

Twenty-Four by Twenty-One

Measurable Goal:

Serve 2,400 FTE, 2,400 credentials, and 24,000 students annually by 2021

Purpose:

Increase enrollment by providing sustainable, community-focused opportunities for learning and student success

Key Strength 1:

AFFORDABLE: Emphasize status as a low-cost provider with high value to connect more people to programs and services

- Programming and services will be developed and deployed to improve affordable access for the underserved
- Working adults will have access to programs and services that help lead to improved career opportunities

Key Strength 2:

STUDENT-CENTERED: Modify programs and services to reflect changing student needs and interests

- Scheduling practices will be modified to consider student needs in a changing economy with shifting demographics
- Market research with recommendations will be used to determine the preferences of potential students who did not enroll

Key Strength 3:

REGIONALLY ALIGNED: Maintain a program mix that focuses on the needs of the regional economy to ensure graduate outcomes remain strong and employer needs are met

- Expand programming related to medical professions to address changing demographics
- Increase awareness of programming and employment opportunities in advanced manufacturing and occupations in technology and industry

Key Strength 4:

COMMUNITY DRIVEN: Improve attainment through the development of local services and programming

- Leverage technology to extend high-quality campus-based programs and services to communities throughout the regional service area
- Modify resource allocations to address shifting demographics and a changing market for potential students



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