

Williamsburg Technical College
Strategic Planning Initiatives 2009-2012
(Approved by WTC Area Commission 10-5-09)

Initiative 1: Provide educational and training programs to support current and anticipated service area work force needs.

Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.

Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.

Goal 1.3: Increase participation of high school students in the dual enrollment program.

Initiative 2: Provide continuous quality improvement to the educational and administrative processes. S.

Goal 2.1: Prioritize and sustain campus-wide quality improvement processes.

Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.

Initiative 3: Effectively integrate and utilize information technology systems.

Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.

Goal 3.2: Utilize information as a tool for strategic and operational decision-making.

Goal 3.3: Enhance administrative functions of the College.

Initiative 4: Establish the College as the preeminent educational and economic development resource in the community.

Goal 4.1: Strengthen relationships with all stakeholders.

Goal 4.2: Enhance the physical and virtual appearance of the College.

Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.

Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability.

Initiative 5: Identify solutions necessary to improve College sustainability.

Goal 5.1: Identify and pursue alternative resources and funding opportunities in support of institutional and work force needs.

Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.

To be completed by the Division or Department Head at the beginning of the IE cycle.

Williamsburg Technical College
Strategic Plan
(2009-2012)

Division or Department President's Office
Date Submitted: October 2009

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
<u>Stated Initiatives</u>	Goal				
1	Provide educational and training programs to support current and anticipated service area work force needs.	Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.	Communicate with local business and industry leaders and with the local ESC regarding unmet job and career needs in Williamsburg County for which college programs might be developed or expanded.	At least one new program will be developed to meet workforce needs. At least one program will be expanded to meet workforce needs.	\$20, 000 from Duke grant.

		Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.	Expand the number of scholarships available to WTC students. Strategically allocate scholarships to aid exceptional students without access to other aid whenever possible.	At least two new scholarships will be established.	None – will be accomplished by meeting with donors
		Goal 1.3: Increase participation of high school students in the dual enrollment program.			

<p style="text-align: center;">2</p>	<p style="text-align: center;">Provide continuous quality improvement to the educational and administrative processes.</p>	<p>Goal 2.1: Prioritize and sustain campus-wide quality improvement processes.</p>	<p>In order to maximize the effective use of grant funds for college strategic goals, grant project managers will present key elements of the grant they manage to the administrative team at least annually. This process will allow problems or inefficiencies to be addressed before key grant deadlines.</p>	<p>The grant project managers will present information to the administrative team regarding grant objectives, progress on meeting objectives, budget and budget projections, problem areas, and successes. The administrative team will be provided information on all college grants. The college will reduce the amount of unexpended funds that must be returned to granting agencies.</p>	<p>None – added duty of existing staff.</p>
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		Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	Supervisors were instructed to develop objectives with each Employee in support of the college's strategic plan and/or in support of the college's reaccreditation.	The objectives will be recorded on the employees' performance management system planning stage documents. All employees will complete an EPMS form.	None – part of existing evaluation process.
3	Effectively integrate and utilize information technology systems.	Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.	Purchase, install and configure the necessary hardware and software to provide students with college (@wtc.edu or some version thereof) email accounts. Providing students with such accounts will allow fuller implementation of the college's enterprise software's (Datatel) communications modules.	Appropriate hardware and software will be identified, obtained, installed, and implemented. Students will be provided with college based email accounts. The college's administrative offices and faculty will be able to communicate with student via this email. The communications management function of Datatel will be integrated into college processes.	\$40,000 – included as part of IT grant from system

		Goal 3.2: Utilize information as a tool for strategic and operational decision-making.			
		Goal 3.3: Enhance administrative functions of the College.	The college is participating in a Datatel consortium with four other colleges. The consortium will reduce costs associated with moving to the most recent version of Datatel and will provide support for colleges to more fully utilize this system to enhance administrative functions.	Staff will be identified to participate in Datatel training based on their administrative function. Staff representing all key administrative functions that communicate or process information via Datatel will be trained.	\$2,000 for travel from operating funds.
4	Establish the College as the preeminent educational and economic development resource in the community.	Goal 4.1: Strengthen relationships with all stakeholders.	Represent the college at meetings, events, festivals, etc. and commit college involvement, participation, etc. as appropriate.	Document participation in at least 25 unduplicated meetings, events, etc.	None – part of existing duties and travel.

		Goal 4.2: Enhance the physical and virtual appearance of the College.	Funding will be sought to repave the college's parking lots and expand the front parking lot to better serve visitors.		None
		Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.	Community, business and industry leaders will participate in discussions on the economic impact of the college as part of an South Carolina State Board for Technical and Comprehensive Education's Financial and Management Assessment of the college.	Ten business, community, and industry leaders will participate in the Financial and Management Assessment discussions.	None
		Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability.			
5	Identify solutions necessary to improve College sustainability.	Goal 5.1: Identify and pursue alternative resources and funding opportunities in support of institutional and work force needs.	Continuation of existing grants as well as new grants that support institutional and workforce needs will be sought by encouraging/empowering appropriate parties on campus to pursue specific/designated funding opportunities as they arise.	Maintain a record of request/funding and track success funding received. At least 1/2 of requests will be funded.	None – administrators of existing grants will add to duties.

		Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.			
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To be completed by the Division or Department Head at the conclusion of the IE cycle.

**Williamsburg Technical College
Strategic Plan
Annual Summary
(2009-2012)**

Division or Department President's Office
Date Submitted_June 30, 2010

WTC Initiative Statements		Goal	Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives				
1	Provide educational and training programs to support current and anticipated service area work force needs.	Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.	At least one new program will be developed or expanded in either continuing education or credit programs to meet workforce needs.	The college started a heavy equipment operator program in the Spring of 2010. As of June 30, 2010, two sessions of the HEO been offered. The LPN program has been expanded for Fall 2010 to accommodate more students and produce more graduates. The college will continue to scan the environment, discontinue unneeded programs and create new ones based on workforce needs. Although the annual goal was met, the college must continue to pursue this goal.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.	At least two new scholarships for WTC students will be established.	<p>8 new scholarships have been established as of June 30, 2010.</p> <p>Scholarships July 1, 2009-June 30-2010: M. Oneal Kirby Endowed Scholarship Cleo Fennell Endowed Scholarship Will Northington Meriwether Endowed Scholarship Enamaye Reese Meriwether Endowed Scholarship Anne Ellis Endowed Scholarship John T. Wynn Endowed Scholarship Braxton Lovett Scholarship Santee Electric Scholarship</p> <p>Donations to enhance current scholarships and create new ones will continue to be sought.</p>
	Goal 1.3: Increase participation of high school students in the dual enrollment program.		

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
2	Provide continuous quality improvement to the educational and administrative processes.	Managers\directors of grant funded programs will present information to the administrative team regarding grant objectives, progress on meeting objectives, budget and budget projections, problem areas, and successes. The administrative team will be provided information on all college grants. The college will reduce the amount of unexpended funds that must be returned to granting agencies.	Managers\directors of 4 of the 5 grants currently managed at the college presented to the administrative team. The 5 th did not present because the grant was concluding. Most of the grants are on track to expend funds but the final balance won't be available until after the close of the fiscal year (after June 30) or the grant closeout date (August 30). The Perkins grant is projected to have some funds remaining which will be returned to the SCDE. The College's Perkins grant local plan should be carefully constructed so that more funds are allocated to uses that can be predicted and controlled and fewer funds allocated to lines that have proven difficult for college staff to estimate.. The administrative team will continue to work with grant managers to ensure effective attainment of grant objectives and complete use of grant funds.

