

January 3, 2018
To: Terry Murrell
From: Steve Warnstadt

Re: Western Iowa Tech Community College Strategic Initiatives for 2018-2020

Background:

In June 2018, I was asked to facilitate the development of the College's new Strategic Plan. The College's strategic planning process involved the creation of a Strategic Planning Council with representation from, Executive Council, middle management and faculty.

The Strategic Planning Council and I gathered input from students, staff, Board Members, and the community through surveys and open meetings. The Strategic Planning Council met to analyze the data, demographic, workforce and student enrollment trends to determine areas of strength and opportunities for the College. We then used several tools to break all the data down to the most important issues for the College to focus on in the next two and half years.

Strategic Initiatives: The two strategic initiatives and 7 goals to reach those initiatives make up the proposed Strategic Plan for January 9, 2018 – June 30, 2020 presented below. Strategies for achieving these goals will be developed by administration.

We will enhance the connections between our learners, our communities and their college by:

(*LEARNER EXPERIENCE*) Fostering a personalized learner experience that promotes access, engagement and success through collaboration within and across departments.

- (*COMMUNITY CONNECTIONS*) Anticipating and responding to the changing educational and workforce needs of our communities.

LEARNER EXPERIENCE Goals:

- Increase credit hours each year (credit and non-credit).
- Increase success (completion and transfer) rate to the state average by Spring 2021.
- Conduct at least 70 learner interviews each year to create a personalized learner experience.

COMMUNITY CONNECTIONS Goals:

- Conduct outreach events in our community.
- Increase the interactions between business and our learners.
- Lead the state in increased completer job placement and wage gain by Spring 2021.

Recommendation: The administrative recommendation is that the Board approve the Strategic Initiatives for 2018-2020.

**WITCC Board of Directors approved the Strategic Initiatives, January 2018..