



**We began
these efforts
with this guiding
question...**

**What does success
look like for our
students, community,
college, future?**



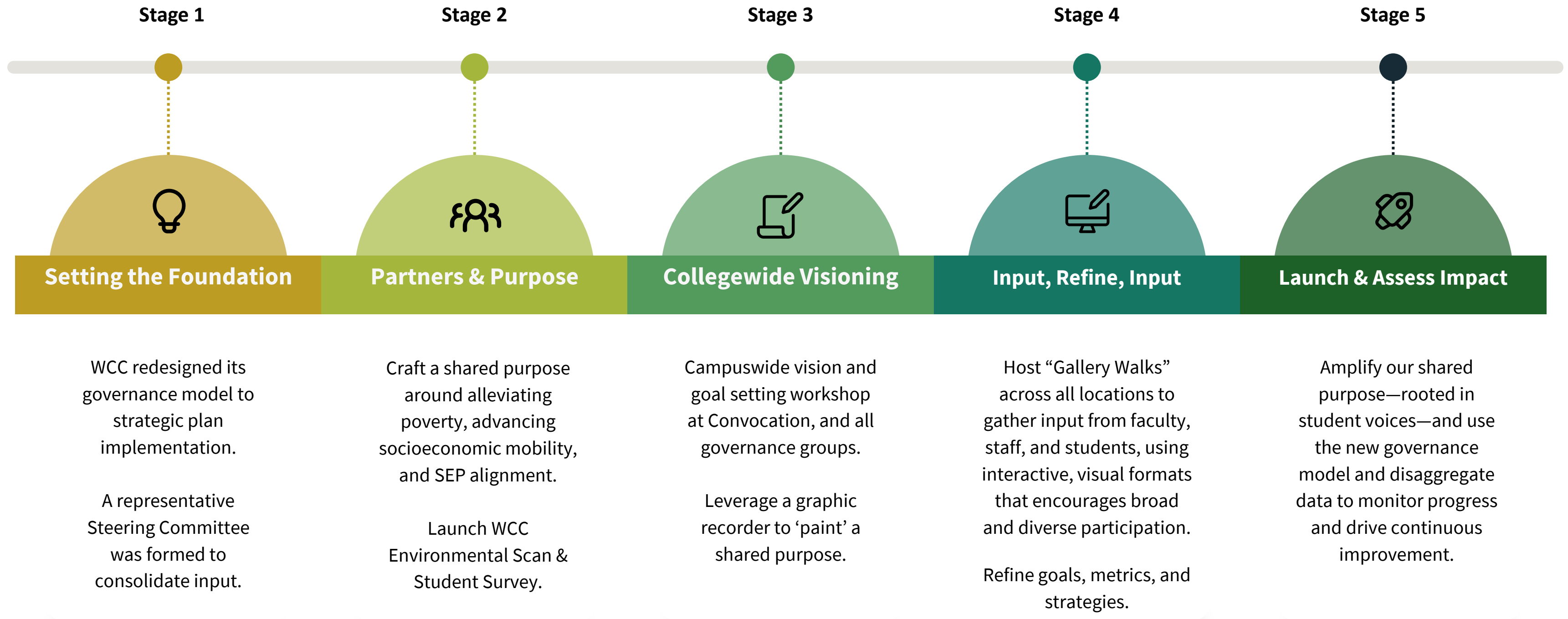
Esmeralda Almejo, WCC Student President's aspiration for WCC....

“WCC drastically improves economic growth/ mobility for students from entry to completion.”

