

STRATEGIC PLAN

Fiscal Year 2011

Mission

Chippewa Valley Technical College delivers superior, progressive technical education which improves the lives of students, meets the workforce needs of the region, and strengthens the larger community.

Vision

Chippewa Valley Technical College will be a dynamic community partner dedicated to adding value through learning and student success.

Board End Statements

1. CVTC will meet the dynamic and diverse employment and training needs of the region.
2. CVTC will meet changing student educational needs.
3. CVTC will enhance seamless transition for all students between educational systems in Wisconsin.
4. CVTC will be fiscally and organizationally healthy.

Strategic Goals

1. **Quality:** Meet or exceed recognized quality standards for college programs and services.
2. **Alternative Delivery:** Expand alternative delivery of courses, programs, and services.
3. **Student Success:** Increase the number of graduates with degrees or industry recognized certificates.
4. **Job Growth:** Expand and align programs with high demand, high job growth industries.
5. **Effectiveness & Efficiencies:** Increase effectiveness and efficiency of programs and services.

Goal 1: Quality

Meet or exceed recognized quality standards for college programs and services.

Outcomes

1. All college communication will be consistent, relevant, current, and meet quality professional standards by 2010-11.
2. All departments will seek to meet or exceed related industry quality standards by 2012-13.
3. All programs will meet or exceed threshold levels on identified critical program performance standards (capacity, employment, graduation, and course completion) by 2012-13.

Goal 2: Alternative Delivery

Expand alternative delivery of courses, programs, and services.

Outcomes

1. Increase the number of alternative delivery course offerings from 32% to 40% of total courses by 2010-11.
2. Increase student access to information as measured by:
 - ▶ Assessment and advisement appointments will be accommodated within 5 business days from request by 2010-11.
 - ▶ Turnaround time for enrollment verifications will be decreased by 50% by 2010-11.
 - ▶ 50% of program students will use degree audit by 2011-12.
 - ▶ Application-to-college admission time will be reduced to 3 weeks by 2012-13.
3. Implement a paperless strategic planning process by 2011-12.
4. All departments will investigate implementation of social media (Facebook, Twitter, blogs) in program communication and marketing strategies by 2012-13.

Goal 3: Student Success

Increase the number of graduates with degrees or industry recognized certificates.

Outcomes

1. Increase student retention or transfer rates for first-time, degree-seeking students by 5% (23.67% to 28.67% in the Perkins cohort and 48% to 53% for full-time students in the IPEDS cohorts) by 2010-11.
2. Increase high school dual credit agreements by 16 (8 to 24) by 2011-12.
3. Increase total number of graduates by 5% (1,308 to 1,373). Associate degree graduates will increase from 36% to 41% and Diploma graduates will increase from 46% to 51% by 2011-12.
4. Increase student FTE's by 3% by 2011-12.
5. Increase number of university articulation agreements by 36 (62 to 98) by 2012-13.

Goal 4: Job Growth

Expand and align programs with high demand, high job growth industries.

Outcomes

1. Align academic strategic planning process with existing and emerging high growth industries and jobs by 2010-11.
2. Secure needed funds (\$1 million) for the Energy Education Center through foundations, corporations, and private gifts by 2012-13.
3. Establish a Focused Learning Energy Education Center by 2012-13.

Goal 5: Effectiveness & Efficiencies

Increase effectiveness and efficiency of programs and services.

Outcomes

1. Develop a system for communication between college departments concerning potential student threats by 2010-11.
2. Increase grant funding by 10% (\$280,000) by 2010-11.
3. Increase annual in-kind and outright gifts to the Foundation by 10% by 2010-11.
4. Increase student, faculty, and staff satisfaction with IT services at the college by 2011-12 as measured by an IT satisfaction survey.
5. Decrease HR recruitment budget by 7% by 2011-12.