STRATEGIC PLAN

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Introduction

In 2013, the college community embarked on a journey to look beyond just the next few years and envision the college 20 years into the future. Recognition of the value of technical education and the critical role of technical colleges has increased significantly in the past 20 years; however, it is still viewed as "less than"... and is not recognized as an equal but different player in the post-secondary education world.

The 21st century has been characterized as "knowledge-based," and post-secondary education is key to advancement. But it is the application of knowledge that helps our society evolve and provides solutions to our most pressing issues.

Technical colleges specialize in real-world application. Critical thinking and problem-solving skills are developed through the application of knowledge in specific fields. The work of Anthony P. Carnevale at Georgetown University Center on Education and the Workforce, as well as others, confirms the need for skilled workers and technicians. These individuals play a key role in our future and in achieving economic success. Our challenge continues to be communicating this reality to the general public.

This Strategic Plan introduces a new vision for the college--where we hope the college to be in 20 years--and identifies the major trends we must address to achieve this vision.

This document provides a framework for the future and will drive the development of the annual Business Plan to ensure we stay on track to seeing our vision become reality.

This document would not have been possible without the active involvement of college staff across all departments, college board members, and employer partners who were involved in the revision of our vision, mission, and guiding principles, identification of major trends, and what the college will look like as we work toward achieving our vision.

I would like to extend my deep appreciation to all those involved for their commitment to the college and efforts to ensure a future filled with hope and opportunity for all.

Collette Mercier
President
MISSION STATEMENT

Be the College of choice.

VISION STATEMENT

We build a prosperous community by creating a technically-skilled workforce one student at a time.

MISSION STATEMENT

We transform lives.

Student success is our focus. We help students achieve success through program completion, job placement, and upgrade training. We are committed to helping our students build competency and reach their potential. We value and embrace diversity.

Employers drive success. Our unique strength is employer involvement. We are market-driven, striving to be flexible and responsive to workforce demands.

Employees are key. We promote a sense of achievement and teamwork while recognizing the dignity and value of each employee. We foster professional development and wellness for all employees. We embrace change and hold ourselves accountable to improve programs, services and processes.

Integrity is essential. We expect the highest levels of honesty and credibility in all relationships, both as individuals and as an organization. We set a high standard of leadership for our industry, students, and community.

GUIDING PRINCIPLES

DIVERSITY AND INCLUSION STATEMENT

We promote excellence by recruiting and retaining a diverse group of students, faculty, and staff, providing the necessary resources for their development and advancement, and creating a climate of respect that supports their success.
Looking to the Future
What will the next 20 years bring?

We envision a future where …

- Weber County residents know what we do and would recommend the college for their own families.
- Business, community, and government leaders promote the tech college as being as important as traditional higher education.
- High school teachers, counselors, and administrators recommend the tech college for every student.
- Completion of a technical certificate is a minimum expectation for post-secondary education.
- Employers require a tech college certificate for employment.
- All high school students in Weber County have a tech college learning experience.
- All tech college students achieve their goals.
- All students and their families are proud of their affiliation with the tech college.
- Every tech college employee is committed to the institution’s mission, vision, and guiding principles as evidenced by their performance and passion.
- The best talent views the tech college as the premier place to work.
- The college’s student and employee population more closely matches the demographics of the community.
Major Trends

Technology

Rapidly changing technology—in ways we cannot even anticipate—will require an adaptable organization and people. Resources will be needed to keep campus technology infrastructure, programmatic equipment, and employee skills current. All this must help students keep pace with workplace expectations.

Demographics

Weber County’s multicultural population will continue to grow and mature as generations move through the system. Baby boomers will retire, leaving skilled-labor shortages and creating opportunities to attract seasoned part-time or second-career workers. In response to these shifts, the college must cultivate a talented workforce that embraces change and mirrors the community.

The Value of Certificates

There is increasing evidence of the value of post-secondary technical certificates in meeting workforce needs. The college will continue to work with employers, policymakers, and traditional higher education partners to further this dialogue and increase their involvement with technical college programs.
Long-Term Strategies

- Increasing enrollment growth by developing educational pathways, implementing new programs, focusing on retention, revising processes, and reallocating resources.
- Improving the perception of the value of technical education.
- Increasing enrollment and retention of our multicultural population in Weber County.
- Hiring, developing, and retaining talent.
- Strengthening partnerships.
- Increasing adaptability and accountability.