WCC Purpose:
*Equitable
Socioeconomic
Mobility*

Student Equity Plan + Education Master Plan

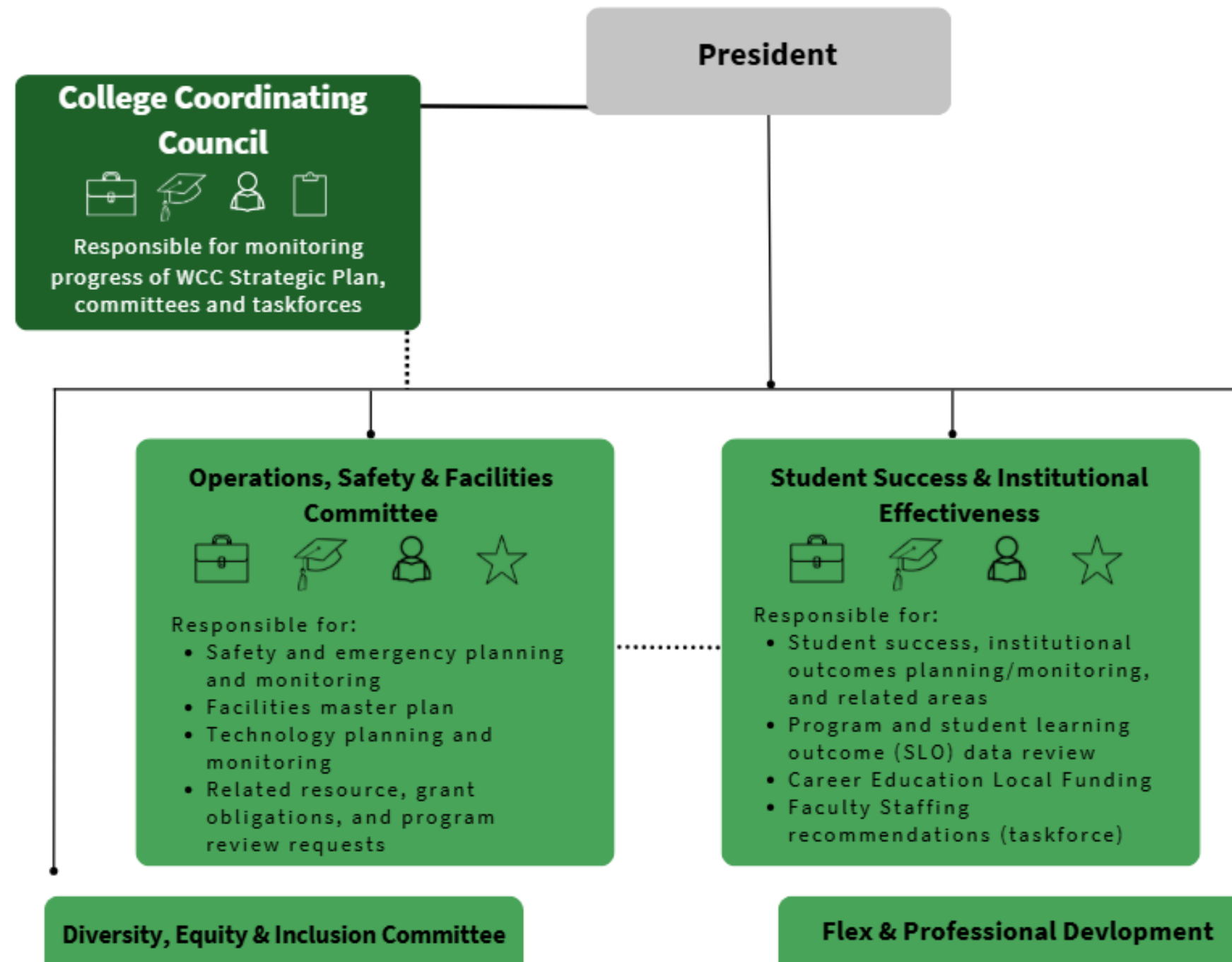
Woodland Community College Engagement Timeline



Setting the Foundation



WOODLAND COMMUNITY COLLEGE Participatory Governance Model



Environmental Scan

RESEARCH QUESTIONS

What are the demographic trends in the service region?

What does the distribution of demographic variables look like across the county (zip code level where possible)?

What local occupations will require an increased workforce over the next several years in the service region?

What the top employers in these industries/for these occupations and where are they located



REGIONAL NEEDS ASSESSMENT

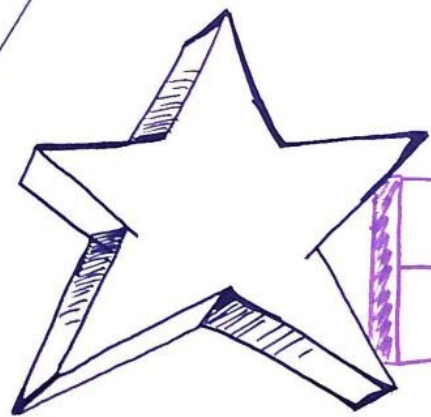
Prepared for Woodland Community College (Woodland)

May 2025

In the following report, Hanover assesses labor market demand and demographic indicators in Woodland's service region, with a focus on these trends' implications for educational program needs.