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Stated Initiatives	Goal			
		Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	The objectives supporting the college's strategic plan will be recorded on the employees' performance management system planning stage documents. All employees will complete an EPMS form.	All employees have a complete planning stage. Progress toward objectives will be determined in spring of 2011.
3	Effectively integrate and utilize information technology systems.	Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.	Appropriate hardware and software will be identified, obtained, installed, and implemented. Students will be provided with college based email accounts. The college's administrative offices and faculty will be able to communicate with student via this email. The communications management function of Datatel will be integrated into college processes.	A new email server has been purchased and installed. A decision on whether or not to use the Microsoft Live @EDU product is pending. Additional software will be needed to provide full integration with WebAdvisor, Active Directory and Email, The college will continue to pursue this goal.

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Stated Initiatives	Goal		
	Goal 3.2: Utilize information as a tool for strategic and operational decision-making.		
	Goal 3.3: Enhance administrative functions of the College.	Staff will be identified to participate in Datatel training based on their administrative function. Staff representing all key administrative functions that communicate or process information via Datatel will be trained.	Staff from the following divisions/functional areas of the college attended Datatel training during the spring of 2010: business office, human resources, financial aid, student services, instruction, and institutional effectiveness. Key staff members have been trained. Now the college must apply the new staff knowledge by implementing changes in the Datatel system to allow staff to use modules and functions not currently active. Although the specific goal was met, the overall goal of enhancing administrative functions will require continuous efforts year to year.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
4	Establish the College as the preeminent educational and economic development resource in the community.	<p>Goal 4.1: Strengthen relationships with all stakeholders.</p> <p>The President attended and participated in at least 25 unduplicated meetings, events, etc. during FY 2009/2010. The President regularly attended Kingstree Rotary meetings (>40 times a year). Other events attended included the Williamsburg HomeTown Chamber Annual Banquet, Williamsburg County Industry Appreciation Banquet, Waccamaw Workforce Investment Board meetings, WTC Math Contest, monthly SCTCS Presidents' Council meetings and the annual State of the County Address. The president attended a wide variety of meetings with business, industry, and school district representatives.</p>	<p>The type of events attended by the president, and the value of the relationships developed was analyzed. Attendance at events and meetings that have the potential to enhance the College's image will continue to be a priority on the President's calendar each year.</p> <p>The specific outcome was accomplished. The overall goal of enhancing the college's image will require continuous efforts year to year.</p>
		<p>Goal 4.2: Enhance the physical and virtual appearance of the College.</p>	

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.	Ten business, community, and industry leaders will participate in the Financial and Management Assessment discussions.	<p>Business, Industry, and Community leader Participating in the college's Financial and Management Assessment discussions included:</p> <ul style="list-style-type: none"> • Stanley Pasley, County Supervisor, Williamsburg County • Henry Poston, President, Palmetto Synthetics (member of WTC Commission and chairman of WTC Foundation) • Christine Green, Financial Officer, Williamsburg County School District Office (member of WTC Commission) • Braxton Lovett, retired (member of WTC Commission) • Jimmy Stuckey, Stuckey Brothers, LLC (member of WTC Commission) • Gertrude Williams, Town of Greeleyville (member of WTC Commission) • Harry Huell, Huell Enterprises (member of WTC Commission) • Joan Thompson, retired educator (member of WTC Commission) • Johnny Gardner, retired educator (member of WTC Commission) • Walter Brown, Lorraine Dimery-Barr (don't know if they came...ask Polly) • Dave Mahan, Plant Manager, Firestone Building Products • Bob Meltzer, Chief Operating Officer, Peddinghaus Corporation • Linda Huell, Interim Superintendent, Williamsburg School District • Leslee Spivey, Executive Director, Williamsburg HomeTown Chamber • John Hales, Chief Executive Officer, Williamsburg Regional Hospital • Jimmy Wilson, Director, Employment Security Commission, Williamsburg County • Greg Askins, Attorney, Chairman of the WTC Commission

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
		Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability	
5	Identify solutions necessary to improve College sustainability.	Goal 5.1: Identify and pursue alternative resources and funding opportunities in support of institutional and work force needs.	Maintain a record of request/funding and track success funding received. At least 1/2 of requests will be funded. Non-state or county funding requests for 2009-2010 include: Duke Endowment Grant for Nursing (funded), Early Childhood Grant from DSS (funded), a grant to supply HVAC equipment, Rural Development Grant (pending), i3 grant for student services (pending), a Student Support Services grant (not funded), a Youth grant from the WIB to support older at-risk youth enter and succeed in college (funded through August, additional funding pending). Although the specific annual goal was met, the college must continue to pursue this goal each year.
		Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.	

To be completed by the Division or Department Head at the beginning of the IE cycle.

Williamsburg Technical College
Strategic Plan
(2009-2012)

Division or Department

Instruction Division

Date Submitted: October 2009

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
1	<p>Provide educational and training programs to support current and anticipated service area work force needs.</p>	<p>Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.</p> <p>(a) The Dean of Instruction will meet with representatives of the WCSD to discuss possible expansion of industrial technology programs for DE students.</p> <p>(b) The Nursing Department will work with the Dean of Instruction to develop a plan for increasing enrollment in the PN program from 16 to 24 students.</p>	<p>(a) The meeting will occur before the end of the 2009FA term and will lead to an agreement to either expand enrollment or create a new program.</p> <p>(b) Before the start of the 2010SP semester, a list of needed additional equipment and a PAX testing plan will be developed to support increased enrollment.</p>	<p>(a) None</p> <p>(b) None</p>

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	<p>Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.</p>	<p>(a) Faculty will participate in HS career day activities to help market programs in Ind Tech.</p> <p>(b) Faculty will participate in student activities on campus focusing on building student relationships.</p>	<p>(a) 100% of the industrial tech faculty will participate in at least one career day activity involving HS students.</p> <p>(b) 100% of faculty will work with Student Services staff and assist in the development of a campus activity that will allow contact with faculty outside of the classroom.</p>	<p>(a) \$1000 from Perkins funds</p> <p>(b) None</p>
	<p>Goal 1.3: Increase participation of high school students in the dual enrollment program.</p>	<p>(a) The DE Liaison will conduct a review with HS counselors to determine a course of action for better dissemination of DE information and earlier identification of DE students in the junior year of HS.</p>	<p>(a) Improved advertisement and direct mailings to students and parents over the 2009 summer will result in at least a 15% increase in juniors taking the COMPASS test earlier and completing application packets before the start of the fall 2009 term.</p>	<p>(a) \$500 from EEDA funds</p>

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
2	Provide continuous quality improvement to the educational and administrative processes.	Goal 2.1: Prioritize and sustain campus-wide quality improvement processes.	(a) Academic departments will continue review of student outcomes and compliance with SACS comprehensive standards.	(a) By the end of the summer 2009 term, all departments will have completed assessments of student outcomes and reported the use of results for improvement to programs and courses.	(a) None
		Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	(a) All faculty evaluation (FPMS) documents will include at least one goal specific to and supporting one of the college's strategic initiatives.	(a) 100% of the FPMS documents will include at least one goal related to strategic initiatives.	(a) None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
3	Effectively integrate and utilize information technology systems.	<p>Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.</p> <p>(a) The Instruction Division will work with the PIO and support efforts to improve the college website by offering suggestions from the faculty perspective.</p> <p>(b) The Instruction Division will complete the information needed to be included in the SCTrac website related to transfer information.</p> <p>(c) The Division will investigate the possibility of offering limited on-line courses via a hybrid format utilizing Moodle as an online platform.</p>	<p>(a) Faculty will be queried for information that would prove useful to outside members of the community seeking information about the college and its programs and will offer suggestions to the PIO.</p> <p>(b) By the beginning of the Fall 2009 term all transfer information and contact data will be uploaded to the new www.sctrac.org website for WTC.</p> <p>(c) By the beginning of the summer 2010 term, the college will test at least one course using Moodle in a hybrid format to deliver partial online coursework.</p>	<p>(a) None</p> <p>(b) None</p> <p>(c) \$1500 for software and training from Perkins</p>
		Goal 3.2: Utilize information as a tool for strategic and operational decision-making.	<p>(a) The Instruction Division will assist the Perkins grant administrator in collecting data relevant to special populations served by the Academic Success Center.</p>	<p>(a) By the end of the 2010 Spring term, a plan for special population data collection will be confirmed.</p>

