

Goals, Action Plans, and Measures of Success -- 2009

Approved by the Board of Directors
October 18, 2008

Goal 1	Advocacy
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The Association will...

Create and implement a culture of advocacy that generates new state-level investment in technical colleges and that promotes a culture of innovation leading to new revenue opportunities, efficiencies, productivity and savings.

ACTIONS

- A. Generate new state-level investment in Wisconsin Technical Colleges to protect and enhance their ability to realize their mission.
- B. Educate and enlist key stakeholders for coordinated advocacy such as: District and WTCS Board members, presidents and district staff, advisory board members and business and industry, legislators and other public officials, community-based organizations, and WTCS Coalition partners.
- C. Foster a culture of innovation and entrepreneurship in the WTCS.
- D. Promote new revenue opportunities for technical colleges.
- E. Promote efficiency, productivity and savings for technical colleges.

MEASURES OF SUCCESS

- A. The WTCS realizes its objectives in the 2009-2011 state budget process and protects against negative budget outcomes.
- B. The level of coordinated advocacy information to key stakeholders increases. Key stakeholders' advocacy activities increase.
- C. Legislators and public officials are more likely to contact their local college before taking positions on matters affecting the colleges. Legislators' and public officials' knowledge of the value of technical colleges as a key asset to their districts increases.
- D. New revenue, efficiency, productivity and savings ideas are identified and implemented as a result of the Association promoting the creation of a shared culture of innovation across the WTCS.

Goal 2	Interdistrict/Interagency Cooperation
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The Association will...

Provide leadership as trustees in the identification, facilitation, and maintenance of interdistrict/interagency cooperation.

ACTIONS

A. Provide leadership as trustees in interdistrict and interagency cooperation by identifying and promoting successful practices that:

- Increase productivity/reduce costs;
- Lead to new efficiencies;
- Enhance the systemwide sharing of resources;
- Lead to new revenues for the colleges; and
- Increase collaboration.

Create focus groups or other groups of members necessary to study and support these activities.

B. Identify and promote the best role for trustees and the association to improve student mobility between the WTCS and the UW System.

- Improve curriculum quality as well as ensuring its portability and transferability;
- Enhance the systemwide sharing of resources;
- Lead to new revenues for the colleges; and
- Increase collaboration.

MEASURES OF SUCCESS

The Association's leadership results in:

A. The identification and adoption of practices that increase productivity, efficiencies, sharing of resources, new revenues, and collaboration and that reduce costs.

B. Improved student mobility between the WTCS and UW.

Goal 3**Board Member Education and Development**

The Association will...

Promote Association member development through orientation, in-service education and information services at times, places, and pace that best meet member needs.

ACTIONS

- A. Review current practices for Association quarterly meetings, such as:
 - Standing committees and their structure;
 - Scheduling of committees; and
 - Effectively reporting of committee discussion/business

- B. Improve new member orientation by:
 - Coordinating with district boards to encourage new members and veteran members to attend orientation activities;
 - Promoting different orientation topics for each Association meeting to new and veteran members;
 - Using “mentor” programming beyond initial meetings for the longer term and developing tools to assist mentors;
 - Reviewing and improving information resources, such as new member “packets” and web resources for new members;
 - Surveying the needs of new members; and
 - Evaluating the orientation needs of new members who do not attend quarterly meetings to consider appropriate individual programming.

- C. Promote increased understanding of district board member duties and expectations for trustee professional development.

- D. Plan quarterly meeting time to study recommendations of the Ad hoc Committee on Technical College Funding.

MEASURES OF SUCCESS

- A. Based on review, the Association maintains or changes its current committees, their structure, scheduling, and reporting.

- B. New and veteran members become more involved in new member orientation activities. New members report Association provides effective and relevant orientation.

- C. Member understanding of the importance of professional development and member participation in professional development activities increase.

- D. Association implements recommendations of the Ad Hoc Committee on Technical College Funding as appropriate.

Goal 4**Partnerships and Alliances**

The Association will...

Build and strengthen collaborative partnerships and alliances within the WTCS and with key external stakeholders to support the mission of the Association, districts and WTCS.

ACTIONS

- A. Identify and implement collaborative activities with appropriate groups such as: Wisconsin Economic Development Association, Wisconsin Association of School District Administrators, Wisconsin Association of School Boards, and Wisconsin Counties Association.
- B. Continue to encourage greater collaboration supporting Wisconsin manufacturing and the WTCS role supporting manufacturing, particularly between the WTCS and groups such as Wisconsin Manufacturers and Commerce and manufacturing extension partnership organizations.
- C. Encourage continued collaboration on PK-16 related issues including, but not limited to, student pathways, mobility, readiness, and success.
- D. Continue to encourage greater Association member participation in WTCS Board meetings and activities and greater WTCS Board member participation in Boards Association meetings and activities.
- E. Sustain and build upon the existing strong alliance and alignment between the Association, WTCS Board and staff and WTCS Presidents Association.
- F. Identify and promote best practices in effective collaboration and partnerships.
- G. Continue to enhance relationships with ACCT by promoting opportunities available to members through ACCT, and through a dialog with ACCT reflecting Wisconsin issues, needs and opportunities.

MEASURES OF SUCCESS

- A. Association members and partner groups report that stronger mutually beneficial partnerships exist and that more collaborative activities take place. Best practices in collaboration and partnerships are identified and shared.
- B. State Board member attendance and participation in Association meetings and activities increases and Association member attendance and participation in WTCS Board meetings and activities increases.
- C. Strong alliance and alignment between Association, WTCS Board and staff and Presidents Association is sustained and increased.
- D. Association relationship with ACCT is strengthened through member participation in ACCT and through ACCT engagement in Wisconsin issues.