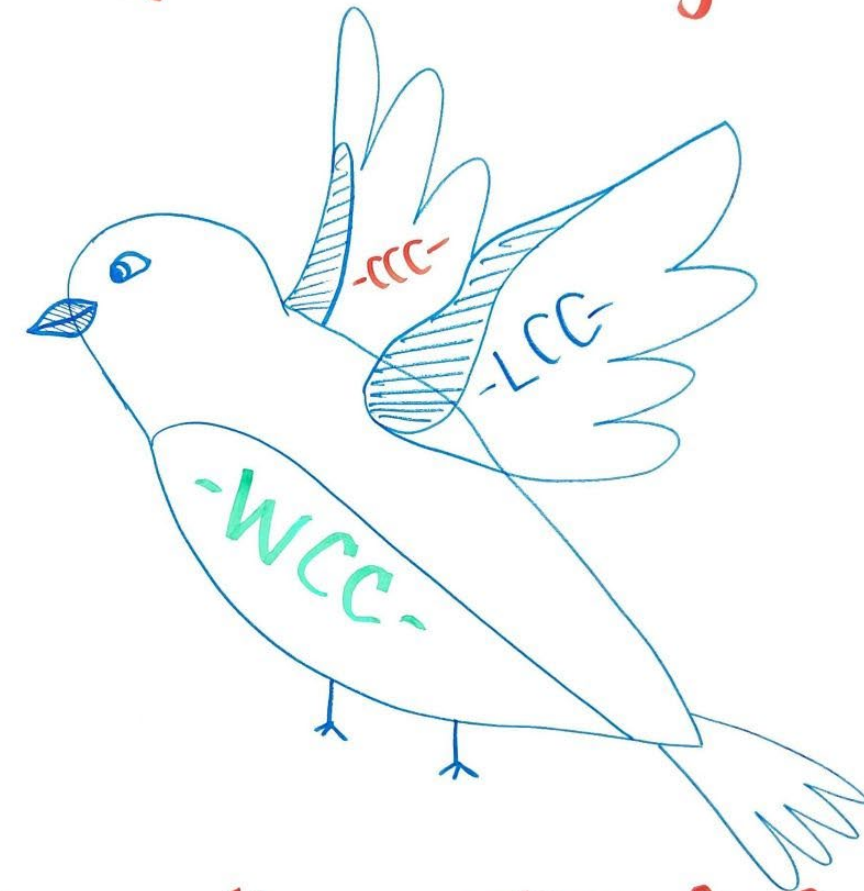
FREE BOOKS
FREE COMPUTERS
FREE WIFI
FREE PARKING
FREE CHILDCARE
FREE ACCESS



Eagle Access
FREEDOM-AND-FLEXIBILITY

APRIL, ALLEN, SHELLIE

^(page)
"a bird does not fly
without its wings."