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 3.3: Enhance administrative functions of the College.	(a) The Instruction Division staff will work with Student Services to improve processing of Drop/Add slips to reduce financial aid problems with return to Title IV issues and improve accuracy of class rolls.	(a.1) By the beginning of the Fall 2009 term, Instruction Division staff will revise processing procedures to include data entry by instruction personnel during the drop/add period. (a.2) The Dean of Instruction will conduct a mid-year faculty orientation to inform faculty on timely submission of drop slips and the new procedure for processing.	(a.1) None (a.2) \$150 for refreshments
4	Establish the College as the preeminent educational and economic development resource in the community.	Goal 4.1: Strengthen relationships with all stakeholders. (a) The Instruction Division will meet regularly with WCSD personnel to develop agreements regarding DE offerings in CATE programs. (b) The Dean of Instruction will ensure that all program advisory committees meet at least once per year.	(a) The Dean of Instruction and affected staff will meet at least once per semester with WCSD staff to discuss ongoing programs and needs for improvement. (b) All associate degrees will conduct at least one advisory committee meeting during the 09-10 term.	(a) None (b) \$200 for refreshments

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 4.2: Enhance the physical and virtual appearance of the College.	<p>(a) The Instruction Division will assist in providing information to the PIO regarding improved signage at the college.</p> <p>(b) Faculty will participate in at least one activity to clean up the grounds of the college.</p>	<p>(a) Before the beginning of the fall 2009 term, information regarding new signage will be provided to the PIO.</p> <p>(b) 100% of faculty will participate in at least one grounds clean-up activity during the 09-10 term.</p>	<p>(a) None</p> <p>(b) None</p>
	Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.	<p>(a) The Instruction Division will provide information about graduates and other data as needed to the PIO for inclusion in reports or articles related to the college.</p>	<p>(a) 100% of the requests for information from the PIO will be provided by the deadline specified.</p>	<p>(a) None</p>
	Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability.	<p>(a) The Instruction Division will investigate and report data of interest in DE enrollment/successes and program growth and success to the PIO for inclusion in advertisement for the college in the community.</p>	<p>(a) The Instruction Division will respond by the deadline specified by the PIO to include data related to DE and program growth.</p>	<p>(a) None</p>

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
5	Identify solutions necessary to improve College sustainability.	<p>Goal 5.1: Identify and pursue alternative resources and funding opportunities in support of institutional and work force needs.</p>	<p>(a) The Instruction Division and the PN faculty and staff will work to finalize a grant proposal to the Duke Endowment.</p> <p>(b) The Instruction Division will work with the WCSD to develop a grant proposal to the WIB for the trades programs.</p>	<p>(a) A proposal to the Duke Endowment will be submitted by August 2009.</p> <p>(b) A WIB grant proposal will be finalized by the beginning of the summer 2010 term.</p>	<p>(a) \$25 for postage</p> <p>(b) None</p>
		Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.	<p>(a) The Instruction Division will focus attention on grant funds related to academic endeavors that will support improvement to programs and support college initiatives.</p>	<p>(a.1) 100% of the Perkins grant will be expended to improve technical programs.</p> <p>(a.2) 100% of the EEDA grant will be expended to improve pathways from secondary to post-secondary education.</p>	<p>(a.1) None</p> <p>(a.2) None</p>

To be completed by the Division or Department Head at the conclusion of the IE cycle.

**Williamsburg Technical College
Strategic Plan
Annual Summary
(2009-2012)**

Division or Department Instruction Division
Date Submitted: <u>June 28, 2010</u>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.	
Stated Initiatives	Goal			
1	<p>Provide educational and training programs to support current and anticipated service area work force needs.</p>	<p>Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.</p>	<p>(a) The Dean of Instruction & President met with WCSD staff and members of the legislative delegation in September 2009 and concluded that possibilities existed for a Construction Trades program at the college for dually enrolled HS students.</p> <p>(b) The PN Department and Dean of Instruction met with representatives from the Duke Endowment and forged a grant proposal to increase enrollment, provide needed equipment and improve retention of PN students.</p>	<p>(a) The information from the meeting was forwarded to the Curriculum Review Committee and reviewed on June 3, 2010. The college already had a certificate in Construction Trades that had been approved by the Area Commission as early as 1997, but the program had been voluntarily suspended due to low enrollment in recent years and taken from the catalog. The CRC recommended reactivating the program for inclusion in the catalog by the Fall 2010 term.</p> <p>(b) The data presented to the Duke Endowment resulted in the award of a \$250,000 grant for a two year period to hire additional adjunct faculty and increase enrollment to a minimum of 24 students in the fall 2010 term. Incorporating improvements noted in the grant application for improving the quality and quantity of clinical experiences, the class of 2010 reported the highest retention rate since the program's inception in 2006 with 77% of students who began the program graduating.</p>

