
WALLA WALLA COMMUNITY COLLEGE



Do you see what we see?

REPORT TO THE COMMUNITY



Do you see what we see?

A MESSAGE FROM THE PRESIDENT

A world of possibilities. That's the world as we view it from Walla Walla Community College.

We see it in the face of each student we serve—a student population that is increasingly diverse in age, purpose, and ultimate destination, and one that draws from the regions surrounding our campuses at Walla Walla and Clarkston.

From the landscape of this world of possibilities, I'd like to take a few moments to give you an insider's view of WWCC—to help you see what we see, perhaps as you've never seen it before.

We're your school. We belong to all the communities we serve, and play a vital role in their future. Even if you never set foot in a classroom, WWCC will impact your life.

That's the purpose of this *Report to the Community*—to show you how we're working to serve your needs, to maximize your investment and to deserve your trust.

WWCC is flourishing because of our commitment to five key principles—relevance, innovation, outreach, opportunity and partnership. These concepts hold the key to everything we do, and in this piece you will learn how they play out on our campuses.

While our foundation is strong, the next few years won't be without challenges. We are in an economic transition as a nation and region, and I believe the future is being significantly shaped by technological and entrepreneurial innovation—what I call the emerging “creative” or “new” economy. WWCC is

here to help students and businesses shift their thinking, learn to take calculated risks and adapt to the changing environment.

Now, more than ever before, success will depend on education.

Most of the jobs in America require what community colleges like ours offer.¹ Two respected authors said it well in a recent book about our country's economic future: “What business wants, community colleges teach.” They assert that “The market has sent a clear signal to American workers: Education pays. Community colleges work.”² I couldn't agree more, and I see the proof first hand at WWCC every day.

I'm proud of our dedicated faculty and staff and proud of our energetic and scholarly students, and I feel privileged to lead this institution. Undoubtedly, the future will bring enormous opportunities. But, I'm confident that WWCC is poised to meet those challenges, and that by working together with our communities we can create a bright future.

I want to thank those of you who regularly support our efforts. WWCC is a smart investment with measurable economic and social returns. Indeed, WWCC is creating opportunities for our students and the communities we serve. Remember, this is your college. We're headed to a bright future where the only limit will be our energy, commitment and imagination.

Sincerely,

Steven L. VanAusdle, Ph.D.

President

Walla Walla Community College



¹ *Opportunity, Education and Washington's Economic Future*, (Washington State Board for Community and Technical Colleges, May 2004)

² Bob Davis and David Wessel, *Prosperity: The Coming 20-Year Boom and What It Means to You* (New York: Random House, 1998), p. 166-170.

A Community and Its College

WALLA WALLA COMMUNITY COLLEGE IS THRIVING

Enrollment is nearing or at record levels, and classrooms are filled to capacity. We are expanding programs and embarking on new construction projects and ambitious collaborative initiatives. This is an exciting time at a vibrant educational institution.

So who are we, and why are we here?

Simply put, WWCC is here to promote opportunity, prosperity and lifelong learning within its community and region. To accomplish these goals, we provide:

- Rigorous two-year academic programs that prepare students for transfer to four-year institutions.
- A constantly evolving array of workforce preparation and retraining programs to provide employers with well-prepared employees.
- High school completion and GED courses, English as a Second Language (ESL) instruction and basic literacy skill training, so adults can succeed as breadwinners, citizens and parents.
- Extended learning opportunities that foster professional, cultural and personal enrichment for students of all ages, including avocational offerings, academic education, courses to develop or improve job skills and community service classes.

Beyond the positive impact on the more than 12,000 full- and part-time students who attend classes in a typical year, WWCC benefits our communities in some very tangible, perhaps even unexpected ways:

- **An economic boost**

WWCC spends about 91 percent of its operating budget, or almost \$33 million, in Walla Walla and other nearby counties. It employs 1,281 faculty and staff, paying \$21 million annually in direct wages. Taxpayers see a real money return of 27 percent on their investment in WWCC, and recover their investment in five years.¹ In other words, WWCC is a significant economic partner in this community.