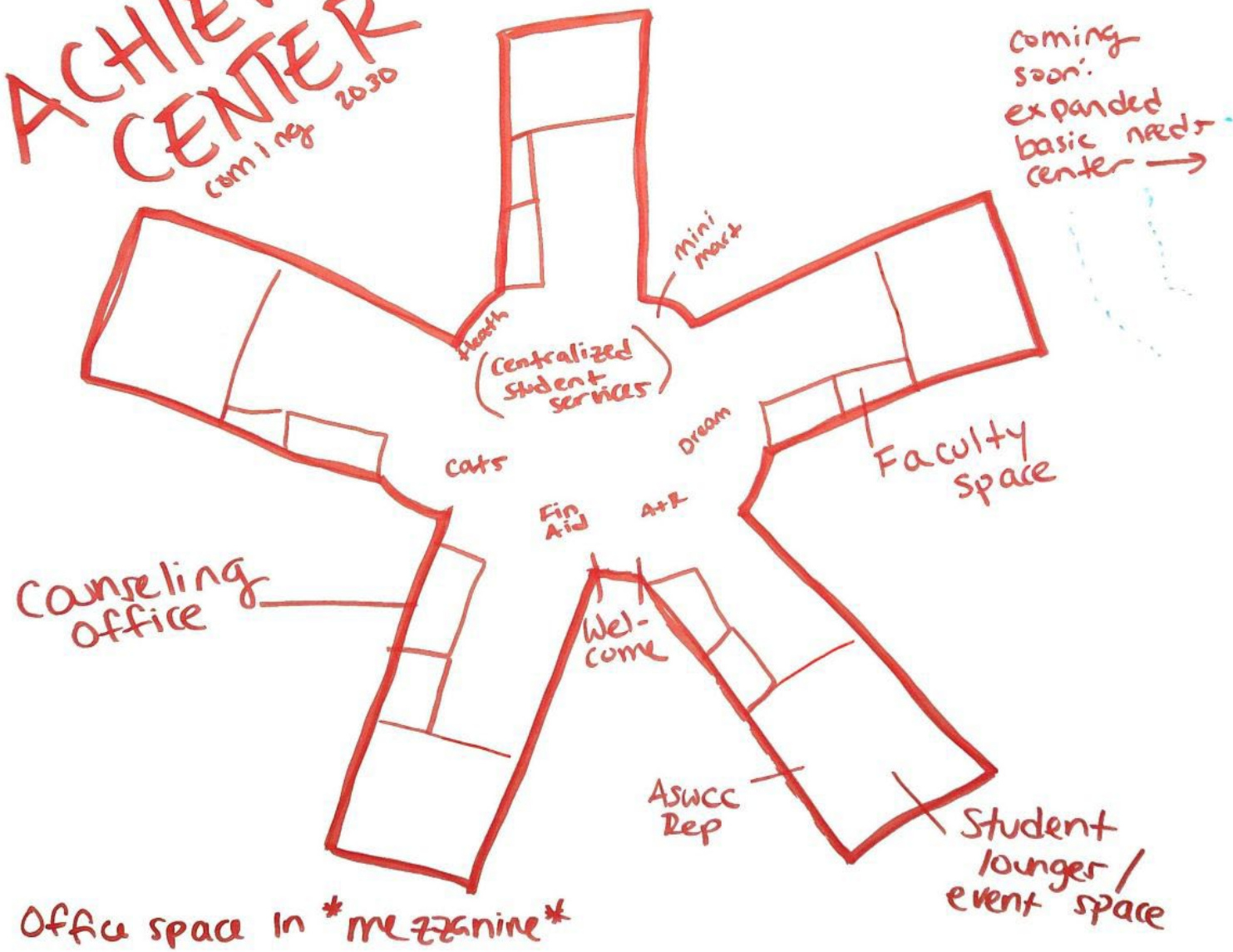
"Strengthen internal &
external community
relationships by expanding
our BIRD'S NEST!"

"Pathways with Purpose"