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Stated Initiatives	Goal		
	Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.	<p>(a) No high schools in the area offered a career day this year so this goal was not met. See item (b) below for alternative efforts to ensure goal attainment.</p> <p>(b) Faculty members in machine tool, welding, and automotive technology coordinated an open house with area high school students that resulted in over 80 students visiting the college shop areas on May 19, 2010</p>	<p>(a) Student awareness of the opportunities available at WTC is crucial to program success. Budget issues, however, prevented these activities this year, however, industrial faculty are seeking creative ways to foster support and interest.</p> <p>(b) When no career day activities were planned, faculty coordinated specifically with HS counselors and initiated an open house event at the college. Over 80 students visited and while the impact on enrollment will not be known until next fall 2010, the possibility for increase exists.</p>
	Goal 1.3: Increase participation of high school students in the dual enrollment program.	<p>(a) The DE Liaison was able to procure a mailing list of prospective DE students for the Fall 2009 term and letters were sent. The goal to improve completion of application packets by 15%, however, was not met.</p>	<p>(a) Duplicated headcount enrollment for DE students for 2008-2009 showed a 5% increase from 348 to 366 students. Data for 2009-2010, however, presently suggests a 20% decrease to 293. The enrollment figures are reported only on class sections with 100% HS enrollment, and until complete data is collected there may still be an increase in overall DE enrollment because more students were taking DE classes intermingled with adult students in 2009-2010. The DE Liaison will continue to review alternative means of disseminating information to prospective students via improvements to the college website.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
2	Provide continuous quality improvement to the educational and administrative processes.	Goal 2.1: Prioritize and sustain campus-wide quality improvement processes.	<p>(a) All academic departments have identified student learning outcomes and assessment of data collected is ongoing.</p> <p>(a) Thus far with the use of results reported, improvements have been noted in several programs:</p> <ol style="list-style-type: none"> (1) The Nursing program acquired two OB simulator manikins as a result of needed improvement to limited clinical experience. (2) After identifying weaknesses in student understanding of braking systems in the automotive program, the faculty in welding, machine tool, and automotive fabricated an improved trainer for student use in this course. (3) The cosmetology program has expanded the clinical practice II course to include more state board preparation as the result of falling pass rates by students on licensure exams.
		Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	<p>(a) All faculty FPMS planning stages included goals related to accomplishment of the strategic plan. The goal was met, however, gaps exist in what faculty should know and what they do not in Datatel use.</p> <p>(a) Attainment of goals revealed that gaps existed in Datatel use and the administration of some grant funds. Efforts will be made in the 2010-2011 year to conduct Datatel training sessions specific to faculty needs and more guidance will be provided to grant administrators.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.	
Stated Initiatives	Goal			
3	Effectively integrate and utilize information technology systems.	<p>Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.</p>	<p>(a) Faculty input was provided to the PIO regarding potential improvements needed to the web site and on-line catalog.</p> <p>(b) All information was provided on time to SCTrac.</p> <p>(c) A hybrid course (ENG-203) was tested for the 2010SU term.</p>	<p>(a) Information provided suggested improvements could be made to the organization of the information provided for greater ease of access by students.</p> <p>(b) The SCTrac website is up and running. Further assessment will be needed to determine how successful the site is in informing students of transfer procedures.</p> <p>(c) The 2010SU term is presently on going, but preliminary data suggests that the hybrid course is successful. At the conclusion of the term, more assessment will be needed to identify areas for improvement.</p>
		<p>Goal 3.2: Utilize information as a tool for strategic and operational decision-making.</p>	<p>(a) The Perkins administrator has worked with Student Services to suggest improvements for data collection and has also purchased TutorTrac software to assist in the Academic Success Center.</p>	<p>(a) Suggestions to include additional questions relevant to special populations during Compass testing is being pursued for possibilities and TutorTrac will be installed and operational by the 2010FA term. This goal will be further assessed next year for potential improvements.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 3.3: Enhance administrative functions of the College.	<p>(a.1) The goal was met by Fall 2009 to have instruction administrative personnel to key in drops during the drop/add period.</p> <p>(a.2) A faculty orientation was conducted in January 2010 for the benefit of educating faculty on the need to expedite the completion of drop slips.</p>	<p>(a.1) As a result of instruction staff keying in drop slips during the Drop/Add period, the business office recorded only one error in student billing. Additionally, course section rosters were more accurate than in previous years resulting in fewer duplicate drop slips being submitted by faculty to correct rolls.</p> <p>(a.2) As a result of the orientation, fewer return to title IV situation emerged, but complete data is still being compiled. Plans to conduct an orientation for each semester are being considered.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
4	Establish the College as the preeminent educational and economic development resource in the community.	<p>Goal 4.1: Strengthen relationships with all stakeholders.</p> <p>(a) Instruction staff met with WCSD personnel on four occasions during the year.</p> <p>(b) This goal was not met. Scheduling conflicts prevented the timely meeting of the business advisory committee, but plans are underway to have the meeting by the start of the fall 2010 term.</p>	<p>(a) The meetings revealed the budget issues for both the college and district for the continuation of the DE industrial programs and concerns with WIB grant approval. Efforts are presently being taken to by both entities to pursue funding or sharing resources to continue the programs.</p> <p>(b) A delay in scheduling the meeting created problems that can be improved by working earlier in the year to notify members. This goal will be tracked into the 2010-2011 term for completion.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 4.2: Enhance the physical and virtual appearance of the College.	<p>(a) All information was provided by the fall 2009 term.</p> <p>(b) The goal was not met. Only 80% of faculty participated in the college clean-up activity during the 2010SP term in March 2010.</p>	<p>(a) The new signage is attractive and helps inform students of campus locations. Efforts to keep the signs accurate, however, should be ongoing.</p> <p>(b) The scheduling of the activity created a conflict with several faculty classes and some who were attending a conference. Improved scheduling of the clean-up day to avoid conflicts will be pursued for next year.</p>
	Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.	<p>(a) All requested information was provided.</p>	<p>(a) As information is known, a practice of informing the PIO as it occurs may help in speeding the timeliness of information to the community.</p>
	Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability	<p>(a) The division reported information to the PIO regarding enrollment increases in nursing as well information about a former student writing his first fantasy novel.</p>	<p>(a) The information was well received, but again, a practice of reporting timely information may prove helpful.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.	
Stated Initiatives	Goal			
5	<p>Identify solutions necessary to improve College sustainability.</p>	<p>Goal 5.1: Identify and pursue alternative resources and funding opportunities in support of institutional and work force needs.</p>	<p>(a) Notification of the approval of a \$250,000 Duke Endowment grant was received in November 2009.</p> <p>(b) Problems with the WIB board and the Department of Commerce have delayed the application until August 2010.</p>	<p>(a) The Duke grant allowed the college to enroll more students in the PN program for the fall 2010 term. The final testing for the 2011 class was recently completed and 27 students will enroll in the fall 2010 term representing an increase of nine students (or 35%) compared to last year.</p> <p>(b) The problems with the WIB were beyond the control of WTC, but every effort will be made to have a grant application into the WIB by its July submission date.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.	<p>(a) The goal was not met, and preliminary figures suggest the college will lose \$1500 dollars as a result.</p> <p>(b) The goal was met and all funds were expended.</p>	<p>(a) As a result of the assessment for this year's administration of the funds several improvements will be made to accounting procedures for next year: (1) Rather than having a single Perkins account established in the Datatel system, one account for each activity will help minimize the complexity of translating DOE accounting codes and general ledger accounting in Datatel. (2) More emphasis will be placed on purchasing equipment and supplies earlier in the year. (3) More emphasis will be placed on better estimation of items such as salary.</p> <p>(b) The funds were utilized to enhance programs designed for transfer and helped in several initiatives related to enrollment, but a more coherent plan should be implemented next year to better coordinate use of funds.</p>

To be completed by the Division or Department Head at the beginning of the IE cycle.

Williamsburg Technical College
Strategic Plan
(2009-2012)

Division or Department

Business Division

Date Submitted: October 2009

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
1	Provide educational and training programs to support current and anticipated service area work force needs.	Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.	Support instruction and continuing education recruitment by participating in program advisory meetings and by providing input to curriculum review committee meetings	During the 2009-2010 academic term, a representative from the business office will attend all meetings of the IE committee and will provide recommendations to the program advisors related to voiced needs in the community as known.	None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.	Continue to enhance customer service by providing prompt and accurate billing to students.	The criteria for success for this goal will be to ensure that no less than 90% of billing will be accomplished within five (5) days of last payment date.	None
	Goal 1.3: Increase participation of high school students in the dual enrollment program.	Review the payment process for dual enrollment and simplify the payment and enrollment process for area HS students.	Conduct a meeting with representatives from billing, FA, admissions, and the dual enrollment coordinator to develop a checklist for HS guidance counselors to use in advising students and parents. Success will be determined by the creation and use of the checklist by Spring 2010.	\$150 for printing and copying

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
2	Provide continuous quality improvement to the educational and administrative processes.	Goal 2.1: Prioritize and sustain campus-wide quality improvement processes.	Business Division will participate in all campus-wide quality improvement processes, including Employee Action Plans, IE meetings, and submit necessary reports or data	Business division personnel will serve on college committees and attend 80% of the scheduled meetings	None
		Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	Incorporate a professional development component for all divisional staff	Attend at least one professional development activity per year	\$2000 travel from operating expense

