

Goals, Action Plans, and Measures of Success – 2011

Approved by the Board of Directors – September 18, 2010

GOAL 1

ADVOCACY

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 (*and* → *Measures of Success*)

- A. Promote state, federal and private funding opportunities that improve affordability for students and accountability for taxpayers.
 - *The importance of technical colleges and their funding are increasingly part of platforms and policy agendas.*
 - *Public officials' knowledge of the value of technical colleges as a key asset to their districts and the state increases.*
 - *Public officials are more likely to contact their local college before taking positions on matters affecting the colleges.*

- B. Develop advocacy “champions” in support of technical colleges working in collaboration with district board members, the WTCS, presidents, faculty and staff, students, Statewide Marketing staff, the Wisconsin Association of Career and Technical Education, program advisory boards, business and industry, legislators and other public officials, labor partners, and community-based organizations.
 - *The number of engaged advocacy champions and their contacts with policy makers measurably increases.*
 - *District board member engagement with students as advocacy champions increases.*

- C. Develop uniform messaging/talking points and resources for advocacy and coordinate these messages with Statewide Marketing efforts. Include orientation and education for new legislators and administration members in efforts.
 - *Launch new web resource with expanded advocacy resources.*
 - *Conduct successful legislator and administration orientation sessions in collaboration with presidents, Statewide Marketing and the WTCS.*

- D. Promote college and system leadership efforts to continue building effective partnerships with workforce development boards and the Department of Workforce Development.
 - *The number of meetings, contacts and successful partnerships increases.*

- E. Support efforts to realize and fund “Building the Next Generation Workforce” initiatives in the 2011-13 state budget process.
→ *Technical colleges realize positive outcomes in the 2011-13 state budget bill.*
- F. Advocate for the crucial role technical colleges play in diversity and in access to higher education for a diverse and rapidly changing population.
→ *Diversity is increasingly recognized as a strength of the role technical colleges play in building an educated populace and prosperous state.*

GOAL 2

INTERDISTRICT/INTERAGENCY COOPERATION

The Association will...

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

ACTIONS (*and* → *Measures of Success*)

- 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.

For 2011, focus efforts on assessing: online learning, enrollment growth, “green” curriculum and facilities, and expanding federal support including through partnerships with workforce development boards.
→ *The Association reports quarterly to its membership on the identification and adoption of practices that increase productivity, efficiencies, sharing of resources, new revenues, and collaboration.*
- B. Identify and promote the best role for the Association to improve accessibility and mobility for all from K-12 to technical colleges, between technical colleges, and from technical colleges to the UW System and independent and private institutions. Monitor any change in the role other institutions seek to play that challenges technical colleges’ mission.
 - *Student access and mobility continue to improve for technical colleges and other educational institutions.*
 - *Access and mobility issues are increasingly understood and valued by public officials.*
 - *Technical colleges’ unique mission and role is not negatively affected by other institutions’ mission creep or competition.*

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 (and →Measures of Success)

- A. Consider recommendations of the ad hoc Committee on Association Committees, pilot recommendations as appropriate, assess the results and adopt practices that improve member value and member satisfaction.
→ *Member feedback reflects that the value of committee activities has increased.*
- B. Based on review of the 2010 pilot to convene three rather than four statewide meetings, the Association will decide whether to continue for 2011 and beyond with a three or four meeting annual schedule.
→ *The Association implements the decision and continues monitoring member feedback concerning meeting frequency.*
- C. The Association continues 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 consistent expectations for mentors; and
 - Evaluating the orientation needs of new members (both those who attend Association meetings and those who do not attend) including new member needs after one, two and three years’ service.
- *New and veteran members report that orientation and mentor activities have increased in relevancy and effectiveness.*
- D. Promote increased understanding of district board member duties and expectations for trustee professional development. Focus on promoting pre-appointment orientation resources for candidates seeking board appointment.
→ *Districts promote effective pre-appointment orientation activities and information for board candidates.*
- E. Continue efforts to promote recommendations made in the Technical College Funding report.
→ *The Association continues to make progress creating a culture of advocacy and innovation within the statewide trustee organization.*
- F. Increase the sharing of best practices in board development through efforts such as posters/handouts, use of the website, and by identifying committee presentations to be shared with the full membership.
→ *The number of shared practices and presentations increases.*

GOAL 4**PARTNERSHIPS AND ALLIANCES**

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 (and →Measures of Success)

- A. Continue to promote collaborative activities with public groups such as the Wisconsin Economic Development Association, regional economic development groups, Wisconsin Association of School District Administrators, Wisconsin Association of School Boards, Wisconsin Counties Association, and labor organizations.
→ *The number of collaborative activities and partnerships increases between the Association and identified partner groups.*
- B. Continue to encourage collaboration between technical college leaders and groups representing manufacturing (Wisconsin Manufacturers and Commerce and manufacturing extension partnership organizations), production agriculture, commerce, disadvantaged business enterprises, and other industry sectors.
→ *The number of collaborative activities and partnerships increases between the Association and identified partner groups.*
- C. 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.
→ *State Board member participation in Association meetings increases and Association member participation in WTCS Board meetings increases.*
- D. 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.
→ *Strong alliance and alignment between Association, WTCS Board and staff, and Presidents Association is sustained and increased.*
- E. Continue to enhance relationships with ACCT by promoting opportunities available to members and through a dialog with ACCT reflecting Wisconsin issues, needs and opportunities. Encourage submission of news and media coverage by districts to ACCT.
→ *Association relationship with ACCT is strengthened through member participation in ACCT and through ACCT engagement in Wisconsin issues.*
→ *ACCT publications contain more Wisconsin-related content.*