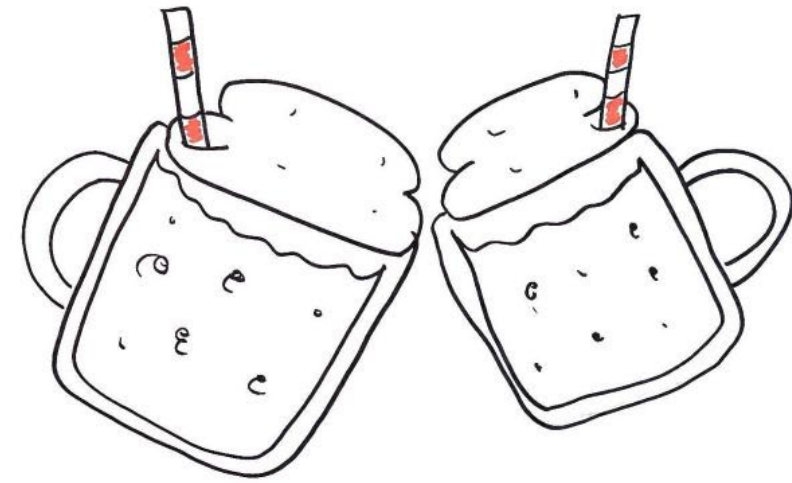
- Transforming the campus to scale up

Guided Pathways

ACHIEVE
CENTER
Camp 1 reg 2030



Where everyone knows (y)our name



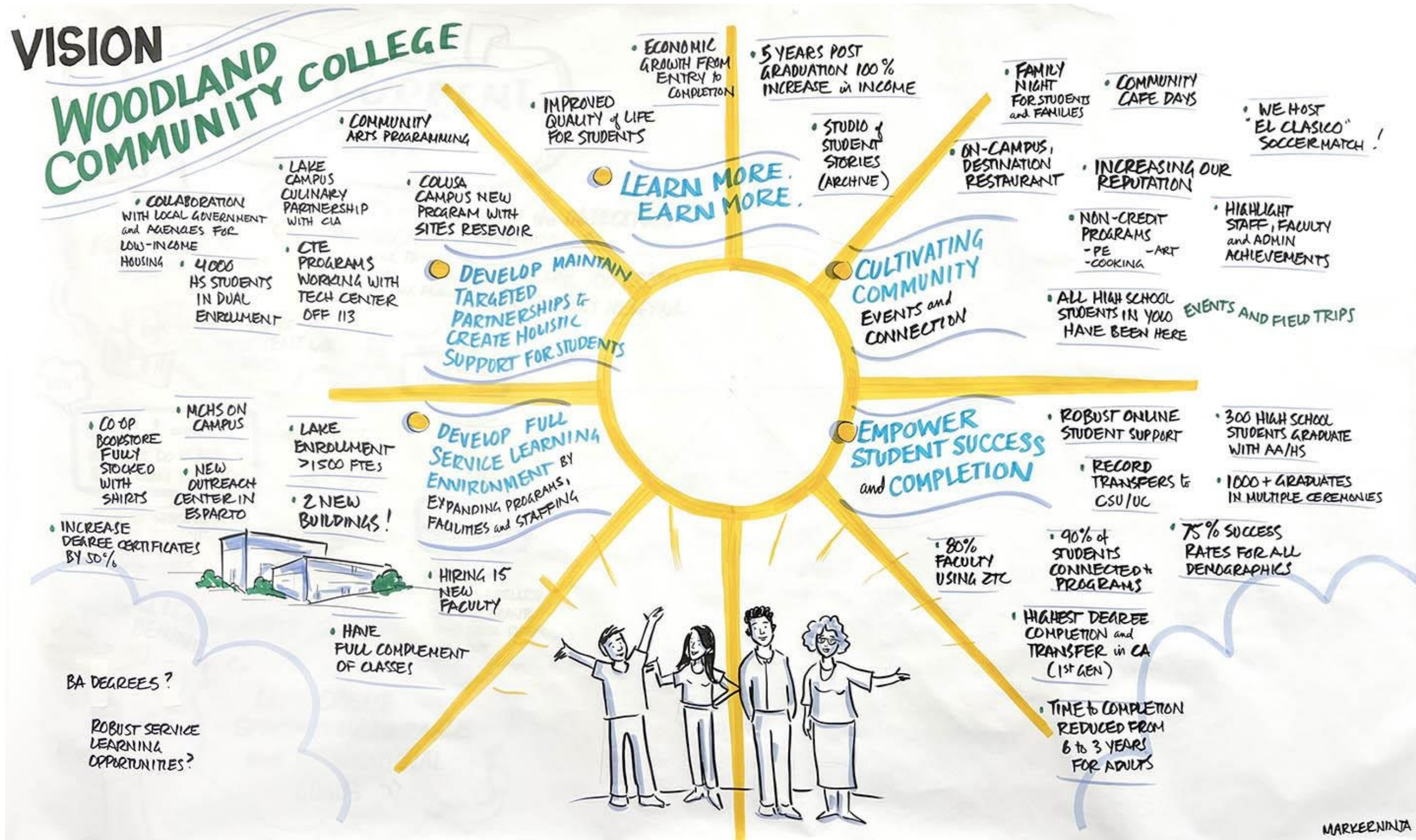
Everyone in Woodland,
Clearlake &
Williams
says:

"WCC is a
good school!"

Ingredients:
Strengthened
partnerships with
high schools, city &
county governments.
Create partnerships with
employers & non-profits.

EAGLES FLOAT

Steering Committee Workshop





Strategic Plan Gallery Walk



PURPOSE 2030

Woodland Community College
Vision for Transforming Futures

THROUGH EDUCATION AND OPPORTUNITY

OUR PURPOSE



We will position WCC for sustainable growth and lasting impact through 2030 and beyond, expanding quality educational opportunities that reduce and alleviate poverty for WCC students, their families, and the communities we serve.

OUR COMMITMENTS



- We provide a safe space to learn and grow.
- We stand firmly with our students in the wake of change and instability.
- Hold ourselves accountable for building and strengthening systems that improve student outcomes.
- Foster an environment where everyone can thrive and realize their full potential.

