

PURPOSE 2030

WOODLAND COMMUNITY COLLEGE'S VISION FOR TRANSFORMING FUTURES THROUGH EDUCATION & OPPORTUNITY



Overview

Woodland Community College (WCC), a proud Hispanic-Serving Institution, serves as a vital center for educational opportunity, innovation, and equity in Northern California. WCC operates within a service area spanning eight counties across 4,192 square miles in the northern Sacramento Valley. A comprehensive, open-access institution, WCC offers instruction across three sites: the 120-acre main campus in Woodland, the Colusa County Outreach Center in Williams, and the Lake County Campus in Clearlake.

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.

About Our Purpose

At WCC, our purpose is to transform lives and strengthen communities by breaking the cycle of poverty through the power of education. We believe that equitable access to learning creates opportunity, fosters hope, and drives lasting economic and social progress. In partnership with our communities, we play a vital role in empowering individuals to achieve their potential and in developing a skilled, educated workforce that fuels local economic growth. The benefits of education extend far beyond the individual — each graduate represents reinvestment in the communities we serve and a step toward a more vibrant, equitable future. As a trusted partner and catalyst for change, WCC is committed to advancing socio-economic mobility, career readiness, and lifelong learning for all by eliminating barriers to access and success. Together, we inspire possibilities and help shape a stronger tomorrow.



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.*

WCC's Purpose 2030

Woodland Community College's 2026–2030 Strategic Plan – **Purpose 2030: WCC's Vision for Transforming Futures Through Education and Opportunity** – unifies the Education Master Plan¹ and Student Equity Plan² into a focused framework that advances the college's Mission, Vision, and our Commitments to student.

- **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

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

Goal 1 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 support student success.

- **Objective 1:** Ensure staffing structures and service models effectively support student success and enrollment growth.
- **Objective 2:** Implement pre-enrollment interventions that provide students 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.



[1] Cal. Code Regs. Tit. 5, § 51008 - Comprehensive Plan

[2] California Code, Education Code - EDC § 78222

Goal 2: Advance Equitable Student Success and Socioeconomic Mobility

Goal 2 Definition: Empower all learners to complete their educational journeys, gain meaningful employment, and improve quality of life – breaking cycles of inequity and poverty.

CONNECTION: From Awareness to Engagement

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

ENTRY: From Interest to Enrollment

- **Objective 2:** Streamline onboarding through clearer processes.
- **Objective 3:** Inform students of available resources, programs, and facilitate early connections.

PROGRESS: From Enrollment to Persistence

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

COMPLETION: From Study to Credential

- **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.

TRANSITION: From Credential to Opportunity

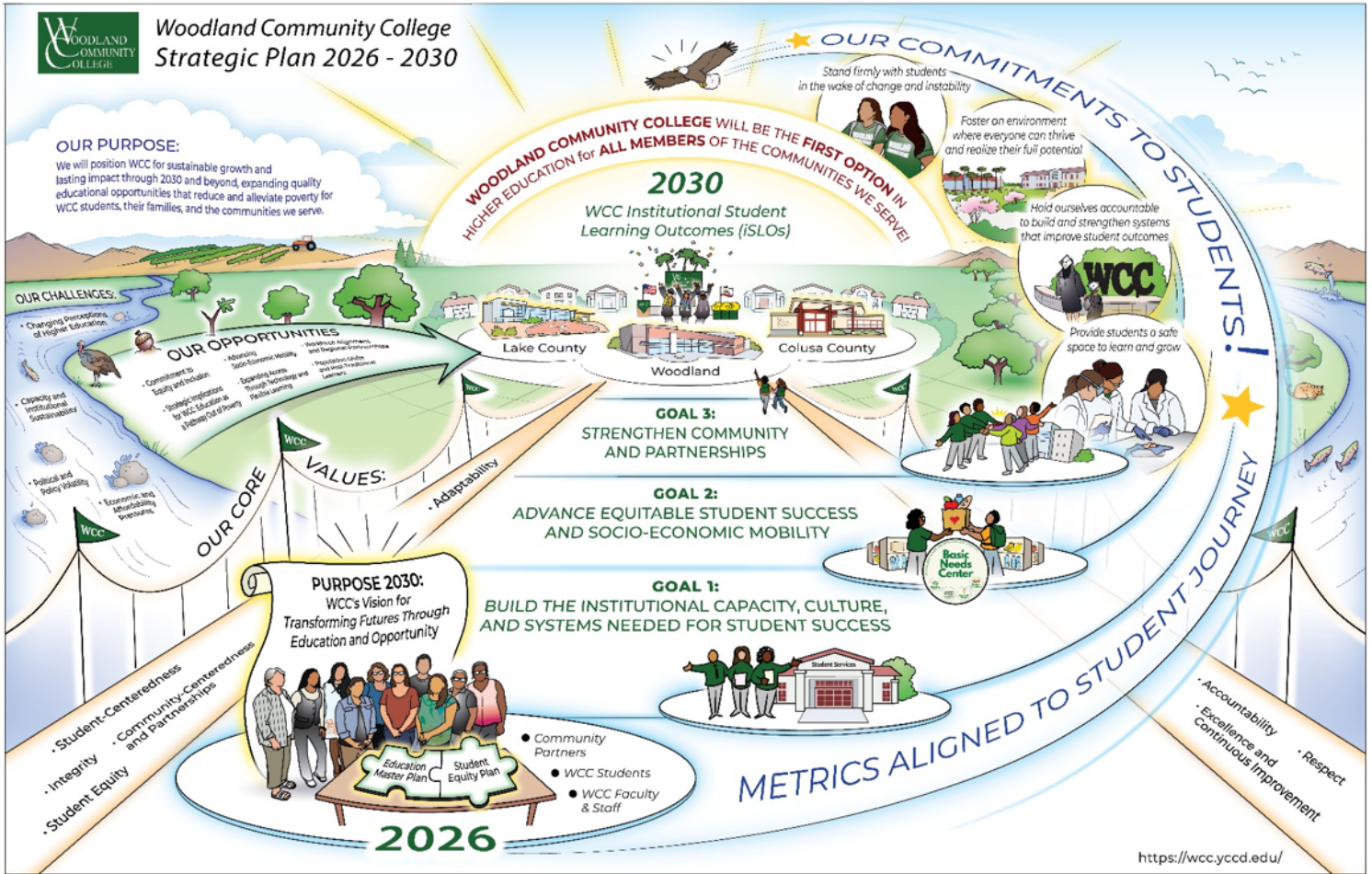
- **Objective 10:** Progression to a four-year university or entry into a career that provides a living wage and pathways for advancement.

Goal 3: Strengthen Community and Partnerships

Goal 3 Definition: Cultivate a strong sense of belonging and collaboration through targeted partnerships and holistic supports that connect students, institutions, and the broader community.

SOCIOECONOMIC MOBILITY: From Opportunity to Stability and Growth

- **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



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