- **Education's social benefit**

For every dollar invested in WWCC, the area sees a corresponding benefit in social savings due to reduced crime, lower health care costs and reduced expenditures on unemployment and welfare—saving Washington taxpayers close to \$8.1 million per year.²

- **Increased earning potential**

For every dollar a student invests in WWCC, he or she will receive a cumulative \$6.59 in higher future earnings over the next 30 years. That's a 25 percent annual return on investment of time and money.³

Numbers like these reveal a simple truth: This is an exciting place to learn, an exciting place to work and an institution of value to our communities and our state. Through relevance, innovation, outreach, partnerships and by providing opportunities for student success, WWCC is working—now and for the future.

^{1,2,3} M. Henry Robison and Kjell A. Christophersen, *The Socioeconomic Benefits Generated by Walla Walla Community College*, Executive Summary (State of Washington, June 2005)



Our Mission and Goals

Our vision is for Walla Walla Community College to be one of the most innovative, professional and successful service-oriented, rural community colleges in the United States based on its performance in meeting student needs and public expectations.

Walla Walla Community College's mission is to inspire students to discover their potential and to achieve goals by providing diverse and challenging learning opportunities.

To accomplish this, we will strive to:

- Encourage and support life-long learning
- Prepare students for transfer to four-year institutions
- Prepare students for the 21st century workforce
- Strengthen basic skills of students
- Serve as a leading partner in strengthening communities

Our process goals are to:

- Embrace relevant technologies
- Provide services that support student learning
- Hire, develop and retain highly qualified personnel
- Value and promote diversity and multiculturalism
- Collaborate with public and private partners
- Acquire and maintain high-quality facilities
- Pursue additional sources of funding



WWCC-at-a-Glance*

Date established 1967

Accreditation Northwest Commission on
Colleges and Universities

Total enrollment 12,378

Annual budget \$27.5 million

Funding from state 43 percent

Faculty and staff 1,281

Campuses Walla Walla, Wash., Clarkston, Wash.

Median age of students 28.9

Gender of students Female—57%, Male—43%

Programs

- **Academic transfer education**
Associate degrees in the arts
and sciences
- **Professional/technical education**
More than 135 associate, certificate or short
course options, including transfer and retrain-
ing opportunities
- **Distance learning** First two years
available through WWCC online, as tele-
courses or interactive TV; also four-year
and master's degrees available through
Washington State University Learning Center
via online, telecourses or interactive TV
- **Extended learning** Allied Health and
Safety Education, Business and Professional
Development, Walla Walla Area Small
Business Center, Community Education,
Lifelong Learning, Evening College, Quest,
Kids College, Kids Computer Camp
- **Transitional studies** Adult Basic Education
(ABE), General Education Diploma (GED),
Pre-College Courses, Occupational Support,
Transición, English as a Second Language
(ESL), Families That Work, Family Literacy
- **High school bridge programs**
Running Start, Tech Prep,
Alternative Education

Financial aid awarded: \$9.9 million**

*Data from 2004-05 school year

**2003-2004 school year

A Distinguished Faculty

Our faculty and staff constantly demonstrate achievement in their chosen fields. Examples of their scholarship and leadership include:

- Books published in areas such as philoso-
phy, math, culinary arts and poetry
- Contributions to encyclopedias, antholo-
gies, professional publications and journals
- Musical compositions performed by local
and regional orchestras
- National awards from professional-
technical associations
- Technological innovations leading to
enhanced productivity
- Local and state service awards from
professional organizations
- Awards received for artistic works in
juried art competitions
- Leadership roles in local, state, regional
and national professional organizations
- Volunteer participation in community
service activities
- Service as advisors to local and state
student organizations
- Participation in international seminars
and travel groups as representatives of
the college and state
- Presentations at state, regional and
national conferences of professional
organizations
- Leadership programs and experiences for
college students and community leaders

Nursing Graduate Finds Big Rewards

Rodrigo Pineda hadn't considered a health care career. Not even for a moment. He was preparing for another very different occupation, and was taking general associate degree courses at WWCC.

A casual conversation with one of his academic advisors changed all that.

She told him about the critical national shortage of health care workers. She told him about the attractive wages and recruitment bonuses. She told him how hospitals were competing for nurses, and how he would be virtually guaranteed a job wherever he went. It was an attractive scenario, enough to convince Rodrigo that nursing could be a career for him.

