The Strategic Framework for WCCCD’s Transformation

• Strategic Planning at WCCCD is the process by which we capture the voices of all of our stakeholders.

• The process is a student-oriented, systematized and dynamic process focused on measurable outcomes which considers both quantitative and qualitative data.
The Strategic Framework for WCCCD’s Transformation

• The District has created an organizational structure that complements and helps ensure the success of the WCCCD strategic plan.

• These supports include the creation of an annual plan at the division level, illustrating how outcomes are achieved on an incremental and yearly basis.

• Secondly, these supports are clearly linked to our budgeting cycle, to ensure the optimum use of financial and human resources.

• Thirdly, we continue to provide professional development opportunities for faculty and staff
The Strategic Framework for WCCCD’s Transformation

- Annual Planning, Budget Development, Staff Mobilization
- Annual Core Development Strategies
- Determine Annual Standards, Measures

Annual Cycle

- Do – Execution, Implementation
- Measurement of Results, Institutional Learning
- Preparation for Next Annual Planning Cycle

Strategic Framework:
1. Instruction
2. Student Success
3. Community Identity
4. Staff Success
5. Operational Excellence
6. Resource Alignment
7. Learning and Growth

Review of Foundational Statements (Mission, Values, Functions, Vision)
Following is an outline of the framework that has been used to guide WCCCD’s general institutional transformation during the past six years:

A. Foundational strategies
   1. Mission creation and re-affirmation
   2. Development of the institutional culture
   3. Update of vision statement and core strategies

B. Mission-driven organizational development strategies
   1. Student development; student support services development
   2. Curriculum and program development
   3. Organizational design development
   4. Instructional support development
   5. Community development, including involvement in workforce and economic development
   6. Enrollment development
   7. Policy development
Following is an outline of the framework that has been used to guide WCCCD’s general institutional transformation during the past six years:

C. Capacity-building strategies

1. Facility development (Capital Improvement Program)
2. Financial development
3. Information and learning technologies development
4. Staff professional development, including leadership development
5. Systems development, including continuous improvement cycle (institutional effectiveness and accountability)
2007-2008 Strategic Momentum

Improve quality of services to students and community

• Goal #1 - To become more client-oriented and more sensitive to the needs of students and staff in order to improve the quality of services to students and the community.

• Strategic Initiatives:
  – The District registers over 1,000 students per day during peak registration periods, this calculates to two students being added into the registration system every minute.
2007-2008 Strategic Momentum

Improve quality of services to students and community

• Do you know?
  – During registration peak time, the registration system of the District registers over 1,000 students each day; during the peak hours, 2 students are added to the system every minute.
  – At WCCCD, the credit enrollment increases by 15% on average annually, with a seat count close to 50,000 in spring 2007.
  – WCCCD offers over 1,700 class sections each term and the number grows by approximately 10% annually.
  – WCCCD employs more than 750 full- and part-time faculty members each term and the number increases by 5% annually.
Improve Operations, Fiscal and Physical Resources

• Goal #2 - To review and improve the District’s operations and fiscal/physical resources to enable the District to become more effective in meeting changing needs.

• Strategic Initiatives:
  – Improvement and expansion of existing facilities including:
  – Western campus Educational and Multipurpose Center
  – Downriver Educational and Performing Arts Center
  – Eastern campus Entrepreneurial Institute and Resource Center
  – Relocation and enhancement of the District Financial Aid office
  – Renovation and enhancement of the Distance Learning office
  – Northwest campus renovation
  – Verification of adherence to WCCCD policies, processes, and the capital budget
  – Assure timeliness of processing documents and data
  – Compile data for management reporting
  – Review of project schedule compared to actual work completed
Improve Operations, Fiscal and Physical Resources

• Do you know?
  – Students receiving financial aid
  – Multiple New Construction projects currently underway at local campuses
Effectiveness in meeting Technological needs

• Goal #3 - To increase effectiveness in meeting dynamic technological needs in the educational programs

• Strategic Initiatives:
  – Increased computer lab sizes and units available at each of the campuses
  – Expanded the District¹s Distance Learning Department and on-line course offerings

• Do you know?
  – Distance learning enrollment growth XX%
  – Number of Computer 51 labs and 951 PCs accessible for students
Develop Funding Capabilities

• Goal #4 - To develop supplemental funding capabilities and resources to ensure excellence and innovation

