Our Strategic Plan 2014-2017: Six Main Goals

**Goal 1: Student Recruitment**
Develop and implement a Recruitment Plan to raise participation rates of students.

**Goal 2: Student Success**
Review, modify, and implement college-wide processes and procedures to raise retention and graduation rates.

**Goal 3: Student Learning**
To launch a long-term effort at engaging students and faculty members in the creation of the type of vital learning enterprise that students and staff members deserve.

**Goal 4: High School Partnerships**
Work closely with school districts in creating clear academic pathways, preparing students for the rigor of college, and helping students achieve their career goals.

**Goal 5: Workforce Readiness**
Enhance and align college resources/programming to the demands of regional workforce shortages and training needs.

**Goal 6: Resource Development**
Strengthen and restructure fundraising activity to exponentially increase return on investment and ability to support the college and its students.
Goal 1: Student Recruitment
Develop and implement a Student Recruitment Enhancement Plan to raise participation rates of students.

Chairs: Sue Yowell and Gretchen Foster.

Team members: Sheila Johns, Paula Abbott, Ellen Dillon, Garry Alkire, Terry Gaalswyk, and Todd Holcomb.

- Develop and implement a comprehensive recruitment plan to increase awareness, participation and knowledge of WNCC Transfer Education and Technical Trades Programs for traditional age and under-represented populations.
- Review, implement and assess technology solutions in alignment with enrollment strategies and initiatives.
- Develop and implement a series of financial aid initiatives to increase enrollment and motivate students to persist to completion.
- Develop consistent and reliable database and reports for driving institutional decisions on recruitment.
- Develop and implement an awareness plan to increase knowledge of the importance of college preparation and attendance for middle school and elementary school students.
Goal 2: Student Success
Review, modify, and implement college-wide processes and procedures to raise retention and graduation rates.

Chairs: Sue Yowell and Terry Gaalswyk.
Team members: Molly Bonuchi, Robyn Iossi, Amy Wisniewski, Robyn Hayhurst, Ce Merrigan, Hallie Feil, Sheila Johns, Garry Alkire, Michael Houdyshell, Roger Hovey, Jeff Summitt, and Norman Coley.

- Fully develop, implement, assess, and refine the Student Success Advising model.
- Review, deploy, and assess technology solutions in alignment with Student Success initiatives.
- Create and launch new college readiness/success course (for entering students).
- Refine and streamline academic pathways.
- Improve the social integration of students into the college’s communities.
- Improve the academic integration of students into the college’s programs and departments.
- Implement processes and procedures whereby student correspondence is disseminated through WNCC-assigned email accounts or the portal, and to create a culture of awareness and expectation among students that important WNCC correspondence and messages will be transmitted through those channels.
- Establish data protocols and systems which enable critical analysis of the college’s retention and persistence efforts.
- Create and maintain an accessible physical, learning, and electronic environment.
Goal 3: Student Learning
To launch a long-term effort at engaging students and faculty members in the creation of the type of vital learning enterprise students and staff members deserve.

Chair: Terry Gaalswyk

Team members: Aletia Norwood, Amy Wisniewski, Dave Nash, Ellen Dillon, Hallie Feil, Jason Stratman, Jennifer Pedersen, Jim Schmucker, Laurie Alkire, Maria Winn-Ratliff, Melaney Thomas, Peg Wolff, and Tom Robinson.

- Refine aspects of curricular design through professional development and the adoption of best practices in class structure.
- Improve student accountability, persistence, and educational success by adopting best practices as outlined by a nationally-recognized program.
- Implement and test course combinations which allow students to progress more rapidly through foundations-level coursework as well as sequential class offerings.
- Increase online learning effectiveness by developing and disseminating expertise in utilizing the learning management system used by WNCC (Blackboard).
- Expand service-learning opportunities for students who contribute to communities while reinforcing subject-area concepts and experiencing personal growth.
- Expand career internship opportunities for students.
- Create more study abroad opportunities for students.
Goal 4: Enhancing High School Partnerships
Work closely with school districts in creating clear academic pathways, preparing students for the rigor of college, and helping students achieve their career goals.

Chair: Terry Gaalswyk

Team members: Aletia Norwood, Amy Wisniewski, Dave Nash, Ellen Dillon, Hallie Feil, Jason Stratman, Jennifer Pedersen, Jim Schmucker, Laurie Alkire, Maria Winn-Ratliff, Melaney Thomas, Peg Wolff, and Tom Robinson.

• Complete a series of Plus-One Pathways and distribute to high school officials and students.
• Create a website/webpage link specific to CollegeNOW!
• Connect college credit opportunities with career academies at service area high schools.
• Develop and implement a series of incentive scholarships for high school students and graduates.
• Furnish fourth-year math to district high school students.
• Increase interaction between supervisory college personnel and adjunct instructors.
• Establish opportunities for content experts to visit high school classes.
• Provide orientation and informative materials to concurrent enrollment students and increase awareness of opportunities at WNCC.
• Develop a plan for instructor development using educational support to school teachers.
• Increase perception of the value of dual-credit courses by ensuring course equivalency.
Goal 5: Workforce Readiness
Enhance and align college resources/programming to the demands of regional workforce shortages and training needs.

Chair: Jason Stratman

Team members: Aletia Norwood, Doug Mader, Melanie Thomas, Linda Mattern-Ritts, Dean Rindels, Michael Houdyshell, and Paula Abbott.

• Develop physical assets in alignment with workforce training needs.
• Develop mobile learning capabilities and enhance business services.
• Generate a high volume of grant awards specific to business and job development.
• Invest in human capital to assure quality delivery of services.
• Create a Workforce Guarantee for WNCC’s Technical Trades programs.
Goal 6: Resource Development
Strengthen and restructure fundraising activity to exponentially increase return on investment and ability to support the college and its students.

**Chairs:** Jennifer Rogers

**Members:** Kristin Wiebe, Tina Dueker, Mindee Randall, Todd Holcomb, and Foundation Board of Directors

- Create infrastructure and support services to provide timely and effective donor relations and stewardship.
- Develop and align program support and student scholarships with the needs, interests, and priorities of WNCC and our donors.
- Design and implement board recruitment practices and a committee structure that attracts, develops, and employs outstanding volunteer talent that aligns with the achievement of strategic plan goals and strategies.
- Maintain an accurate and updated alumni database, engage all alumni in WNCC opportunities through targeted (affinity-based) contacts, develop and maintain lifelong relationships with alumni, and formalize the structure and governance of the association.
- Embark and implement a multi-year, multi-faceted comprehensive major gifts campaign.
WNCC assure learning opportunities for all – enriching lives, invigorating communities, creating futures