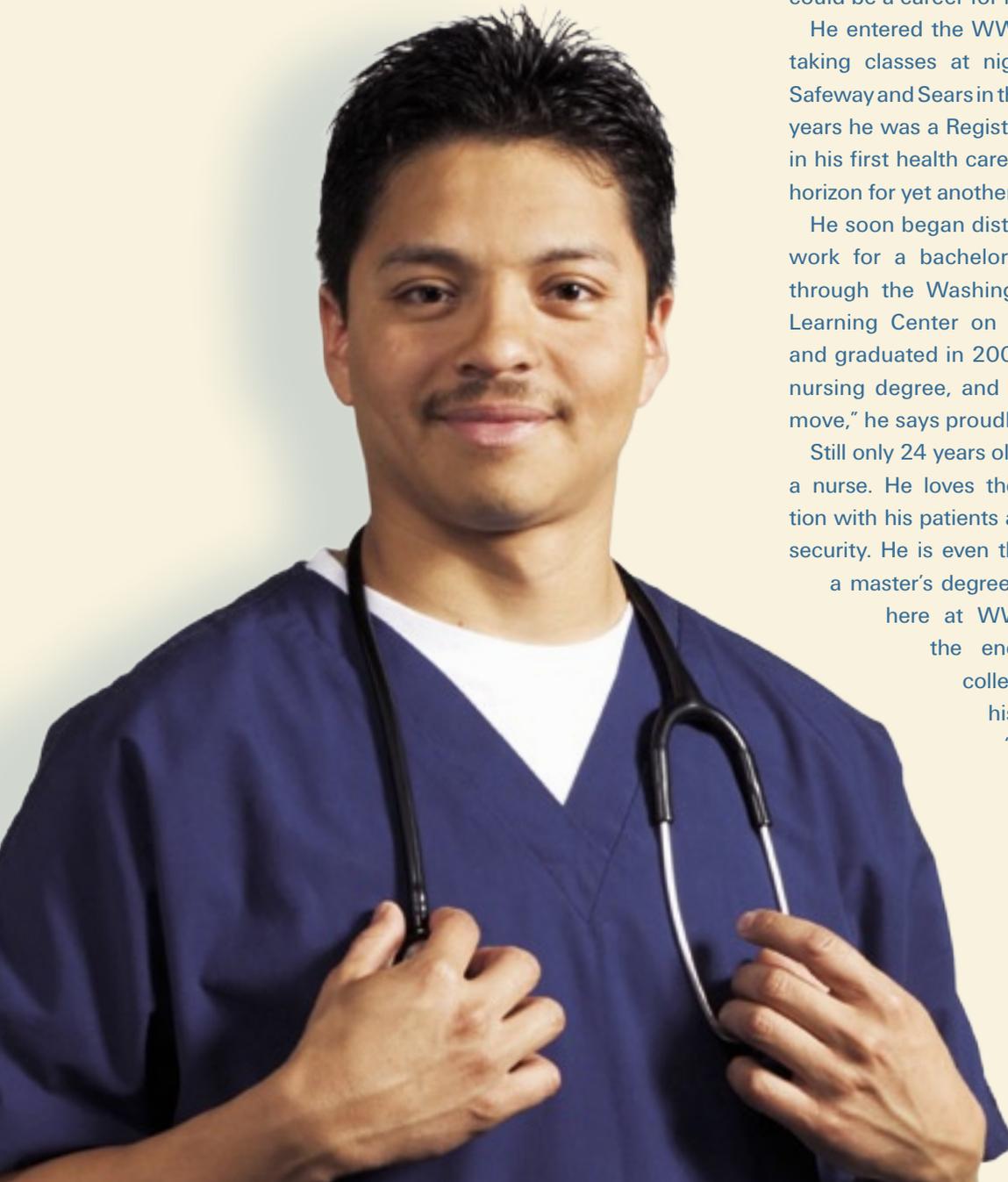
He entered the WWCC nursing program, taking classes at night while working at Safeway and Sears in the daytime. Within two years he was a Registered Nurse, employed in his first health care job and scanning the horizon for yet another challenge.

He soon began distance learning coursework for a bachelor's degree in nursing through the Washington State University Learning Center on the WWCC campus, and graduated in 2004. "I have a four-year nursing degree, and I didn't even have to move," he says proudly.

