

Wisconsin Technical Colleges Marketing Consortium

DECISION-MAKING PROCESS

APRIL 12, 2019

Mission

“To **promote career-focused education** for the benefit of a skilled workforce;
raise awareness of programs and services and their value to students, employers and communities;
and **foster collaboration between the technical colleges** for the benefit of Wisconsin.”

Planning Process



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Phase 1 – Planning to Plan

- September
 - Strategic planning base meeting
 - Review mission
 - Discuss new technologies, practices, goals
- October
 - Staff research
 - Ideas to introduce
 - Partner input - business & industry, System, school counselors

Phase 2 – Strategic Planning

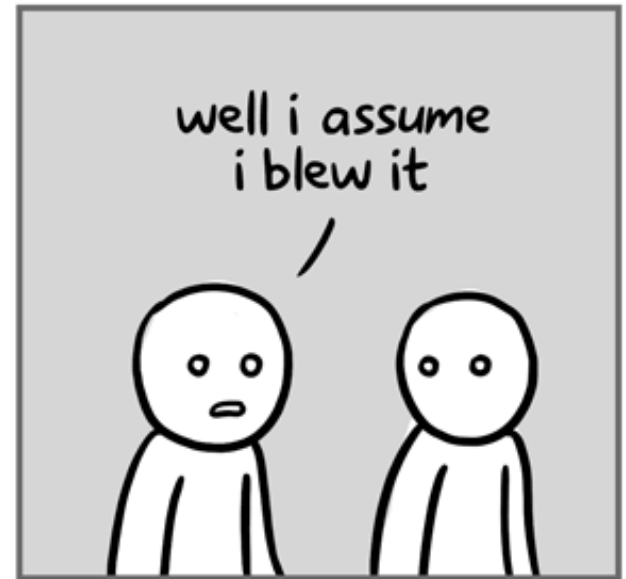
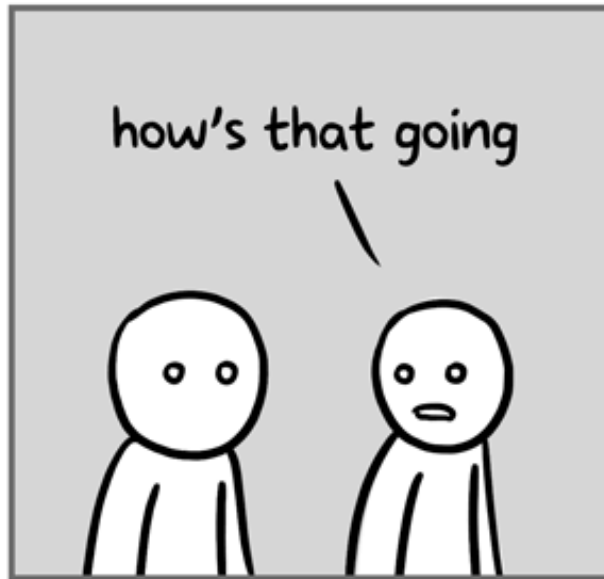
- November
 - Strategic planning meeting = workplan
 - Recruitment & enrollment teams
 - Business & industry liaisons
 - Executive committee
 - Expert speakers
 - Roundtables/breakouts

Phase 3 – Workplan

- November/December
 - Committee meetings
 - Details
 - Decisions
 - Staff work
 - Research
 - Vendor outreach

Phase 4 – Implementation

- Continuous
 - Daily work
 - Monthly reports/analytics
 - Committee meetings as needed
 - Consortium meetings
 - Tracking/measuring
 - Continuous improvement



Connect

www.wistechcolleges.org

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Contact me

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