**MISSION**
The mission of WSC, “Where the People Make [the Difference.]” is to provide accessible, affordable, life changing, and life-long educational pathways to residents of North Dakota, the Upper Plains, and beyond.

**VISION**
We are committed to student excellence. We embrace quality student experiences, open communication, and actionable data that enrich personal relationships among our college, faculty, and students.

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**“EDUCATION IS THE BEST PROVISION FOR LIFE’S JOURNEY.”**
— ARISTOTLE

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**INITIATIVE 1**
**IMPROVE STRATEGIC OUTREACH COMMUNICATION**

**Goal 1:** Develop E-Portfolio Training for Adjuncts/DC Instructors.

**Goal 2:** Develop virtual visits, program videos and virtual tours.

**Goal 3:** Create a marketing campaign - Survey “How’d you hear about WSC?” in College Strategies.

**Goal 4:** Develop Athletic Recruitment Plan.

**Goal 5:** Create multiple student touchpoints to assist students with “typical” obstacles faced throughout the academic year.

**Goal 6:** Create a more inclusive online presence.

**Goal 7:** Development of a marketing strategy to target students in and out of region.

**Goal 8:** Collaborate with WSC Foundation Board to ensure alignment of strategic plan/ goals between the foundation and College.

**Goal 9:** Create and implement a standardized follow up process with advisory boards to communicate how advice/input from boards is being considered or implemented into CTE programs.

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**INITIATIVE 2**
**CREATE EFFICIENCY IN PROCESSES**

**Goal 1:** Editing of program review template.

**Goal 2:** Creation of E-forms

**Goal 3:** Review advisement and in-service sessions.

**Goal 4:** Improve academic advising/management outcomes for student athletes

**Goal 5:** Implement a retention software.

**Goal 6:** Creation of Electronic Processes and elimination of paper documents.

**Goal 7:** Community Involvement.

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**INITIATIVE 3**
**FOSTERING CAREER/TRANSFER READY SKILLS**

**Goal 1:** Distribute the graduation survey.

**Goal 2:** Develop a method to track transfer student success.

**Goal 3:** Developing curriculum and program maps specifically for AA/AAS

**Goal 4:** Development of orientation days.

**Goal 5:** Ensure WSC programs and course offerings match the regional and state workforce needs.

**Goal 6:** Ensure quality & effective workforce offerings at WSC, by ensuring courses provided are successfully teaching the correct skillsets to meet current market needs.

**Goal 7:** Partner with current and future regional CTE centers/academies programs to expand offerings to area HS students.

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**VALUES**

Truthfulness | Relationships | Empowerment | Vision
Inspiration | Achievement | Personal & Professional Growth

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