Still only 24 years old, Rodrigo loves being a nurse. He loves the variety, the interaction with his patients and, of course, the job security. He is even thinking about starting

a master's degree program—again right here at WWCC. He appreciates the enormous support the college gave him through his academic journey.

"The teachers saw my potential and really encouraged me," Rodrigo says. Because of this, his future is bright.



Relevance

Relevance is not about rocket science or lucky guesswork. It's about being tuned into the changing environment, seeing the big picture and being academically responsive to macro job market trends.

Through experience, research and careful planning, Walla Walla Community College has created cutting-edge programs designed to address emerging education and training needs, now and in the future.

- **Maintaining quality academics**
WWCC's reputation for a relevant and high-quality academic product is due in large part to our outstanding faculty, most of whom have earned their advanced degrees from prestigious institutions. By constantly expanding their knowledge and expertise through professional development activities, our faculty are uniquely qualified to prepare students for transfer to four-year institutions or success in a competitive job market.
- **Responding to workplace shortages**
In an effort to help address the health care workforce shortage, WWCC plans to build new health science instructional facilities in both Walla Walla and Clarkston. The 36,000-square-foot, \$8.6 million Health Science/ Performing Arts Center in Walla Walla will add classroom, lab and support space for a projected enrollment of as many as 890 students in nursing and health occupation professions—an increase in capacity of 30 percent. In

Clarkston the new \$2.6 million 8,960-square-foot facility will allow enrollment expansion by 23 percent.

- **Preparing for the future**
WWCC has created four workforce training program clusters—agriculture, health sciences and education, business and computer technologies and related trades and technologies—designed to prepare students for emerging occupations in the new economy of the 21st century. A student interested in a career building or maintaining golf courses, for example, can choose from related courses in turf management, turf equipment repair, golf course management and urban water management.
- **Embracing technology**
Campus-wide and in all programs, from modern computer facilities to laboratories and field equipment, WWCC prepares students for cutting-edge careers by investing in the latest technology. Students involved in water management projects, for instance, become proficient in AutoCad design techniques, use GPS technology to create maps down to sub-centimeter accuracy and are exposed to the latest surveying technology.

WWCC's continued commitment to relevance perhaps explains why over the past decade it has been one of the nation's fastest growing rural community colleges.

Innovation

To survive and thrive in the challenging, ever-changing world of the 21st century, a successful organization must be nimble. Responsive. Quick on its feet. Walla Walla Community College works to foster an entrepreneurial spirit, preparing our students and our communities to compete and flourish in the emerging “creative” or “new” economy.

Our innovative approaches include:

- **Enology and viticulture**

With Walla Walla and Washington state becoming nationally recognized as burgeoning wine regions, WWCC wisely created the Institute for Enology and Viticulture. The academic program and the services it offers to wine grape growers and vintners will continue to pay enormous dividends, both for our students and region.

- **Water and the environment**

As the Walla Walla Valley experiences economic growth, water is becoming a crucial resource. WWCC has made water, environmental and related cultural studies a high academic priority on campus, and actively participates

with many other organizations involved in environmental restoration. In fact, WWCC’s water management program is under contract to offer drought mitigation workshops and will also perform irrigation efficiency studies throughout the state. In addition, the college is now in the process of developing a \$2 million Water and Environmental Center.

- **Faculty in demand**

The spirit of innovation fostered at WWCC is making an impact in academia and is in high demand throughout the nation. Our faculty practice creatively within their disciplines, write influential books, contribute to academic journals and are frequently requested presenters at conferences and colloquiums nationwide.

WWCC is leveraging its resources in these and many other innovative ways, helping our students and communities prepare strategically for a bright future.



Institute Thrives as Wine Industry Explodes

Over the past decade, the Walla Walla wine industry has grown from a handful of small, family-owned wineries to 68 today. To support this rapidly expanding industry, WWCC acted quickly and boldly, creating the Institute for Enology and Viticulture in 2000. The intent was to not only provide state-of-the-art education and training, but to also partner with Washington state wine grape growers and vintners and promote the development of this growing industry.

