



Strategic Initiatives

2009 - 2012



Western Iowa Tech
Community College

*“I can’t change the direction of the wind,
but I can adjust my sails to always reach
my destination.”*

Jimmy Dean





The 2009-2012 Strategic Initiatives were developed and approved by the College Board of Directors on December 8, 2008. This set of strategic initiatives is designed to best position the College for the future and to meet the mission of providing quality education and economically enhancing the communities we serve. Hence, a set of strategic initiatives that revolves around expanding quality student learning opportunities, through a quality curriculum, with a customer focused and energetic student life climate will provide a foundation for the long-term viability and sustainability of the College. By achieving these five initiatives, the College will be able to provide new and innovative directions in curriculum and delivery systems, and will strengthen and expand our partnership alliances throughout the region.

The 2009-2012 Strategic Initiatives outline the direction and measurement targets for the next three years. From these initiatives, the College management team will work with all staff to create an operational plan for the next 18 months which will outline the objectives and activities to ultimately achieve our goals. Through the combination of these two documents, a road map will be developed, which will lead the College into a strong and vibrant future.

*Robert E. Dunker
President*



 **Develop curriculum pathways which promote quality and blend credit and non-credit as desired by the customer.**

Measurement Target: Develop five pathways per year.

 **Expand and enhance the modular curriculum design process (RLO's) that allows for the teaching of credit and non-credit curriculum in a blended format.**

Measurement Target: Create 100 new RLO's each year and file in an area that makes them available for both credit and non-credit programs.

Create a customer-focused campus community and an energetic student life climate.

 **Create a climate where exceptional customer service is provided.**

Measurement Target: Review/revise and improve five college processes per year.

 **Create an environment that provides students with their desired college experience while preparing them for their future.**

Measurement Target: Create five new student life initiatives per year.

 **Create a climate where students' and employees' needs are understood.**

Measurement Target: Develop two new communication tools per year that will allow students and employees a voice to the College.



Develop symbiotic relationships with business and industry.

Measurement Target: Develop partnerships with two businesses per year that will strengthen both the business and the College.



Strengthen the College’s relationship with the diverse demographic and cultural communities in our service area.

Measurement Target: Achieve a student and employee population that mirrors the diversity of our communities.



Strengthen the alliances between credit, non-credit, lifelong learning, ESL, and adult basic education.

Measurement Target: Develop two new initiatives per year that will foster the alliance between two or more of these programs.

Design innovative curriculum delivery systems and associated services which enhance teaching and learning.



Develop a system that will embrace all current teaching and delivery methodologies and prepare the College to be an early adopter of new innovative delivery methods and techniques.

Measurement Target: Implement one new delivery system per year. 3D classroom presentation hardware and curriculum content will be the first.



Develop systems that allow students/ customers access to college services in ways most convenient to them (face-to-face, 1-800, www) at any time.

Measurement Target: Implement one major system per year such as direct online registration and payment, and integrated point of sale with all Datatel functions.

Mission

As a comprehensive community college, our mission is to provide quality education and to economically enhance the communities we serve.

Values and Guiding Principles



- **Student Learning.** We value the personal, intellectual and occupational growth of our students.
- **Quality.** We are committed to quality instruction and services to maximize student success and employer satisfaction.
- **Access.** We provide access to the College by addressing student needs related to time, location and cost.
- **Diversity.** We respect individual differences and strive to meet the needs in our diverse communities.
- **Lifelong Learning.** We promote lifelong learning for personal and professional development.
- **Academic Freedom.** We are dedicated to the free exchange of ideas and information which promotes our growth as an educational institution.
- **Shared Governance.** We believe in shared governance and encourage our employees and students to contribute the development of the College.
- **Efficiency and Effectiveness.** We are committed to continuous improvement and fiscal responsibility within our educational programs and College services.
- **Dedication.** We value a workplace which promotes mutual respect and cooperation between the College and the employees.
- **Professional Integrity.** We are committed to the high standards of ethics and integrity in our relationships, our professional activities and the performance of our duties.

Western Iowa Tech Community College Strategic Initiatives 2009-2012

Expand quality student learning opportunities

 **Develop quality programs that meet emerging needs of the region.**

Measurement Target: Develop and implement two new programs per year starting with Video Game Design and Wind Energy Technology.

 **Develop new programs that achieve industry certification and/or academic credentials.**

Measurement Target: Develop and implement one new program per year.

 **Develop new programs that fill vertical market needs.**

Measurement Target: Develop and implement one new program per year.

Create a culture of long-term sustainability for the College.

 **Grow the College enrollments and customer base.**

Measurement Target: Grow the College enrollments by 6 percent each year, with a goal of 8,000 students and 80,000 credit hours in eight years.

 **Help to strengthen the economic climate in all of the communities served by the College.**

Measurement Target: Be a key partner to one economic/workforce development project in each of our service counties per year.

 **Create the physical and technological infrastructure to support a growing and diverse student population.**

Measurement Target: Remodel and expand the Overlook cafeteria and dining room, build the new Student Health and Wellness Center and maintain technological leadership through an enhanced portal and learning management systems.

 **Expand the College's "Green" agenda and reduce the carbon footprint of the College**

Measurement Target: Reduce the College's carbon footprint by 5 percent per year.

 **Expand the private contributions to the College to enhance and support student opportunities and College infrastructure.**

Measurement Target: Grow contributions to the College Foundation by 5 percent each year.

 **Strengthen the alliances with federal, state and local governments to create a revenue stream that will appropriately support the long-term needs of our students and the College.**

Measurement Target: Meet with all elected officials at least three times per year and make at least 12 trips to Des Moines and three trips to Washington each year, to promote the community college agendas.

Strengthen and expand partnership alliances both internally and externally.

 **Strengthen and expand the partnership with the K-12 system.**

Measurement Target: Develop five new career pathway models, academies, or Tech Prep partnerships that will enable the smooth transition from "College Now" to degree competition.