Workforce Education-Trades 5year plan (2014-19)

**Vision Statement:** Walla Walla Community College will be the catalyst that transforms our students' lives and the communities we serve.

**Mission Statement:** Walla Walla Community College inspires all students to discover their potential and achieve their goals by providing relevant, equitable, and innovative learning opportunities and services.

**Planning Goals**

**Goal One:** Expand articulation agreements within our local service district and statewide in Professional Technical dual credit areas to develop clear and quality pathways for our students. Work closely with the SEA-TECH Skills Center and the Deans to increase articulations and work with the SEA-TECH Skills Center for collaborative space usage.

- Dual Credit Coordinator-Prof. Tech., will continue to meet with local school districts and Skills Centers to increase articulations with WWCC.
- Work with the Dual Credit-Prof.Tech. Advisory Board to establish a fee for participating schools that articulate courses with WWCC for Dual Credit.
- Work with Deans and faculty to increase the number of courses that will be articulated.
- Bring counselors, CTE directors, industry representatives and students to campus to highlight our vocational programs.

**Goal Two:** Support faculty Professional Development in various teaching modalities, content knowledge, training workshops/seminars and back to industry opportunities to keep our curriculum relevant and effective for job placements.

- Provide funding for professional development travel for industry sponsored workshops/conferences for faculty.
- Continue to support faculty in seeking out and participating in professional development opportunities whether it is internally or externally.
- Encourage and support faculty professional development in the use of technology and different teaching modalities.
Goal Three: Continue to seek out grant opportunities which support the growth initiatives of the workforce programs at WWCC and develop partnerships which enhance our educational opportunities for our students and faculty.

- Work with the State Board of Community and Technical Colleges on new grants that become available to our system.
- Partner/collaborate with other Community and Technical Colleges on state or federal grants that offer increased funding and opportunities for our programs.

Goal Four: Continue to explore new and innovative ways to provide workforce training on and off campus.

- Look at untapped areas for potential students and training opportunities (i.e. local businesses/industry sector)
- Partner with a local business on a Job Skill Program grant for skills enhancement

Goal Five: Engage the Latino community to increase access, retention and completion at WWCC.

- Do more outreach to the Latino community to make them aware of our programs and that they are welcomed at WWCC.
- Create an event on campus to welcome the Latino community as well as traditionally underrepresented populations to promote WWCC and our programs. Additionally have staff and administration from each department present to answer questions and interact with them.
- Create more marketing materials in Spanish and advertise/promote on local Spanish newspapers and radio stations.

Marketing Plan 2014-19

The goal of marketing of Unit C will be twofold: to increase enrollment and to increase community awareness of the educational opportunities in Workforce Education at WWCC. In order to achieve this goal, messaging, advertising, and outreach will be necessary.

- Messaging
  - Many factors affect the messages that are sent publicly, however there will be three clearly defined statements developed to coordinate all of our messaging on the following topics:
    - Promote high wage/high demand programs and the linkage with job placement
    - Workforce needs in our Region/new program offerings
    - Latino community and underrepresented populations are welcomed at WWCC
    - Top Community College in the Nation
• **Advertising**
  o Quarterly advertising regarding our three messages will be scheduled with a variety of vendors including, but not limited to:
    ▪ Walla Walla Union Bulletin
    ▪ Tu Decides/La Voz (Spanish newspapers)
    ▪ Local radio stations (Spanish as well) in our service district and Tri-City area
    ▪ Tri-City Herald?
    ▪ Web-internal site, Facebook, Twitter, Snap Chat?
    ▪ Billboards

• **Outreach**
  o An increase in outreach to our area high schools will be necessary to increase recent graduate enrollment. We will continue to participate in high school events such as college fairs and expand outreach to directed messaging, open house opportunities, campus visit programs and high school classroom visits. Much of these activities will be conducted by the Dual Credit Coordinator-Prof. Tech.

  o The Worker Retraining staff will continue to present at the WorkSource orientation meetings for prospective students. The Worker Retraining staff will continue to use multiple avenues in efforts of outreach such as, but not limited to sandwich boards that are moved around town, flyers and radio ads to educate students of funding availability for workforce training.

  o The Perkin’s Director and Dean of Workforce will begin to do more outreach to the Latino community to inform them of our vocational programs at WWCC and encourage the Latino community to come to campus for more information.