The enology (study of wine) and viticulture (cultivation of wine grapes) program is a prime example of WWCC's progressive attitude. Beyond recognizing the need for workers with more sophisticated skills in this increasingly technical field, WWCC looked at the bigger regional economic picture. Knowing the average wine tourist spends at least double what other tourists spend at their destinations, the college believed this vibrant new program would also help attract tourism dollars to southeastern Washington.

During the current year, 56 students from around the country and world are enrolled in the program full time, and more than 300 take part-time courses. The centerpiece of the program is a vineyard and full-production teaching winery—the only one of its kind at any two-year college in the United States. Students experience winemaking from vine to bottle, and choose from one-year certificate, two-year associate degree or transfer options.

The program is further enhanced by an on-site partnership with ETS Laboratories of California, one of the most advanced wine analysis companies in the world. Students learn to help gather and interpret data that allows growers and wine makers to make the best decisions possible. The college has also integrated its culinary arts and artistic offerings, bringing wine, food and visual and performing arts together in a truly innovative and marketable combination.

Opportunity

Bridges of opportunity. For students like Bill (story on next page), that's what Walla Walla Community College provides. It can mean the difference between feeling trapped in a low paying job and increasing one's earning potential while tapping into a better life.

WWCC's flexible "learn while you earn" philosophy is the key for many individuals who wish to go to school while working and raising their families.

Andrea Kerr was one of those people. Although she worked full-time, she had heard about the college's distance learning program and thought it would fit her perfectly. She started taking classes online, and with the program's flexibility and her own self-motivation, she graduated from WWCC with her Associate in Arts degree.

Now married with an infant son and working two part-time jobs, Andrea has been pursuing a Bachelor of Arts in Social Sciences degree online through the Washington State University Distance Degree Program, to which her WWCC advisor referred her. She recently graduated and will be continuing distance learning with Master's-level classes.

"There's no way I could have attained my college education without distance learning at WWCC," she says. "It opened the door for me to achieve my goals, and has allowed me to mold my schooling around the many roles I fill."

Accommodating the schedules and conflicting responsibilities of students determined to improve their marketability in the workplace is also the reason many WWCC programs are built as career stepping stones. For example, in just a few weeks students can rapidly gain health care employment through the Certified Nurse

Assistant program, which for many becomes the foundation for advanced CNA training, a two-year nursing degree and eventually a Bachelor of Science in Nursing diploma.

From distance learning to more traditional academic offerings, our goal is to meet the diverse needs of our communities. Achievements like Andrea's are possible because of the numerous pathways to success available from WWCC:

- **Academic transfer education**

By earning Associate in Arts or Science degrees at WWCC, students can satisfy two years of baccalaureate program requirements before transferring to a four-year institution.

- **Professional/technical education**

More than 135 associate, certificate or short course options are available, providing instructional preparation for a wide variety of jobs.

- **Distance learning**

Whether online, in video or DVD telecourses or through real-time teleconference technology, students can earn degrees outside traditional classroom settings. Through the Washington State University Learning Center on the WWCC campus, four-year and master's degrees are also available.

- **Extended learning**

WWCC supplements traditional college offerings with wide-ranging courses under the categories of allied health and safety education, community education and lifelong learning, and business and professional development. Distance learning and evening college options offer flexible

opportunities to pursue extended learning goals along with family or job responsibilities. And, demonstrating that learning is a lifelong process, the Quest program for people 50 and older annually attracts more than 350 people for its classes and activities.

- **Transitional studies**

Programs focused on the basic educational needs of adults offer pathways to occupational success, literacy and citizenship. Adult Basic Education, General Education Diploma and

English as a Second Language are just a few of the options.

- **High school bridge programs**

Through programs like Running Start and Tech Prep, juniors and seniors can receive free college credit before graduating from high school.

By designing programs that are flexible and accessible to the widest possible cross-section of our communities, WWCC creates a world of opportunity and becomes a proud partner in the successes of our students.

Doors Open for Determined Student

Bill Dull knew where he wanted to go. He just didn't know how he was going to get there.

For as long as he could remember, Bill had wanted to be an engineer. As the son of missionary parents, his childhood was spent on the move—including time in India—and he reached college age with only six years of formal schooling.

