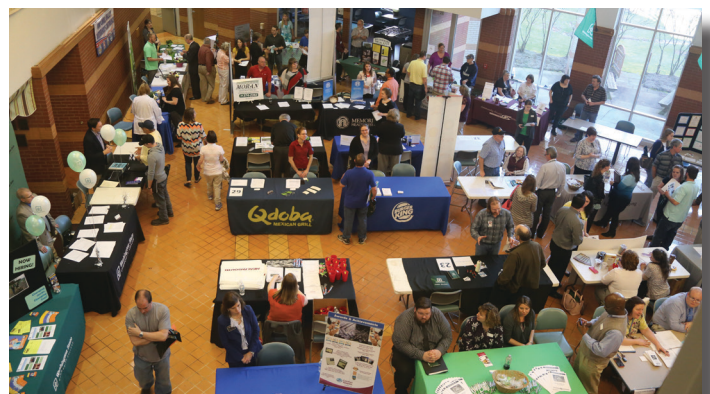
Promoting WSCC as a resource for the region.

Goal: Increase community presence on campus by 10%.

Focused Initiatives

- Identify and respond to education and workforce training needs of the MOV region
- Work with four-year colleges to build partnerships
- Confirm WSCC programs are aligned with the employment needs of the community

- Develop meaningful and positive opportunities for alumni engagement with current and graduating students
- Develop the framework for establishing a health and wellness building with community partners

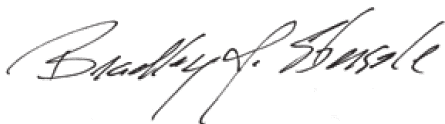


A note from the President to the WSCC Community

The Strategic Vision for WSCC is the culmination of the Campus Master Plan approved by the Board of Trustees, community surveys, discussion in staff meetings, the work involved in the annual budget and planning process, and a faculty and staff retreat. It provides the direction and focus for the college as we move into the future.

The Vision articulates the **WHY**, the mission expresses **HOW**, and the strategic priorities are **WHAT** we do. This document is easy to reference yet comprehensive as we serve the education and workforce needs of the region, all within the context of student success.

This Strategic Vision sets the framework for a successful and exciting 2016-2017 academic year.



Bradley J. Ebersole, Ph.D.
President



WSCC
YEARS 45
1971-2016



2020 STRATEGIC VISION

Looking to the Future

The long-term perspective for achieving the mission of WSCC includes image building, aligning programs with in-demand jobs, increasing measurable student success, building on full accreditation, and increasing community presence.

MISSION:

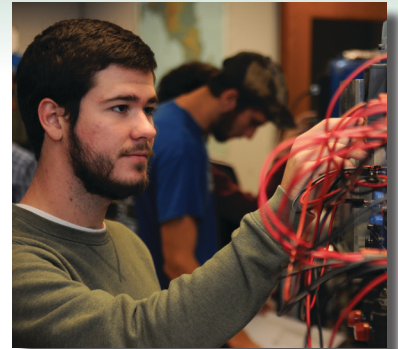
Washington State Community College serves the education and workforce needs of our community by providing dynamic and affordable associate degree and certificate programs, in an atmosphere that promotes student success.

Building Identity – Establish a brand and improved name recognition for WSCC so that 80% of the community can accurately articulate our mission.



Program Alignment with Workforce

Needs – Ensure that 80% of WSCC programs are aligned with in-demand jobs.



Student Persistence – Achieve Fall to Fall retention rate of 60%, and Fall to Spring retention rate of 80%.

Completion – Achieve a 3-year graduation rate of 30% and a 6-year graduation rate of 60%.

Accreditation – Maintain full and complete accreditation through 2026.

Building Community – Increase community participation on campus by 50% and, establish the WSCC Foundation at \$5,000,000 with alumni participation of 5,000 individual contributions.