

WMCC STRATEGIC PLAN

EXECUTIVE SUMMARY

(Note: Click on any of the Pillar titles below for more information about that Pillar.)

| Pillars | Access | Pathways | Communication | Sustainability | Community |
|-----------------------------------|---|--|--|---|--|
| Defined Goal | To address the unique needs of rural communities, providing high-quality education through strategic program offerings and increased use of technology. | To provide clear pathways for students seeking academic and career success. | To increase internal and external communication so that key constituents acquire pertinent information for advocacy and efficient action. | To sustain long-term financial viability and academic success. | To respond to the ever-changing needs of our faculty, staff, and students, as well as those of local industry and community partners. |
| Key Strategies | <p>A. Satellite locations – Establish and maintain an intentional program mixture and sustainable plan for the locations in both Littleton and North Conway.</p> <p>B. Scheduling – Revise the scheduling process with a particular focus on maximizing access for students, traditional and non-traditional, at all three locations and online.</p> <p>C. High School Partnerships - Expand early credit opportunities through Running Start, Early College and articulation, and other partnerships that engage students with the college.</p> <p>D. Lifelong Learning - Expand access to both credit and non-credit offerings for career advancement and enrichment.</p> | <p>A. Mapping - Map all programs and certificates to streamline and provide clarity for student academic pathways, an effort that aligns with the 15-to-Finish initiative.</p> <p>B. Integrate Technology - Integrate Technology – Utilize new and existing technology and timely data to support student success and completion: Canvas, SIS, EAB Navigate, and Degree Works.</p> <p>C. Purpose First - Avail students of career advising and college-success strategies early in their college career through, for example, Career Coach and Ethnography of Work.</p> <p>D. Completion - Cultivate and clarify transfer agreements with four-year institutions and likewise cultivate industry partnerships to expand advisory activity, to establish apprenticeships, and to engage in other agreements.</p> <p>E. Onboarding - Review and streamline the advising and course-registration process through the College Access Navigator grant.</p> | <p>A. Internal Communication - Host monthly “Campus Conversations” and assess the effectiveness of meetings, emails, newsletters, and the like in disseminating information and getting members involved.</p> <p>B. External Communication - Improve communication channels with alumni and external “friends of the College” to highlight press releases, news, and events, and to maintain enduring relationships.</p> <p>C. Marketing - Maximize our efforts and resources to promote our brand and to recruit students and industry partners in existing and new markets.</p> | <p>A. Educational Quality - Use data-driven decision-making and program reviews, along with active Advisory Boards, to improve the quality of WMCC’s educational product.</p> <p>B. Fiscal Responsibility - Improve planning and budgeting processes to support long-term financial stability.</p> <p>C. Alumni - Connect with and involve alumni in an effort to collect data and garner support.</p> <p>D. Diversify Funding - Explore opportunities for new funding, such as grants, fundraising, and non-credit programming.</p> <p>E. Data-driven Decisions - Increase the regularity and depth of data collection and use that data to inform decisions.</p> | <p>A. Partnerships - Create and expand relationships with industry partners.</p> <p>B. Economic Development – Engage actively in discussions concerning local and state policy and support workforce development efforts.</p> <p>C. Student Engagement - Provide opportunities for students to engage with the faculty, the staff, the community, as well as future students.</p> <p>D. Employee Engagement - Provide opportunities for collaboration, recognition, and pride-enhancing initiatives.</p> |
| Key Performance Indicators | Increased college-going rates in the surrounding counties (NH DoE data); improved CCSNH indices for 65x25; increased Running Start conversions; increased Early College participation. | Increased rates in graduation, retention, and persistence, as well as increased rates in transfer to and completion at four-year institutions (CCA indices); decreased “summer melt”; strong technology-usage reports indicating faculty/staff/student adoption; increased number of articulation agreements with both high schools and four-year institutions. | Increased community awareness of events at WMCC; increased collaboration and joint planning of these events; and increased participation and attendance at them. In addition, increased frequency of contact with alumni and friends, and consistency in committee meetings. | Measurable achievement of defined academic program outcomes; increased institutional knowledge of alumni outcomes; improved measures of financial stability; increased number of grant applications; increased income from grants and fundraising; increased CE/CEU enrollment. | Improved quality and quantity of relationships with stakeholders; quick response to partnership opportunities; improved scores on <i>Great Colleges to Work For</i> survey; improved CCSSE scores; positive social mobility for graduates; decreased regional unemployment and poverty. |
| Timeline | Annual and ongoing | Annual attainment assessment | Monthly and ongoing | Ongoing and evaluated each semester | Annual evaluation and review with the College Advisory Board |

[Click here for the complete WMCC 2018-2023 Strategic Plan](#)