Bill explored engineering programs at a number of four-year schools, but given his limited educational background, they simply didn't have the curriculum to help him meet entrance requirements.

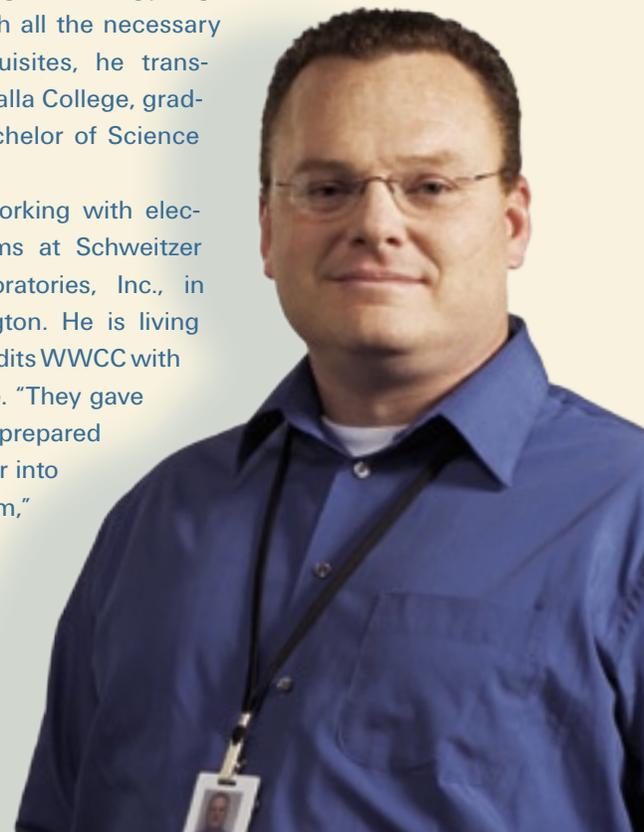
Then he took his dream to Walla Walla Community College, and doors opened.

"The support was fantastic," he says. "They showed me the courses I would need to take, and went out of their way to help me." He fondly recalls the professor who would come in on weekends to open a computer lab, or another who would stay after class to assist him with calculus. "My success is a testament to their willingness

to help," he says gratefully.

With support from faculty and staff, and some hard work, he passed his GED and completed WWCC's Associate in Science in Civil Engineering Technology degree. Finally armed with all the necessary academic prerequisites, he transferred to Walla Walla College, graduating with a Bachelor of Science in Engineering.

Today, Bill is working with electric power systems at Schweitzer Engineering Laboratories, Inc., in Pullman, Washington. He is living his dream, and credits WWCC with making it possible. "They gave me a chance and prepared me well to transfer into a four-year program," he says. "I don't think I would have found that anywhere else."



Outreach

By actively creating wide-ranging off-campus partnerships, Walla Walla Community College extends our impact through outreach for the betterment of our entire region.

- **The Clarkson Center**

More than 1,300 students annually benefit from the comprehensive programs available on our thriving branch campus in Clarkston, Wash. The largest program is nursing, and future plans call for the construction of a health science facility to meet the growing demand.

- **Environmental collaboration**

WWCC is celebrating recent legislative approval of the new Water and Environmental Center, an outreach effort created to encourage collaboration on water management and environmental restoration issues. Our new \$2 million building on the Walla Walla campus will serve as headquarters for diverse stakeholders.

- **Correctional education partnerships**

WWCC continues to provide educational opportunities at the Department of Corrections facilities in Connell, Yakima and Walla Walla. More than 2,800 inmates each year obtain the workforce training and basic skills essential to successful rehabilitation.

- **Customized on-site training**

Responding to very specific employee needs, WWCC customized an on-site training program for Tyson Foods in Wallula, Wash. For many employees, the ESL and GED courses or technical training lead to promotions or a variety of other workplace opportunities. Plant managers report that the program has had a tremendous impact on workforce quality and stability.

As business and industry evolve and become more regional in nature, WWCC will continue to adapt and serve through the development of creative programs like these.





John Deere Collaboration Yields Results

For the John Deere Company, a partnership with Walla Walla Community College made great business sense. A worldwide leader in agricultural and industrial machinery and equipment manufacturing, the company requires an increasing supply of highly-skilled technicians qualified to repair and maintain the world's most sophisticated equipment. WWCC's reputation for excellence in its workforce programs made it a natural choice.