• Strategic Initiatives:
  – Partnership with foundations including
    • The WCCCD Scholarship Fund
    • The Skillman Foundation
    • Kellogg Foundation
    • Community Foundation of Southeastern Michigan
    • Achieving The Dream
    • State of Michigan - Allied Health Middle College Grant
Facilitate Program Expansion and Enhancement

• Goal #5 - To initiate a five year plan for academic program expansion and enhancement

• Strategic Initiatives:
  – Support faculty innovations in curriculum development and instructional delivery
  – Increased the utilization of assessment strategies including student academic achievement and student satisfaction with student and instructional services to improve student development and learning
Facilitate Program Expansion and Enhancement

• Do you know?
  – WCCCD is one of the top 15 fastest growing multi-campus community colleges in the nation
  – WCCCD is one of the top 50 fastest growing community college of all types in the nation
  – WCCCD offers more than 85 transfer and career degree/certificate programs
  – Each year WCCCD adds and revises 7-10 new career programs to meet the regional employment needs
Enhance Professional Development

• Goal #6 - To encourage and foster professional development for faculty, staff and administrators

• Strategic Initiatives:
  – The District¹s Professional and Staff Development Institute provides all staff with a variety of professional development opportunities throughout each year.
  – The District also hosts a full day training session once a year entitled District Conference Day for all 1,000 staff members.
Help build a more skilled workforce in Southeastern Michigan

• Goal #7 - To generate more workforce development training initiatives through corporate services, customized offerings and distance learning technologies;

• Strategic Initiatives:
  – Provide partnership opportunities to community organizations and businesses throughout the District’s service area
Vision Statement

• By 2011, WCCCD will be recognized as an institution that has achieved national and international recognition for enduring excellence as a comprehensive multi-campus community college district.

• WCCCD will focus on continuous self-evaluation and improvement; preparation of a highly skilled workforce in support of the Wayne County economy; student academic and career success, and leadership in strengthening the open door philosophy of educational opportunity.
Mission Statement

• WCCCD’s mission is to empower individuals, businesses and communities to achieve their goals through excellent and accessible services, culturally diverse experiences, and globally competitive higher education and career advancement programs.
Values

• Excellence in Teaching and Learning
  – We value excellence in teaching and learning; we enable students to achieve desired learning outcomes through individual attention and varied approaches to teaching.
  – Our programs and courses are designed for students from all backgrounds in an effort to help them achieve academic and career success.

• Diversity
  – We value and celebrate the multi-cultural, gender, generational, socio-economical status, experiential global understanding of our students and others we serve.
  – We nurture increased appreciation and understanding of diverse cultures, ideas and ways of thinking needed to live as responsible citizens in a global society.
Values

• Student and Community Service
  – We value being a student-centered and community-based community college. We provide a caring, friendly, responsive, safe and accessible learning environment for students.
  – We are an integral part of the communities we serve, providing community services that improve the economic, social, cultural and educational life of these communities.

• Accountability
  – We are accountable to the students who depend on us to provide them with a quality education, to the citizens who support us with their tax dollars and to the businesses that depend on us to provide them with highly-trained employees.
  – We commit to being good stewards of the resources that are provided to us and to being accountable for creating a positive learning environment that produces student knowledge and skills.

• Integrity
  – We exemplify the values of honesty, trust, fairness, reliability and mutual respect in every aspect of our work.
The Importance of WCCCD’s Foundational Statements

• WCCCD’s foundational statements are truly those on which the District is founded.
• These statements are a declaration of why the District exists, what its values are, what it does to carry out its mission and values and what it will become in the future.
• When completed, these statements will appear in all the District’s key documents and will be displayed in all of its facilities.
• The statements will guide the actions of the Board of Trustees, the day-to-day decisions of the District’s executive leaders, faculty and staff, student leaders and our interactions with business and community associates.
Wayne County Community College District
Strategic Goals 2003-2008

• **Goal #1:** To become more client-oriented and more sensitive to the needs of students and staff in order to improve the quality of services to students and the community.

• **Goal #2:** To review and improve the District’s operations and fiscal/physical resources to enable the District to become more effective in meeting changing needs.

• **Goal #3:** To increase effectiveness in meeting dynamic technological needs in the educational programs.
Wayne County Community College District

Strategic Goals 2003-2008

• **Goal #4:** To develop supplemental funding capacities and resources to ensure excellence and innovation.

• **Goal #5:** To initiate a five-year plan for academic program expansion and enhancement.

• **Goal #6:** To encourage and foster professional development for faculty, staff, and administrators.

• **Goal #7:** To generate more workforce development training initiatives through corporate services, customized offerings, and distance learning technologies.