



2018-2022

Strategic Plan



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

WILLIAM A. GRANT WATER & ENVIRONMENTAL CENTER AT WALLA WALLA COMMUNITY COLLEGE

VISION

We envision a Center where:

- Diverse cultural values are respected and nurtured in rural, urban, and tribal communities.
- Public institutions, nonprofit organizations, and business communities use collaborative dialogue to address pressing issues and build pathways for problem solving through partnerships.

MISSION

To serve as a place where people with diverse interests and values can learn, share knowledge, and work together to create a healthy and sustainable natural environment 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.

COMMITMENT

We are committed to enhancing local economies and natural ecosystems by:

- Offering educational programs that address current and emerging water and environmental challenges.
- Providing a place for collaborative dialogue to develop effective and useful partnerships.
- Fostering and modeling the use of innovative practices that enhance the economic well-being of our region.
- Restoring and protecting natural resources using sustainable best practices throughout our region.

2018-2022 STRATEGIC GOALS

GOAL 1: Cultivate and support effective partnerships

Strategy 1: Meet regularly with and support co-locators and partners

Objective 1: Work with co-locators to convene regularly scheduled meetings and other gatherings

Responsible: Dave Stockdale, WEC Support Staff
Target Completion Date: Ongoing
Performance measure(s): At least one co-locator informational meeting is conducted each quarter and at least one co-locator and partner social event is held each year

Objective 2: Create and distribute a WEC information and services packet to all co-locator staff and key external partners

Responsible: Dave Stockdale, WEC Support Staff
Target Completion Date: March 2019 and ongoing
Performance measure(s): Packet is created and distributed by March 2019 to all co-locators and key partners and to all new co-locator staff and new partners thereafter

Objective 3: Work with WWCC staff to enhance Wi-Fi access and facilitate room scheduling for co-locators

Responsible: WEC Support Staff
Target Completion Date: December 2018
Performance measure(s): Reliable enhanced Wi-Fi is available by December 2018, co-locators are integrated into 25Live campus scheduling system

Objective 4: Host a biennial open house for regional nonprofits, agencies and related entities working on water and natural resources to educate the public about their programs and services offered

Responsible: Felicia Williamson, Dave Stockdale, Melissa Holecek
Target Completion Date: Biennially starting in 2019
Performance measure(s): Event hosted biennially

Objective 5: Potential new partners are identified and new relationships

Responsible: Dave Stockdale, Felicia Williamson, Melissa Holecek
Target Completion Date: Ongoing
Performance measure(s): At least one new partner is engaged in WEC programs, events annually

Strategy 2: Fully develop the education partnerships with CTUIR

Objective 1: Convene leadership level discussions to explore Confederated Tribes of the Umatilla Indian Reservation (CTUIR) student recruitment and retention needs

Responsible: Derek Brandes, Jerry Anhorn, Dave Stockdale
Target Completion Date: December 2020
Performance measure(s): Leadership meetings have been convened and needs fully documented; actions initiated as jointly agreed upon

Objective 2: Work with CTUIR education and natural resources staff to extend and promote community education opportunities

Responsible: Felicia Williamson, Melissa Holecek, Dave Stockdale
Target Completion Date: Ongoing
Performance measure(s): Return to the River conducted annually, interpretation of wetlab activities enhanced, CTUIR participation in annual Make A Splash and biennial Open House events

GOAL 2: Attract and support students for careers in the water, natural resources, or environmental workforces

Strategy 1: Develop or update WTM Degree Programs and courses

Objective 1: Review degree and certificate programs and courses annually and revise/add/delete as needed

Responsible: Dave Stockdale, Melissa Holecek, WTM Advisory Committee
Target Completion Date: Annually beginning 2018
Performance measure(s): Programs and courses are reviewed annually by staff and the WTM Advisory Committee and revised/added/deleted and submitted for approval as needed

Objective 2: Additional pathways to baccalaureate degrees are established

Responsible: Dave Stockdale, Melissa Holecek, Jerry Anhorn, Cindy Walker
Target Completion Date: Ongoing by December 2021
Performance measure(s): WTM students matriculate into the WWCC BAS SAS degree program, a 2+2 pathway or other articulation agreement with at least one other educational institution is created by December 2021

Strategy 2: Create and distribute resources and conduct outreach efforts to promote certificates and degree programs and illustrate career opportunities in water and natural resources

Objective 1: Create and/or update degree program and certificate flyers and other print resources as needed

Responsible: Felicia Williamson, Dave Stockdale, Melissa Holecek
Target Completion Date: Ongoing
Performance measure(s): Flyers and other print resources are updated after any course or program changes

Objective 2: Certificate and degree program information is distributed via webpage, social media, print media, broadcast media, or other mechanisms on an ongoing basis

Responsible: Felicia Williamson, Dave Stockdale, Melissa Holecek
Target Completion Date: Ongoing
Performance measure(s): At least one proactive promotional effort is conducted monthly

Objective 3: Onsite and offsite programs to promote certificate and degree programs are presented

Responsible: Felicia Williamson, Dave Stockdale, Melissa Holecek
Target Completion Date: Ongoing
Performance measure(s): At least six onsite or offsite promotional program is conducted annually

Strategy 3: Develop tools and services to orient and support students and instructors

Objective 1: Conduct an annual WTM student orientation session

Responsible: Melissa Holecek, Dave Stockdale
Target Completion Date: Beginning of Fall Quarter annually starting 2019
Performance measure(s): An WTM student orientation session is held each fall