Student Survey: Questions

- **Grounding our purpose over process**
- **Featuring the Student Voice**
- **Validating vs. Assuming**
- **Diving into the "Why?"**

- **Launched Strategic Plan Student Survey**
- **Social mobility, motivations, assessing services**



Student Survey: Questions

2. Completing your educational goals at WCC represents which of the following for you? (Please rank them in order of importance.)

Better job opportunities

Higher income or financial stability

Going on to transfer to a four-year college or university

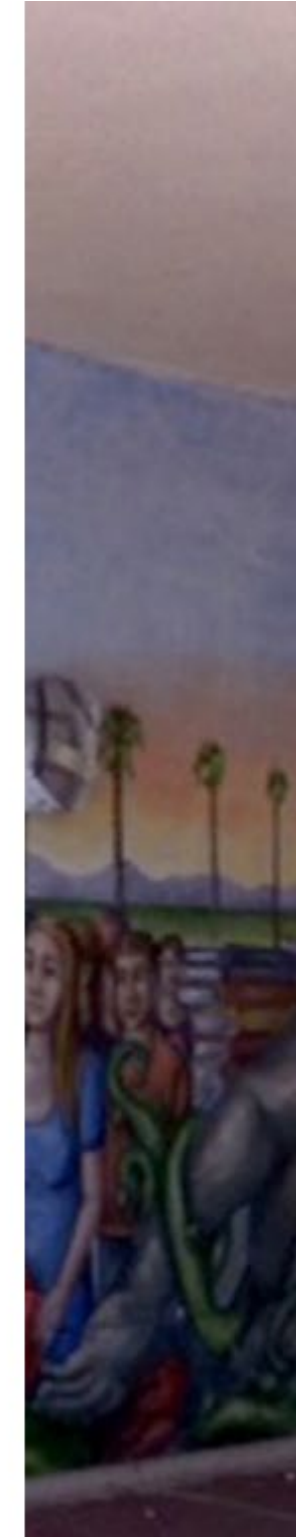
Personal growth or confidence

Getting a career I'm passionate about

Being a role model for my family

Being able to positively impact my community

Job promotion or career advancement



Student Survey: Results

In what ways has WCC supported your success and opportunity for social mobility?

#1- Quality of instruction in courses (engaging teaching, clear expectations, helpful feedback)

#2- Flexible scheduling and online courses

#3- Financial Aid and scholarships

#4- I feel welcome and supported on campus

How confident are you that your current major will lead to job opportunities or further education that support your long-term career and financial goals?

58% Very confident

35% Somewhat confident

Student Survey: Results

**When you think about
“social mobility”
(the ability to improve your
economic stability, career opportunities,
or quality of life), what does it
mean to you personally?**



“To me, social mobility means finally getting to build a life that isn’t about constant survival. It’s being able to move past the instability I grew up with and create something steady, something mine. It’s having real choices, real opportunities, and not feeling trapped in the same patterns my family had to fight through. It’s the chance to build a future where I’m not just getting by, but actually growing and feeling proud of the life I’m creating.”

Align Student Equity Plan Metrics

Successful
Enrollment

Persistence

Transfer-level
Math & English

Transfer to 4-Year

Completion

Building Shared Purpose

Ensure the "5 Metrics" widely recognized, relatable, and actionable for all stakeholders.

- Department meetings, Student Services Division Meeting, Retreats, Convocation, etc.
- How does everyone's work relate to one or more metrics?
- Equity work is a college-wide lift

Continuous Feedback

- Data, draft strategies, feedback, etc.
- Developed alongside Strategic Plan



Student Journey Framework

- Where do the SEP metrics fit in?
- Impacting change and outcomes along a student's journey, from connection, through progress, completion, and beyond
- Embedding SEP metrics and strategies directly into overall college plan



Purpose 2030 Goals



GOAL 1: Build the Institutional Capacity, Culture, and Systems Needed for Student Success

Create a collaborative educational environment that removes barriers to student success by integrating holistic academic and student services, giving students, staff, and faculty the tools and resources they need to thrive and excel.

GOAL 2: Advance Equitable Student Success and Socio-Economic Mobility

Empower all learners to complete their educational journeys, gain meaningful employment, and improve quality of life – breaking cycles of inequity and poverty.