Since 1994, WWCC has nurtured this prestigious relationship, and today offers the only such program in 13 western states—the next closest being in North Dakota. Students are chosen and sponsored by John Deere dealers, and spend seven quarters alternating between instruction on the Walla Walla campus and hands-on training at dealer locations.

The college and company collaborate on program essentials, with WWCC providing experienced faculty and an academic setting, and John Deere supplying educational materials and equipment. With educational access to new and used tractors, combines and other agricultural and industrial technology, students are able to diagnose and repair the sophisticated equipment they are likely to encounter when working in the field.

Graduates emerge from the program ready to hit the ground running, meeting workplace demands as full-time technicians in dealerships throughout the western United States. The John Deere program exemplifies a productive business/academic partnership, and is just one of the reasons WWCC is thriving.

Partnerships

An attitude of teamwork and collaboration forms the centerpiece of everything Walla Walla Community College is and hopes to achieve. From academic and business partnerships, such as with the John Deere Company, to participation as a major player in planning our region's future, WWCC aims to bring people and organizations together as a stronger whole.

Some of our many important partnerships include:

- **Educational alliances**

WWCC partners with public and private high schools and colleges to benefit community members of all ages, backgrounds and goals. One example is the nationally recognized Garrison Night School program, offered in cooperation with Walla Walla Public Schools. More than 300 adults each year participate, with many taking ESL courses or fulfilling GED requirements, necessary milestones for continuing education and increased self-sufficiency.

- **Creative connections**

People throughout the region each year attend the WWCC Foundation Summer Musical, an important cultural gift to Walla Walla area residents and visitors. Through academic offerings and artistic partnerships, the college aims to connect the dots between the performing and visual arts, wine, hospitality, culinary arts and tourism, helping invigorate Walla Walla's growing "creative economy."

- **Business support**

WWCC partners with and supports local business through its Center for Business and Professional Development, the Small Business Development Center and the Partnership for Rural Improvement. Additionally, the Chamber of Commerce and WWCC collaborate on Leadership Walla Walla, a training partnership for community leaders.

- **Program planning and evaluation**

Nearly 300 advisory committee members from throughout the community volunteer to advise the college on needs and trends within their fields, and provide feedback on program effectiveness.

- **Experience through service**

WWCC maintains a wide range of formal relationships with area businesses to provide work experiences for students. Within the nursing program, for instance, more than 50 internship agreements with hospitals, nursing homes and other medical providers allow more than 250 students to perform service to their communities while learning in the Walla Walla and Lewis-Clark Valleys.

Beyond on-campus programs and activities, WWCC looks to constantly facilitate more extensive partnerships, collaborating with community leaders to create opportunities and enhance prosperity for all the citizens in southeastern Washington and neighboring communities in Oregon and Idaho.

Have you seen what we see?

In so many ways, Walla Walla Community College is vital. For many students, we provide the path to greater prosperity and personal fulfillment. For employers and our local economy, we are essential to continued vitality and expanding productivity.

We look forward to the challenges of tomorrow, and our commitment is strong.

We will relentlessly pursue academic and professional relevance in an ever-changing world. We will innovate, designing programs and services with the creativity we seek to inspire in our students. We will offer educational opportunity to all, providing diverse pathways to success, fulfillment and a better life. We will partner with our communities, reaching out to create opportunities and shape the future with collaboration and resolve.

Along the way, as now, we will pause to express appreciation to those who make

our positive contributions possible.

To our staff. Your energy and devotion to the countless needs of our students is legendary, and crucial to everything we do.

To our faculty. You have dedicated your minds, time and professional passions to enhancing the lives of all who enter your classrooms, and our communities are better for your commitment.

To our benefactors. Your support and influence is fundamental to our success, and we are inspired by your loyalty and trust.

To all who believe in the life-changing value of high-quality education and training, we offer our thanks for the critical role you have played, and will continue to play, in the future of this college.

Walla Walla Community College is yours. It's ours. We are making a very real difference together, and the future is bright.

YOU CAN BE PART OF THE LEGACY

To help ensure a bright future for the college, send your contribution to:

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