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
3	Effectively integrate and utilize information technology systems.	Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.	Investigate ways of utilizing our current system to better service our customers	Send at least one business office personnel to Datatel Communication Management training by the end of spring 2010 term and have trainee brief the business office on possible benefits and means to accomplish implementation within the college and division.	\$1500 travel
		Goal 3.2: Utilize information as a tool for strategic and operational decision-making.	Improve divisional knowledge of how to better utilize Datatel	Attend at least one training session or visit one sister colleges for best practices.	\$100 travel
		Goal 3.3: Enhance administrative functions of the College.	Cross train the staff to be able to perform routine processes in Datatel for at least one additional position.	Each staff member will prepare notes for others to use for cross training. 100% of jobs will have task notes for Datatel.	None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
4	Establish the College as the preeminent educational and economic development resource in the community.	Goal 4.1: Strengthen relationships with all stakeholders.	The Business Division staff will attend community/business functions that enhance the presence of the college and understanding of its mission	A list of such events will be maintained	None – included in administrative duties.
		Goal 4.2: Enhance the physical and virtual appearance of the College.	Complete renovation and deferred maintenance plans as funding is available.	The Director of Physical plant will keep a record of all completed projects. Student satisfaction of improvements will be assessed on the annual student opinion survey. 2010 baseline data will be used and this goal will be carried forward to determine attainment of at least a 5% improvement.	None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.	Provide the PIO with information for publication as requested	Respond to all information requests within 2 work days.	None
	Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability.	Participate in community and college events to promote the college.	100% of business office personnel will participate in at least one college/community event.	None
5	Identify solutions necessary to improve College sustainability.	Investigate grants and partnerships that could lead to alternative funding or cost savings	Review the federal register monthly for New grants. Create one partnerships that will assist in the efficiencies of a college function	None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.	<ul style="list-style-type: none"> (a) Conduct a tuition review and develop a comparison with neighboring colleges. (b) Review operational needs versus county funding. (c) Explore additional funding sources. 	<ul style="list-style-type: none"> (a) Tuition comparison and recommendations for area commission will be concluded by Spring 2010 term. (b) Assess current needed maintenance to buildings and prepare a comparison of funds received from county and prepare a report for county council by budget hearings in Spring 2010. (c) Review, identify and pursue any special federal, state or local grant funds. 	<ul style="list-style-type: none"> (a) None (b) None (c) None

To be completed by the Division or Department Head at the conclusion of the IE cycle.

**Williamsburg Technical College
Strategic Plan
Annual Summary
(2009-2012)**

Division or Department Business Division
Date Submitted: __June 2010__

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
1	Provide educational and training programs to support current and anticipated service area work force needs.	Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.	<p>During the 2009-2010 year the business office personnel attended the majority of the meeting, however missed 2 meeting due to conflict with off campus meetings. Only on e suggestion was sent on to instruction for information</p> <p>We will continue to work on scheduling within the college to attempt to avoid double scheduling of an employee. We will also continue to assist in passing along information to instruction as we are given ideas from the students.</p>
		Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.	<p>In 2009-10 year we have been able to bill from the Datatel system without manual manipulation of the bill. This year we have billed 90% by the end of the five (5) days.</p> <p>We will continue to keep the bills up to date and will explore the ability to send e- bills over the next year.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 1.3: Increase participation of high school students in the dual enrollment program.	Conduct a meeting with representatives from billing, FA, admissions, and the dual enrollment coordinator to develop a checklist for HS guidance counselors to use in advising students and parents	The meeting was successful and a checklist was created. We will continue to explore other ideas to improve the process
2	Provide continuous quality improvement to the educational and administrative processes.	Goal 2.1: Prioritize and sustain campus-wide quality improvement processes. Business division personnel will serve on college committees and attend 80% of the scheduled meetings.	The division as a group did achieve this goal however there were personnel that due to scheduling conflicts did not make the 80%. Fore example on employee has a second shift position and the majority meeting were scheduled prior to his start time. We will either change his assignment or change the meeting times. Understanding that with flexible scheduling this can be a challenge.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	Attend at least one professional development activity per year	All employees attending at least one and several more than one. We will continue to support professional development throughout the year.
3	Effectively integrate and utilize information technology systems.	Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.	Send at least one business office personnel to Datatel Communication Management training by the end of spring 2010 term and have trainee brief the business office on possible benefits and means to accomplish implementation within the college and division
			Two employees attended Communication management training. They both agree that Communication management will be an asset to our division. We will work with the IT department to pursue after the completion of the college issued e-mail address for our students.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 3.2: Utilize information as a tool for strategic and operational decision-making.	Attend at least one training session or visit one sister colleges for best practices	We were able to have six Datatel training session that the employees were able to attend in different areas. We will continue to network with other colleges on best practices, tips and trick.
	Goal 3.3: Enhance administrative functions of the College.	Each staff member will prepare notes for others to use for cross training. 100% of jobs will have task notes for Datatel	We did not meet this goal we have notes on three (3) of the five (5) main jobs areas. We will continue to work on this goal as time allows.
4	Establish the College as the preeminent educational and economic development resource in the community.	Goal 4.1: Strengthen relationships with all stakeholders. A list of such events will be maintained	The division has representation at the following : <ul style="list-style-type: none"> (a) Industry Appreciation (b) Hometown Chamber banquet (c) Industry Appreciation Breakfast

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 4.2: Enhance the physical and virtual appearance of the College.	The Director of Physical plant will keep a record of all completed projects. Student satisfaction of improvements will be assessed on the annual student opinion survey. 2010 baseline data will be used and this goal will be carried forward to determine attainment of at least a 5% improvement	The Director of Physical plant has compiled the list for the year. We will collect and start tracking the information from the student opinion survey.
	Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.	Respond to all information requests within 2 work days	The division was successful in this goal.
	Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability	100% of business office personnel will participate in at least one college/community event	The business division personnel participated 100% in college activities. We had 100% participation in the Faculty/staff-student softball game as well as participation in other college/community events.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
5	<p>Identify solutions necessary to improve College sustainability.</p>	<p>Goal 5.1: Identify and pursue alternative resources and funding opportunities in support of institutional and work force needs.</p>	<p>Review the federal register monthly for New grants. Create one partnerships that will assist in the efficiencies of a college function</p> <p>The division personnel reviewed the federal register, however this needs to be done almost daily and we do not have the personnel to successfully process the review as it is need to be effect. We are suggesting that the grants office consider this function. We did have a successful partnership with HGTC purchasing department, they assisted us with a bid that for services that they had expertise on staff</p>
		<p>Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.</p>	<p>(d) Tuition comparison and recommendations for area commission will be concluded by Spring 2010 term.</p> <p>(e) Assess current needed maintenance to buildings and prepare a comparison of funds received from county and prepare a report for county council by budget hearings in Spring 2010.</p> <p>(f) Review, identify and pursue any special federal, state or local grant funds</p> <p>(a) There was a recommendation made to the area commission for a tuition increase plan. The first increase went into effect in the summer10</p> <p>(b) The county funding was reviewed and a report was presented to the county supervisor, the Senator and the finance committee. We request a 6 mill increase and It was received favorably.</p> <p>(c) The SBTCE had set aside an economy recovery fund of \$500,000. We request and was approved for \$300,000.</p>

To be completed by the Division or Department Head at the beginning of the IE cycle.