GOAL 3: Strengthen Community and Partnerships

Empower all learners to complete their educational journeys, gain meaningful employment, and improve quality of life – breaking cycles of inequity and poverty.



Vision of the Student Journey

GOAL 2



GOAL 3



Vision of the Student Journey

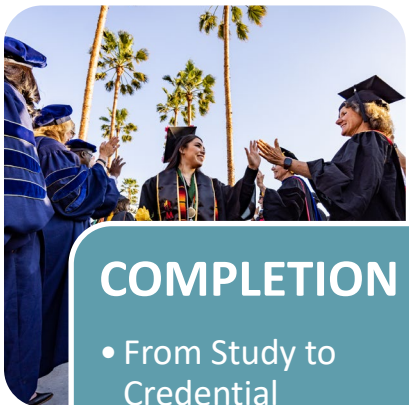
Persistence

Successful Enrollment

Transfer-level Math & English

Completion

Transfer



CONNECTION

- From Awareness to Engagement



ENTRY

- From Interest to Enrollment



PROGRESS

- From Enrollment to Persistence



COMPLETION

- From Study to Credential



TRANSITION

- From Credential to Opportunity



SOCIOECONOMIC MOBILITY

- From Opportunity to Stability and Growth





“To me, social mobility means having the chance to rise above the circumstances I was born into.

It’s about access to opportunities that let hard work and talent shape my future.”

Purpose 2030 | Goal 1



Goal 1: Build the Institutional Capacity, Culture, and Systems Needed for Student Success

Definition:

Create a collaborative educational environment that removes barriers to student success by integrating holistic academic and student services, giving students, staff, and faculty the tools and resources they need to thrive and excel.

Goal 1: Objectives



Objective 1: Ensure staffing structures and service models effectively support student success and enrollment growth.

Objective 2: Implement Pre-Enrollment Interventions That Provide Students with a Strong Start.

Objective 3: Enhance institutional capacity and reduce workload through collaboration and process improvement, strengthening organizational stability and reducing turnover.

Objective 4: Expand and Diversify Academic and Support Programs to Meet Student Needs.

Objective 5: Foster a culture where data-driven practice, consistent tracking, and institutional research guide institutional decisions and advance student success.

Goal 1: Sample Strategies



Conduct program viability and opportunity analyses for new programs using labor-market data, community needs, and student interest.

Develop tools to help students identify goals and available supports before classes begin (such as a family orientation component, math bootcamps, summer bridge programs).

Strengthen wraparound supports—such as tutoring, embedded advising, and workplace-based learning—for all new and expanding programs.

Purpose 2030 | Goal 2



Goal 2: Advance Equitable Student Success and Socio-Economic Mobility

Definition:

Empower all learners to complete their educational journeys, gain meaningful employment, and improve quality of life – breaking cycles of inequity and poverty.

Goal 2: Objectives



Objective 1: Build connections and increase initial interest generated through outreach, application submission, or registration efforts that inspire and connect prospective learners to opportunities.

Objective 2: Streamline onboarding through clearer processes.

Objective 3: Inform students of available resources, programs, and facilitate early connections.

Objective 4: Improve information and systems to help students stay on clear, supported paths to reach their educational goals in a timely manner.

Objective 5: Strengthen access to support services, basic needs, and tutoring programs that remove barriers to staying enrolled and succeeding.

Goal 2: Objectives



Objective 6: Enrollment and successful completion of foundational or “gateway” courses that establish readiness for continued study.

Objective 7: Remove systemic barriers that prevent students from achieving their educational and career goals.

Objective 8: Successful completion of the full program of study, resulting in the attainment of a credential with demonstrated labor market value.

Objective 9: Foster a strong transfer-focused culture and remove obstacles that impede students’ ability to transfer, leading to improved transfer outcomes.

Objective 10: Progression to a four-year university or entry into a career that provides a living wage and pathways for advancement.

Goal 2: Sample Strategies



Expand and promote Credit for Prior Learning (CPL) for new and returning adult students by providing comprehensive information on eligible prior experiences.

Develop a needs assessment survey (Eagle's Compass) that proactively connects students with all available categorical programs, services, technology access, and basic needs resources.

Strengthen family and community engagement in the transfer process, hosting family-friendly events that better support first-generation students. (SEP strategy-Transfer)

Purpose 2030 | Goal 3



Goal 3: Strengthen Community and Partnerships

Definition:

Cultivate a strong sense of belonging and collaboration through targeted partnerships and holistic supports that connect students, institutions, and the broader community.

