



**2023-2025**

**Strategic  
Plan**



William A. Grant Water & Environmental  
Center Walla Walla Community College

# **WILLIAM A. GRANT WATER & ENVIRONMENTAL CENTER**

## **VISION**

We envision a Center where:

- Public and tribal institutions and agencies, nonprofit organizations, and businesses use collaborative dialogue to educate, address issues, and build pathways for problem solving through partnerships
- WWCC students, K-12 students, teachers and staff, and the public access resources to learn about current and emerging water, land, and environmental issues
- WEC staff are inclusive and respectful of diverse perspectives, values, and identities while nurturing connections and relationships

## **MISSION**

To serve as a resource where people can learn, share knowledge, and work together to create healthy natural environments, engaging community dialog, and thriving local economies.

## **WWCC VALUES**

- **Learning Opportunities:** We value learning and encourage students to acquire a rich and wide body of knowledge as well as a love of their chosen discipline. We provide an environment that fosters active learning and the support services necessary to help all students achieve their potential. Everything we do is focused on expanding student access, retention and completion.
- **Sense of Community:** We strive to build community. We value a climate where all individuals feel accepted and meaningfully involved in a common cause. We recognize we are interdependent and demonstrate respect for one another.
- **Diversity:** We oppose all barriers that separate people from opportunities: barriers of socioeconomic status, race and ethnicity, age, gender, sexual orientation, and inexperience with the educational system.
- **Health and Humor:** We value a healthy environment that encourages humor, creativity, and enjoyment of work. We promote health, wellness, and safety within the College and the communities we serve.
- **Excellence:** We value superior quality and are dedicated to continued improvement in all college programs and services. We practice an ongoing systematic planning and evaluation process to ensure that our programs and services are distinctive, relevant, responsive, and of the highest quality.
- **Integrity:** Integrity is an essential component of the common bond within Walla Walla Community College. Efficient accomplishment of institutional goals is based on trust and mutual respect. We value honesty, fairness and ethical behavior.
- **Teamwork:** We value partnerships within the College and with members of the communities we serve. We practice collaboration in plans, actions, and shared results.
- **Innovation:** Walla Walla Community College values, respects, and rewards the enthusiastic pursuit of new ideas, creative risk-taking, and entrepreneurial endeavors. Encouraging the pursuit of excellence and innovation will help the College prepare students and staff to shape the future. Creativity is one of our most important resources in the 21st Century.
- **Personal and Professional Growth:** We value the growth of both our students and staff. We believe that our own engagement in the learning process enhances our ability to enrich our personal lives, careers, and work in the global community.
- **Sustainability:** Walla Walla Community College values the well-being of our communities and is dedicated to protecting and restoring our resources. We advocate for and demonstrate practices that promote economic and environmental sustainability.

## **GOAL 1: Cultivate and support effective partnerships**

### **Objective 1:** Foster ongoing communication with and in support of co-locators

Strategies: Co-locator meetings or celebrations; co-locator group emails; co-locator casual conversations; online posts; displays and exhibits

Performance measure(s): Convene at least three co-locator update meetings annually; distribute at least one co-locator update email monthly; promote co-locators' services, events or postings via the WEC website and/or social media pages at least quarterly; respond to co-locator requests for support or repairs within two workdays; co-locator program and contact information posted in WEC public spaces

Responsible: WEC Director, WEC Assistant Director, WEC staff

### **Objective 2:** Strengthen existing partnerships and identify new partnerships

Strategies: Email, phone, and in-person communications and participation invitations; MOUs for clarifying relationships, as needed

Performance measure(s): At least two new program or event partnerships established each year; MOUs updated or developed, as needed

Responsible: WEC Assistant Director, WEC Director, WEC staff

### **Objective 3:** Reaffirm partnerships with CTUIR

Strategies: Executive & staff level meetings and tours; email, telephone or online conversations; reciprocal participation in programs and events

Performance measure(s): Updated MOA/MOU with CTUIR completed by December 2023; formalize joint community education and outreach plan by April 2023; amended lease agreement and/or WEC facilities use reassignments completed by June 2023