**Williamsburg Technical College
Strategic Plan
(2009-2012)**

Division or Department Continuing Education
Date Submitted: October 15, 2009

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
1	Provide educational and training programs to support current and anticipated service area work force needs.	Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.	Make contact, working through the county Economic Development Board, ESC, HomeTown Chamber, and other agencies, with new and potential employers to ascertain their training needs.	Summarize the number of contacts made.	None
		Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.	Develop strong marketing initiatives with sister-colleges to promote programs of mutual interest.	List working partnerships and courses developed and/or promoted.	None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 1.3: Increase participation of high school students in the dual enrollment program.	CE will support the Instructional Division's dual enrollment program by describing it when making presentations to appropriate business/civic entities.	Report the number of times it was presented.	None
2	Provide continuous quality improvement to the educational and administrative processes.	Continuing Education will participate in all campus-wide quality improvement processes, including Employee Action Plans, IE meetings, and submit necessary reports or data.	Employee Action Plans will be completed and submitted and appropriate CE data will be entered into the Datatel system.	None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
		Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	Incorporate a professional development component for all CE staff.	Meet with CE staff to discuss professional development topics and submit to HR a record of completed professional development training.	None
3	Effectively integrate and utilize information technology systems.	Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.	Make use of the college's web page to promote CE courses to the community.	List courses advertised on the web page.	None
		Goal 3.2: Utilize information as a tool for strategic and operational decision-making.	Poll local businesses to ascertain training needs and develop a customized plan to meet their needs.	Record the number of individualized training sessions that resulted from this poll.	None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
		Goal 3.3: Enhance administrative functions of the College.	Improve the function and efficiency of the CE office by having bi-monthly meeting to discuss suggestions for potential improvement.	Illustrate improvements in efficiency that resulted as an out-grown of the meetings.	None
4	Establish the College as the preeminent educational and economic development resource in the community.	Goal 4.1: Strengthen relationships with all stakeholders.	CE will attend community/business functions that enhance the presence of the college and understanding of its mission.	A list of such events will be maintained.	\$500 travel
		Goal 4.2: Enhance the physical and virtual appearance of the College.	The CE staff will devote time to maintaining the cleanliness and presence of the office reception area.	Report any major maintenance needs to the Physical Plant Director and weekly do light cleaning chores and straightening furniture.	None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.	Provide the PIO with information for publication that reflects the success of the CE programs and the individuals who participate in them.	List programs and/or individuals that were highlighted.	None
	Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability.	CE is available to make presentations or talks to schools, businesses and civic groups.	The number of presentations/talks will be recorded.	\$100 Travel
5	Identify solutions necessary to improve College sustainability. Goal 5.1: Identify and pursue alternative resources and funding opportunities in support of institutional and work force needs.	Investigate grants and partnerships that could lead to alternative funding for CE training.	List any grants partnerships.	None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.	Become a member of the college's Recruitment, Retention and Marketing Committee to leverage advertising/promotion of CE programs.	Designate membership and meeting attendance.	None

To be completed by the Division
or Department Head at the
conclusion of the IE cycle.

**Williamsburg Technical College
Strategic Plan
Annual Summary
(2009-2012)**

Division or Department
Continuing Education
Date Submitted: July 6, 2010

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
1	Provide educational and training programs to support current and anticipated service area work force needs.	Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.	<p>Make contact, working through the county Economic Development Board, ESC, HomeTown Chamber, and other agencies, with new and potential employers to ascertain their training needs.</p> <p>Summarize the number of contacts made.</p> <p>SC Shrimp, Inc. Crusader Industries SRE Biomass Truss Manufacturing Solar Academy</p>
		Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.	<p>Develop strong marketing initiatives with sister-colleges to promote programs of mutual interest.</p> <p>List working partnerships and courses developed and/or promoted.</p> <p>Heavy Equipment: Northeastern and Florence-Darlington Technical Colleges.</p> <p>Weatherization: Horry-Georgetown, Florence Darlington, & Northeastern Technical Colleges.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 1.3: Increase participation of high school students in the dual enrollment program.	CE will support the Instructional Division's dual enrollment program by describing it when making presentations to appropriate business/civic entities.	Report the number of times it was presented. Twice: Economic develop meeting and WCSD Parent night.
2	Provide continuous quality improvement to the educational and administrative processes.	Continuing Education will participate in all campus-wide quality improvement processes, including Employee Action Plans, IE meetings, and submit necessary reports or data.	Employee Action Plans will be completed and submitted and appropriate CE data will be entered into the Datatel system. Parts A and B of employee Action Plans were submitted in a timely manner. CE participated in all required IE meetings and submitted all required data either directly or through Datatel extracts.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	Incorporate a professional development component for all CE staff.	<p>Meet with CE staff to discuss professional development topics and submit to HR a record of completed professional development training.</p> <p>All CE staff records any professional development activities in which they participate and turn that information in to the HR Director.</p>
3	Effectively integrate and utilize information technology systems.	Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.	<p>Make use of the college's web page to promote CE courses to the community.</p> <p>List courses advertised on the web page.</p> <p>The following CE offerings have been listed on the college web page: Professional Truck Driving (CDL) Certified Nursing Assistant (CNA) Distant Education classes</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 3.2: Utilize information as a tool for strategic and operational decision-making.	Poll local businesses to ascertain training needs and develop a customized plan to meet their needs.	<p>Record the number of individualized training sessions that resulted from this poll.</p> <p>Seven (7) individual training sessions were presented for Palmetto Synthetics, LLC.</p> <p>Three (3) sessions of First Aid/CPR for Firestone</p> <p>One (1) session of ServSafe for the school district</p> <p>One (1) session of ServSafe for the federal prison</p> <p>One (1) session for ServSafe for DHEC</p>
	Goal 3.3: Enhance administrative functions of the College.	Improve the function and efficiency of the CE office by having bi-monthly meeting to discuss suggestions for potential improvement.	<p>Illustrate improvements in efficiency that resulted as an out-grown of the meetings.</p> <p>Improvement was made in the development of folders for prospective CE students.</p> <p>Notices are posted to inform customers if or how long CE staff maybe out of the office.</p> <p>Presently developing a folder of all CE office procedures.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
4	Establish the College as the preeminent educational and economic development resource in the community.	Goal 4.1: Strengthen relationships with all stakeholders. CE will attend community/business functions that enhance the presence of the college and understanding of its mission.	A list of such events will be maintained. Attended three (3) Red Carpet Breakfast functions sponsored by the HomeTown Chamber. Three (3) meetings with the Williamsburg Housing Consortium; re: affordable weatherization projects. Two (2) economic development meetings Industry Appreciation Supper
		Goal 4.2: Enhance the physical and virtual appearance of the College. The CE staff will devote time to maintaining the cleanliness and presence of the office reception area.	Report any major maintenance needs to the Physical Plant Director and weekly do light cleaning chores and straightening furniture. Non-college funds were used to purchase cleaning/dusting materials to be used in the CE office and reception area. No majoe maintenance issues were reported.
		Goal 4.3: Increase awareness of the College's economic impact on individuals and the community. Provide the PIO with information for publication that reflects the success of the CE programs and the individuals who participate in them.	List programs and/or individuals that were highlighted. Certified Nursing Graduates pictures and stories were posted on web page and in newspaper. CDL program was featured in newspaper.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability	CE is available to make presentations or talks to schools, businesses and civic groups.	<p>The number of presentations/talks will be recorded.</p> <p>CE presented a workshop to local high school seniors on Senior Day.</p> <p>Two (2) presentations were made to the REWARD program</p>
5	Identify solutions necessary to improve College sustainability.	Investigate grants and partnerships that could lead to alternative funding for CE training.	<p>List any grants partnerships.</p> <p>Grant from SC Dept. of Commerce: QuickJobs resulted in Approximately \$40,000 applied to CDL and CNA.</p> <p>Unsuccessful grants were submitted in partnership with the following: Carolina Procurement Institute FTC Telamon (2) Minority Males</p>
	Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.	Become a member of the college's Recruitment, Retention and Marketing Committee to leverage advertising/promotion of CE programs.	<p>Designate membership and meeting attendance.</p> <p>CE became a member of the Recruitment, Retention and Marketing Committee in January 2010. All meetings have been attended.</p>

**To be completed by the Division
or Department Head at the
beginning of the IE cycle.**

**Williamsburg Technical College
Strategic Plan
(2009-2012)**

Division or Department Student Services Division
Date Submitted: October 2009

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
1 Provide educational and training programs to support current and anticipated service area work force needs.	Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.	Increase student entry into the college.	Re-apply for and receive Student Initiative Grant. Apply for and receive EOC grant.	\$2000 postage and admin support provided in grant
	Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.	Improve first year student experience.	Increase enrollment and Retention by 2%.	\$1500 Recruiter travel