Goal 3: Objectives



Objective 1: Drive sustained gains in individual and community economic mobility through strengthened educational attainment, workforce participation, and retraining options.

Objective 2: Expand Workforce-Aligned Partnerships That Support Career Readiness.

Objective 3: Strengthen Transfer Pathways and Institutional Collaboration

Objective 4: Strengthen Community-Based Partnerships that Enhance Student Belonging, Holistic Supports, and Resources for WCC Students

Goal 2: Sample Strategies



Establish a Community Resource Referral Network with local nonprofits (housing, food security, childcare, transportation, mental health) to streamline student access to essential services.

Develop Faculty-to-Faculty Partnerships across institutions to align pathways, share insights, and co-create opportunities for undergraduate research, workforce, or transfer success.

Develop Work-Based Learning Pipelines, including internships, apprenticeships, summer research, and industry-hosted workshops to integrate real-world experience into programs.

OUR PURPOSE:

We will position WCC for sustainable growth and lasting impact through 2030 and beyond, expanding quality educational opportunities that reduce and alleviate poverty for WCC students, their families, and the communities we serve.

OUR CHALLENGES:

- Changing Perceptions of Higher Education
- Capacity and Institutional Sustainability
- Political and Policy Volatility

OUR OPPORTUNITIES

- Commitment to Equity and Inclusion
- Strategic Implications for WCC: Education as a Pathway Out of Poverty
- Advancing Socio-Economic Mobility
- Expanding Access Through Technology and Flexible Learning
- Workforce Alignment and Regional Partnerships
- Population Shifts and Post-Traditional Learners

OUR CORE VALUES:

- Student-Centeredness
- Integrity
- Student Equity
- Community-Centeredness and Partnerships

• Adaptability

PURPOSE 2030:

WCC's Vision for Transforming Futures Through Education and Opportunity



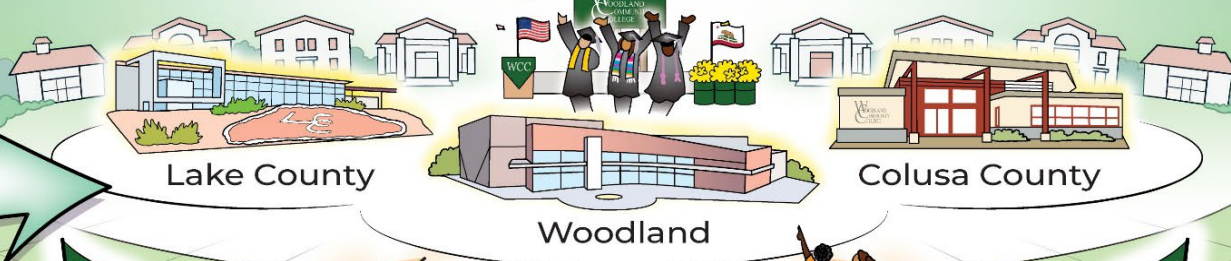
- Community Partners
- WCC Students
- WCC Faculty & Staff

2026

WOODLAND COMMUNITY COLLEGE WILL BE THE FIRST OPTION IN HIGHER EDUCATION for ALL MEMBERS OF THE COMMUNITIES WE SERVE!

2030

WCC Institutional Student Learning Outcomes (iSLOs)



GOAL 3: STRENGTHEN COMMUNITY AND PARTNERSHIPS

GOAL 2: ADVANCE EQUITABLE STUDENT SUCCESS AND SOCIO-ECONOMIC MOBILITY

GOAL 1: BUILD THE INSTITUTIONAL CAPACITY, CULTURE, AND SYSTEMS NEEDED FOR STUDENT SUCCESS



METRICS ALIGNED TO STUDENT JOURNEY

- Accountability
- Excellence and Continuous Improvement
- Respect

OUR COMMITMENTS TO STUDENTS!

Stand firmly with students in the wake of change and instability



Foster an environment where everyone can thrive and realize their full potential



Hold ourselves accountable to build and strengthen systems that improve student outcomes



Provide students a safe space to learn and grow





“It means doing something that in my family has never been done.

It means my child will see his mom be the one to break the cycle, and make something of herself and create a better life.”

WOODLAND
COMMUNITY
COLLEGE

Thank You!