Responsible: WWCC Executive Leadership, WEC Director, WEC Assistant Director, WEC staff

## **GOAL 2: Provide education to address current and emerging water, land and environmental issues**

### **Objective 1:** Develop a comprehensive WEC education plan

Strategies: Evaluate existing and historical programming; determine target audiences, desired frequencies, accessibility needs, and collaborations with existing co-locators or new partners; create and implement new programming with WEC Staff, co-locators, and other partners, if applicable

Performance measure(s): Plan created by December 2022; review and update annually, as needed

Responsible: WEC Assistant Director, WEC Director, WEC Staff

**Objective 2:** Develop a WEC interpretation plan for interior and exterior spaces

Strategies: Evaluate existing and historical interpretative displays/exhibits; determine target audiences, desired themes, and accessibility needs; create/purchase and install new displays/exhibits with WEC Staff, co-locators, and other partners, if applicable

Performance measure(s): Plan created by June 2023; review and update annually, as needed

Responsible: WEC Assistant Director, WEC Director, WEC Staff

**Objective 3:** Re-establish volunteer opportunities

Strategies: Evaluate interest in volunteering opportunities; determine types of volunteering opportunities; create and maintain volunteer information database; network with co-locators and new partners, as necessary; develop volunteer trainings, as needed; organize a volunteer schedule; assess volunteer opportunities for future improvements

Performance measure(s): Volunteer opportunities available by April 2023; volunteer opportunities reviewed annually, as needed; data collection system established by June 2023

Responsible: WEC Assistant Director, WEC Director, WEC Staff

**Objective 4:** Develop a comprehensive marketing plan for WEC webpage and social media

Strategies: Evaluate webpage and social media for improvements; update and synchronize information across all media platforms; determine target audiences; create scheduled and post content to advertise opportunities and encourage engagement

Performance measure(s): Plan created by December 2022; review and update on a regular basis, as needed; create a minimum of four social media posts per month with a goal to expand reach by 5% once the plan is implemented

Responsible: WEC Assistant Director, WEC Director, WEC Staff

**GOAL 3: Activate the WEC facilities in support of education and collaboration**

**Objective 1:** Upgrade instructional and conferencing technology, physical environments, and support resources for WEC teaching classrooms, labs, and meeting and gathering spaces

Strategies: Assessments and discussions with WWCC IT staff and contractors; survey co-locators, select faculty and key external partners

Performance measure(s): Technology upgrades completed by December 2023; physical environment and support resources upgraded by June 2024, with ongoing refinements as needed

Responsible: WEC Director, WEC Assistant Director, WWCC IT staff & independent contractors

**Objective 2:** Enhance and maintain WEC exterior physical environments in support of academic

instruction and public programming

Strategies: Solicit feedback from co-locators, key external partners, and key WWCC faculty and staff; coordinate internal or external design, fabrication and/or installation services as required; employ or engage WWCC students, AmeriCorps Members, and/or volunteers to help maintain exterior spaces

Performance measure(s): Summarize feedback by December 2022; physical environment and support resources enhanced by June 2024, with refinements as needed

Responsible: WEC Director, WEC Assistant Director, WEC Interns & Volunteers

**Objective 3:** Update WEC building use policies, procedures, and fee structures

Strategies: Research example policies, procedures, and fee structures for similar facilities; draft and refine policies, procedures, and fee structures

Performance measure(s): Updated policies, procedures, fee structures, and staffing support model adopted by June 2023; policies, procedures, and fee structures reviewed annually and amended as needed

Responsible: WEC Director, WWCC administration, WWCC Events Coordinator

**Objective 4:** Actively promote and document use of WEC spaces for meetings and gatherings

Strategies: Develop and implement WEC webpage & social media, direct email, flyers, and other promotions; implement data collection system to track space use

Performance measure(s): Compile space use data quarterly; conduct ongoing promotional efforts

Responsible: WEC Director, WEC Assistant Director, WEC staff, WWCC Events Coordinator