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 1.3: Increase participation of high school students in the dual enrollment program.	Recruiter will remain visible in all county high schools.	An increase in dual enrollment of 2% per year.	\$200 Recruiter travel
2	Provide continuous quality improvement to the educational and administrative processes.	Increase work productivity through technology.	Obtain a records imaging system. Utilize additional modules in Web Advisor (i.e. graduation application, transcript request). Work with Development Department to develop a functional on-line application, on-line orientation capabilities.	\$4000 equipment purchase needed

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
		Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	Increase staff development opportunities for each employee.	Ensure all staff attends at 2 staff development trainings on or off campus per year.	\$800 travel
3	Effectively integrate and utilize information technology systems.	Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.	Begin using communication management in datatel to improve communication on campus and improve communication with students.	Use of alert system and form letters.	\$500 office supplies
		Goal 3.2: Utilize information as a tool for strategic and operational decision-making.	Run statistic reports regularly to access efficiency and college growth.	Assess statistics quarterly for improvement.	None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
		Goal 3.3: Enhance administrative functions of the College.	Offer mini-tutorial for continuous improvement.	Employees are able to confidently use all available tools.	None
4	Establish the College as the preeminent educational and economic development resource in the community.	Goal 4.1: Strengthen relationships with all stakeholders.	Allow open access to the use of our facilities for events.	Support the enrollment increase goal because the college receives more exposure.	None
		Goal 4.2: Enhance the physical and virtual appearance of the College.	Plant flowers near Building B.	Flowers will be plant by September 1.	\$500 needed

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.	Develop a report of Student Services activities highlighting the impact on individuals and the community.	Report developed yearly.	None
	Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability.	Develop newsletters and pamphlets promoting Student Services Programs and attend community events.	At least two newsletters per year.	\$150 copy costs
5	Identify solutions necessary to improve College sustainability.	Pursue all available grants related to serving students and workforce needs.	Apply for at least one grant per fiscal year.	\$100 postage

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.	Designate budget funding relating to programs that enhance student personal, career, and educational growth.	Sponsor an event each semester that contributes to the well roundedness of the student body.	\$1000 food (grant funds)

To be completed by the Division
or Department Head at the
conclusion of the IE cycle.

**Williamsburg Technical College
Strategic Plan
Annual Summary
(2009-2012)**

Date Submitted: July 2010

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.	
Stated Initiatives	Goal			
1	<p>Provide educational and training programs to support current and anticipated service area work force needs.</p>	<p>Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.</p>	<p>The plan was to Re-apply for and receive the Student Initiative Grant and to apply for and receive the EOC grant. The Student Initiative grant was submitted on 8/31/10, The EOC grant submission date has not been released by the Dept. of Education. Results are not currently available.</p>	<p>The grant applications and subsequent research in student success revealed that there is a great need in Williamsburg County for programs that assist high drop-outs. In Williamsburg county 45% of those entering the ninth grade do not complete in 4 years. These grants will be used to recruit students and posture retention.</p>

WTC Initiative Statements		Goal	Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives				
		Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.	The goal was to improve first year student experience by increasing enrollment and retention by 2%. The result was a 14.4% increase in enrollment and retention improved by 4% from 60% to 64% from Fall 08-Fall09.	The results indicating a 4% increase will be used to monitor student retention per semester and plans for next year will include additional efforts on the part of the recruiter and counselors to identify students with problems early to improve the results from this year.
		Goal 1.3: Increase participation of high school students in the dual enrollment program.	The goal is for the Recruiter to remain visible in all county high schools and that this presence increased the percentage of high school participants by 5%.	The results indicating a 5% increase will be used to revise and improve recruitment strategies per semester.
2	Provide continuous quality improvement to the educational and administrative processes.	Goal 2.1: Prioritize and sustain campus-wide quality improvement processes.	The goal was to increase work productivity through the usage of technology by obtaining tools (i.e. imaging system, modern computers, etc).	The results from the obtainment of the tools will be utilized to measure efficiency and workflow within the Division.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	The plan consisted of being able to increase staff development opportunities for each employee by offering at least two (2) professional development sessions (internally and externally) per semester. The results were that 80% of division staff attended two sessions per semester.	The results were utilized to increase the availability and financial feasibility of professional development sessions to staff which will increase skills and abilities and contribution to the college.
3	Effectively integrate and utilize information technology systems.	The goal was to offer training so that staff can begin utilizing the communication management module in Datatel. Thus, will improve communication on campus and improve communication with students.	Due to the training of the staff on Communication Management, the results are indicating that implementation of the module will be a successful addition in order to improve services to students.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 3.2: Utilize information as a tool for strategic and operational decision-making.	The goal was to run statistic reports at least twice a year in order to access departmental efficiency and how the division is assisting in college growth.	The results from the statistical reports will be used to target key areas for student services improvement and assist in sustaining the college through next year.
	Goal 3.3: Enhance administrative functions of the College.	The goal was to work in conjunction with Human Resources or Continuing Education to offer at least three (3) mini-tutorial sessions (i.e. WebAdvisor) for continuous improvement.	The results from the trainings will be used to increase staff skills and abilities and contribution to the college and stakeholders.
4	Establish the College as the preeminent educational and economic development resource in the community.	Goal 4.1: Strengthen relationships with all stakeholders.	The feedback from the organizations or individuals will be used to improve strategies for increasing request for facility usage.
	Goal 4.2: Enhance the physical and virtual appearance of the College.	The goal was to plant flowers near Building B at least twice a year to improve rear entrance appearance of College.	The feedback from stakeholders about appearance will be used to increase student interest in go green efforts.

WTC Initiative Statements		Goal	Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives				
		Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.	The plan was to develop a report of Student Services activities highlighting the impact on individuals and the community. The report was to be made available to college officials as deemed necessary.	The results and feedback from events will be used to provide corrective action as needed to activities and publications.
		Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability	The goal of the division was to develop a semi-annual newsletter promoting Student Services Programs and events. The division also committed to and attended at least two (2) community events per semester.	The division began distributing monthly newsletters and the results from the feedback of the newsletters were and will be utilized to revise communication methods. The division will be able to discern from attending events if presence is strong enough in community.
5	Identify solutions necessary to improve College sustainability.	Goal 5.1: Identify and pursue alternative resources and funding opportunities in support of institutional and work force needs.	The plan is to pursue and apply for at least one (1) available grant, such as Green Technology, related to serving students and workforce needs.	Dissemination and analyses of research for grant(s) will be utilized to determine if outreach methods are necessary. Obtainment of grant(s) will be used to provide better services to students and increase retention.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.	<p>The objective was to designate budget funding, in the amount of at least \$3000.00, relating to programs that enhance student personal, career, and educational growth.</p> <p>Assessments were to be given to provide insight to affect and proper appropriation of funding.</p>	<p>The results from the assessments will be utilized in a manner that will direct student learning, interest, and engagement outcomes.</p>

To be completed by the Division
or Department Head at the
beginning of the IE cycle.

