

## Goals, Action Plans, and Measures of Success -- 2010

Approved by the Board of Directors, November 6, 2009

<b>Goal 1</b>	Advocacy
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The Association will...

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

### ACTIONS

- A. Promote state, federal and private funding opportunities that improve affordability for students and accountability for taxpayers.
- B. Educate and enlist key stakeholders for coordinated advocacy such as: district and WTCS board members, presidents and district staff, Statewide Marketing Consortium members, advisory boards, business and industry, legislators and other public officials, labor partners, community-based organizations, and WTCS Coalition partners.
- C. Identify ways to foster innovation and entrepreneurship in the WTCS.
- D. Promote new revenue opportunities for technical colleges including efforts to partner with workforce development boards and the Department of Workforce Development.
- E. Support ongoing efforts to realize and fund Next Generation Workforce initiatives.

### MEASURES OF SUCCESS

- A. The importance of technical colleges and their funding play an increased role in gubernatorial and legislative candidates' platforms.
- 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 opportunities, including partnerships with workforce development boards, are identified and implemented.
- E. Support for Next Generation Workforce initiatives continues to grow, especially with the Governor's office and the legislature.

<b>Goal 2</b>	<b>Interdistrict/Interagency Cooperation</b>
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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 system-wide sharing of resources;
- Lead to new revenues for the colleges; and
- Increase collaboration.

For 2010, focus efforts on assessing: online learning at technical colleges, the impact of growing college enrollments, and “green” curriculum and college facilities.

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

- Encourage greater student engagement and feedback.
- Update members on progress made and obstacles to improved mobility.

### **MEASURES OF SUCCESS**

The Association’s leadership results in:

A. Identification and adoption of practices that increase productivity, efficiencies, sharing of resources, new revenues, and collaboration including online learning, addressing growing enrollments, and “green” curriculum and facilities.

B. Continuing improvement in student mobility between the WTCS and UW.  
Increased awareness of mobility issues by legislators and other policy makers.

**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 meetings, including:
  - Standing committees, their structure; scheduling and effective sharing of their discussions/business.
  - General Association meetings and a pilot effort to meet three times annually rather than four.
  
- B. Continue to improve new member orientation by:
  - Encouraging new and veteran members to attend orientation activities;
  - Promoting different orientation topics at each meeting;
  - Extending “mentor” programming beyond initial meetings;
  - Developing training for 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. Develop tools to promote consistency among districts.
  
- D. Continue efforts to promote recommendations made in the Technical College Funding report.
  
- E. Increase the sharing of best practices through efforts such as posters/handouts, use of the web site, and identifying presentations to be shared with the full membership.

**MEASURES OF SUCCESS**

- A. Based on a review, the Association maintains or changes its current committees, their structure, scheduling, and reporting. The Association makes an informed decision to convene for three or four general meetings per year after 2010.
  
- B. Member involvement in orientation activities increases. 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 Technical College Funding report recommendations as appropriate.
- E. Increased sharing of best practices across membership.

<b>Goal 4</b>	<b>Partnerships and Alliances</b>
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The Association will...

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

#### **ACTIONS**

- A. Continue to promote collaborative activities with groups such as economic development groups, 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. Identify and promote best practices in effective collaboration and partnerships including linking activities with groups such as labor and employee organizations, local school boards and county boards.
- 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. Consider promoting joint WTCS Board and Association meetings/activities.
- F. 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. Collaborative activities and partnerships increase between the Association and identified partner groups.
- B. Best practices in collaboration and partnerships are identified and shared including linking opportunities.

- C. State Board member participation in Association meetings increases and Association member participation in WTCS Board meetings increases.
- D. Strong alliance and alignment between Association, WTCS Board and staff and Presidents Association is sustained and increased.
- E. Association relationship with ACCT is strengthened through member participation in ACCT and through ACCT engagement in Wisconsin issues.