Objective 2: Extend efforts to link students to potential jobs and/or employers

Responsible: Melissa Holecek, Felicia Williamson
Target Completion Date: Ongoing
Performance measure(s): Annual Job Fair is convened; job boards and resume boards are established and regularly updated

Objective 3: Sustain and enhance WEC-based services and facilities that support student uses

Responsible: Dave Stockdale, Melissa Holecek, Felicia Williamson, Jill DaSilva
Target Completion Date: Ongoing
Performance measure(s): Computers are upgraded as needed; student study areas are enhanced as appropriate, disability accommodations are up-to-date, opportunities to earn industry certifications are promoted/presented

Objective 4: Annual orientation and/or review session is held for all WTM instructors annually

Responsible: Dave Stockdale, Melissa Holecek
Target Completion Date: Annually during In-Service week starting 2019
Performance measure(s): Orientation/review session is convened during In-Service week annually

Strategy 4: Sustain a year-round Walla Walla Community College-based Washington Conservation Crew (WCC) as a pathway for recruiting and supporting WTM students

Objective 1: Work with the Department of Ecology to identify, secure, and support work crew sponsors

Responsible: Dave Stockdale
Target Completion Date: Ongoing
Performance measure(s): Crew is operating

Objective 2: Develop mechanisms for creating a link between WCC crew participants and WTM and WWCC degree programs, including credit-earning options

Responsible: Dave Stockdale, Melissa Holecek, Felicia Williamson
Target Completion Date: Ongoing
Performance measure(s): Mechanisms are in place for awarding college credit to WCC crews, WTM program opportunities are promoted to WCC crew members based throughout the state, WCC crew meet with WTM, WWCC and/or WEC staff to develop career/educational goals during their time as a crew member

Strategy 5: Create mechanisms for staying connected to students post-graduation, including data collection

Objective 1: Initiate person-to-person approaches that create a culture of staying connected

Responsible: Melissa Holecek, Felicia Williamson
Target Completion Date: Ongoing
Performance measure(s): WTM Alumni Group is formed by June 2020; every WTM graduate participates in an exit interview

Objective 2: Utilize web-based tools or networks for gathering and updating student post-graduation data

Responsible: Melissa Holecek, Felicia Williamson
Target Completion Date: Ongoing
Performance measure(s): Web-based networks or tools like Facebook or LinkedIn are in place and in use by WTM students

GOAL 3: Evaluate and strengthen water, energy and environmental outreach and education programs

Strategy 1: Promote place-based knowledge and connectivity by creating an engaging and informative WEC visitor experience

Objective 1: Expand and/or update displays and/or other items in and around the WEC facility to highlight and connect visitors to the programs of the WEC and its co-locators

Responsible: Felicia Williamson, WTM Student Interns
Target Completion Date: Staggered by projects; ongoing
Performance measure(s): Lobby displays updated and expanded at least once annually, low water garden with interpretation established around WEC by December 2019, exterior exhibits and displays established or updated as needed, outdoor classroom renovated by September 2019

Objective 2: Host a biennial Open House to highlight the WEC and its co-locators

Responsible: Felicia Williamson, WEC Staff and Co-locators, WTM Interns
Target Completion Date: Biennially as scheduled starting in 2018
Performance measure(s): Biennial Open House conducted with all co-locators participating

Strategy 2: Design and initiate a multi-faceted approach for presenting youth and family education

Objective 1: Sustain the annual Make a Splash! program for 5th graders

Responsible: Felicia Williamson, Melissa Holecek, staff
Target Completion Date: Event held annually
Performance measure(s): Make a Splash! held annually in May

Objective 2: Develop, promote, schedule and conduct additional in-school and/or WEC-based programs for K-12 teachers and/or students and their families

Responsible: Felicia Williamson, Melissa Holecek, WTM Student Interns
Target Completion Date: Ongoing beginning January 2019
Performance measure(s): At least six in-class or WEC-based programs are conducted during the K-12 academic year, at least three WEC-based programs are conducted during the summer quarter, develop and trial a fall WEC-based event for 8th grade students by 2020, K-12 teacher training programs presented as opportunities become available

Objective 3: Develop and promote a joint Earth Day event in collaboration with Whitman College and Walla Walla University

Responsible: Felicia Williamson
Target Completion Date: Annually on Earth Day beginning 2019
Performance measure(s): Annual collaborative Earth Day event is established and widely promoted through print and web-based media

Objective 4: Develop and promote joint community education programs as opportunities present themselves

Responsible: Felicia Williamson, Staff
Target Completion Date: As available
Performance measure(s): Partnered programs conducted as opportunities present themselves including exploring options for a World Water Day event, all programs and events widely promoted through print and web-based media

Strategy 3: Develop and trial a water and irrigation auditing service for homeowners, small businesses and agriculturists

Objective 1: Research and develop water and irrigation auditing tools appropriate for use with regional homeowners, small businesses, and/or agriculturists

Responsible: Dave Stockdale, Jerry Anhorn, Felicia Williamson, WTM Student Interns
Target Completion Date: June 2019
Performance measure(s): Tools have been created

Objective 2: Conduct at least six trial audits and assess the viability of and steps needed to upscale such services

Responsible: Dave Stockdale, Felicia Williamson, WTM Student Interns
Target Completion Date: June 2019
Performance measure(s): Trial audits have been conducted and services assessed