**Williamsburg Technical College
Strategic Plan
(2009-2012)**

Division or Department Development/Public Relations
Date Submitted: October 2009

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
1	Provide educational and training programs to support current and anticipated service area work force needs.	Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.		
		Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.	<p>Utilize available budget monies to advertise registrations and special events when possible</p> <p>Personally assist 100% of office visitors either through direction to proper location for assistance or by providing the service they require.</p>	<p>Provide administration with breakdown of marketing budget needs and expenditures.</p> <p>No visitor will be unassisted.</p> <p>None</p> <p>None</p>

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	<p>Goal 1.3: Increase participation of high school students in the dual enrollment program.</p>	<p>Create and distribute at least 2 news releases about dual enrollment.</p> <p>Create web and paper dual enrollment brochures as requested by the dual enrollment director.</p>	<p>At least 2 news releases will be distributed to local media</p> <p>Promotion will be handled in a timely fashion when requested by the director.</p>	<p>\$50 copy costs</p> <p>None</p>
<p>2</p> <p>Provide continuous quality improvement to the educational and administrative processes.</p>	<p>Goal 2.1: Prioritize and sustain campus-wide quality improvement processes.</p>	<p>Scholarship monies will be raised to assist students who need additional financial assistance to complete their courses of study.</p>	<p>Donors will be contacted at least annually to request continued or new scholarship support.</p>	<p>\$100 postage</p>

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	Divisional employees will work in concert with the strategic initiatives of the College.	EPMS and IE forms will be completed to indicate employee support of the strategic initiatives.	None
3	Effectively integrate and utilize information technology systems.	<p>Improve use of Datatel components.</p> <p>Provide students with WTC email addresses.</p> <p>Provide on-line classes.</p>	<p>Coordinate Datatel efforts (training, hosting, etc.) at the state tech level.</p> <p>Student email will be implemented.</p> <p>On-line (Moodle) classes will be offered</p>	<p>\$500 travel</p> <p>\$1500 MIS training</p> <p>\$500 IT training</p>
	Goal 3.2: Utilize information as a tool for strategic and operational decision-making.			

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source	
Stated Initiatives	Goal				
	Goal 3.3: Enhance administrative functions of the College.				
4	Establish the College as the preeminent educational and economic development resource in the community.	Goal 4.1: Strengthen relationships with all stakeholders.	Maintain the College's image through Chamber publication and events.	Chamber activities and publications will have a College presence.	\$500 promotion for Chamber event
	Goal 4.2: Enhance the physical and virtual appearance of the College.	Improve the WTC website to make it more attractive and more useful.	A new, more technologically sound website will be launched.	\$1200 travel and training	

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.			
	Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability.	Submit weekly news releases of activities at the College.	Weekly news releases will be submitted to local media.	\$50 copy costs
5	Identify solutions necessary to improve College sustainability.	Increase donations to the WTC Foundation	Personal and corporate donations to the WTC Foundation will increase by 5%.	None

Initiative Statements		Brief description of Division's plans for goal achievement.	Brief description of Division's plan for goal assessment.	Funding needed to accomplish goal and planned source
Stated Initiatives	Goal			
	Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.			

To be completed by the Division or Department Head at the conclusion of the IE cycle.

**Williamsburg Technical College
Strategic Plan
Annual Summary
(2009-2012)**

Division or Department
Development/Public Relations
Date Submitted: July 6, 2010

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
1	Provide educational and training programs to support current and anticipated service area work force needs.	Goal 1.1: Scan the local environment for additional programmatic needs and respond accordingly.	
		Goal 1.2: Increase enrollment and improve retention through innovative marketing and customer service strategies.	<p>Advertising was purchased on a contractual basis according to budgetary plan.</p> <p>Visitors to the office were assisted with their needs 100% of the time.</p> <p>Public entities had the opportunity to see information about the college in area publications on a regular basis and were, therefore, informed of the opportunities available to them.</p> <p>Warm, positive customer service provided visitors with the opportunity to move forward with their goals at the college.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 1.3: Increase participation of high school students in the dual enrollment program.	<p>At least 2 news releases alluding to or focusing on dual enrollment were sent to area media outlets.</p> <p>Web and paper dual enrollment publications were produced in accordance with dual enrollment director's request.</p>	Persons seeking information on dual enrollment were able to obtain that information either from the news releases, the website or the handouts available to them.
2	Provide continuous quality improvement to the educational and administrative processes.	<p>Goal 2.1: Prioritize and sustain campus-wide quality improvement processes.</p> <p>An end-of-year letter was sent to all prospective scholarship donors and personal contacts were made encouraging donations for scholarships and the following scholarships were received July 1, 2009-June 30-2010:</p> <ol style="list-style-type: none"> 1. M. Oneal Kirby Endowed Scholarship 2. Cleo Fennell Endowed Scholarship 3. Will Northington Meriwether Endowed Scholarship 4. Enamaye Reese Meriwether Endowed Scholarship 5. Anne Ellis Endowed Scholarship 6. John T. Wynn Endowed Scholarship 7. Braxton Lovett Scholarship 8. Santee Electric Scholarship 	Students who could not otherwise afford to continue their education were provided a financial incentive to stay in class and complete their studies, thereby improving the education process for students who qualified for the scholarships.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 2.2: Develop and implement a professional improvement plan for each employee that supports the strategic initiatives of the College.	<p>EPMS and IE forms were completed to indicate employee support of the strategic initiatives.</p>	<p>Employee productivity is kept above average and employees in the Dev/PR and MIS departments are constantly reminded of the strategic initiatives of the college, better enabling them to seek to meet the goals set forth.</p>
3	Effectively integrate and utilize information technology systems.	<p>Goal 3.1: Enhance the use of technology as a means of communication both internally and externally.</p> <p>Datatel training has taken place as coordinated between WTC and the State Tech office and personnel from each division have attended training.</p> <p>Student email options have been examined and plans are underway to begin that process either fall 2010 or spring 2011.</p> <p>Moodle software has been installed and training has taken place to pave the way for a fall 2010 on-line class offering.</p>	<p>Technological advances are taking place to continue to provide state-of-the-art technology opportunities for WTC students, faculty, and staff and to improve communication internally and externally.</p>

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 3.2: Utilize information as a tool for strategic and operational decision-making.		
	Goal 3.3: Enhance administrative functions of the College.		
4	Establish the College as the preeminent educational and economic development resource in the community.	The college has been visible through regular Chamber publication inserts and has assisted with various economic development endeavors throughout the year.	As a result of constant inclusion in the Chamber newsletter and visibility at area economic development events, the college is a key focus of educational value in the development of Williamsburg County and the surrounding area.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.
Stated Initiatives	Goal		
	Goal 4.2: Enhance the physical and virtual appearance of the College.	Training has taken place and a template for the new website is designed for future development in 2010-2011.	With the launching of an improved website, the college will realize an enhanced virtual appearance for the service area – and the world – to see.
	Goal 4.3: Increase awareness of the College's economic impact on individuals and the community.		
	Goal 4.4: Promote the College's contributions to the community's quality of life and sustainability	Regular news releases have been submitted to area media outlets.	Area citizens are able to discover college's contributions to the community's quality of life and sustainability by reading the releases that are printed or broadcast through local media outlets.

WTC Initiative Statements		Brief summary of Division/Departmental goal attainment.	Brief summary of how the assessment results of this Division/Departmental goal will be used for improvement and ultimate attainment of the Institutional initiative.	
Stated Initiatives	Goal			
5	<p>Identify solutions necessary to improve College sustainability.</p>	<p>Goal 5.1: Identify and pursue alternative resources and funding opportunities in support of institutional and work force needs.</p>	<p>Donations to the Foundation and grants have been solicited and obtained, including (but not limited to):</p> <ol style="list-style-type: none"> 1. Duke Endowment - \$225,000 for the nursing program in cooperation with the hospital 2. Broadband Stimulus Grant - \$196,000 for technology upgrades for public use computers 3. ASSIST book scholarship - \$4,000 4. Other scholarship donations (see 2.1 above for listing) 5. Various other gifts – both in cash and in kind – to the Foundation 	<p>With state and county monies continuing to dwindle each year, private, corporate and federal funding alternatives are imperative to support the institution's goals. Therefore, the Dev/PR department will continue to seek alternative resources and funding opportunities for the betterment of the college and service area.</p>
		<p>Goal 5.2: Refine and enhance budget procedures tied to College priorities/initiatives.</p>		