



**SHAPING OUR
COLLECTIVE FUTURE IN
TRANSFORMATIVE TIMES**



Washtenaw
Community College

STRATEGIC PLAN UPDATE
AUGUST 2025

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For 60 years, WCC has delivered accessible, high quality education. As student, work force, and community needs evolve, our commitment to innovation and student success remains constant. Guided by future focused planning, we are poised to meet tomorrow's challenges – and ensure a thriving, sustainable college for generations to come.

— ROSE B. BELLANCA, Ed.D.
WCC President & CEO

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HIGHLIGHTS OF INNOVATION AND IMPACT (2012-25)

Teaching and Learning Center: Teaching & Learning Center launched to support faculty professional development.

Student success: Launched holistic advising, retention and completion strategies; expanded mental health support for students.

General education: Redesigned and streamlined transfer pathways.

Advanced Transportation Center: Established ATC to position WCC as a national mobility leader in advanced manufacturing and transportation, information technology and new electric vehicle and semiconductor programs.

Entrepreneurship Center: Established for students and the community to support emerging entrepreneurs and innovation.

Open educational resources: Saved students \$16.2 million on textbooks since 2017.

Emergency funds and scholarships: Expanded to meet students' critical needs.

Online learning: Enhanced online learning to mirror the quality of in-person instruction and expanded online courses, programs and services.

Canvas learning management system: Introduced this new technology to improve online course delivery.

Public Safety Department: Created new department which includes sworn officers and resources to enhance student and campus safety.

Nursing program: Designated as a Nursing Center of Excellence by the National League of Nursing, recognizing the program's exceptional quality of instruction.

Expanded K-12 partnerships: Increased dual enrollment and partnerships with area schools.

Esports: Launched competitive Esports program and Esports Management curriculum to engage current students and attract potential students.

SUCCESS IN 2024-25: FOUR STRATEGIC GOALS

Creating a Seamless Online Experience for Student Learning, Success, and Satisfaction

Completed full implementation of the Canvas learning management system (LMS) for improved teaching and learning, including:

- ◆ Fully implemented Canvas LMS for a consistent, high-quality digital learning environment:
 - ✓ Trained more than 1,600 faculty and staff on new LMS technology, including how to reformat new courses and use gradebook function.
 - ✓ Completed multi-year transition to all online and blended courses to Canvas in advance of Fall 2025 semester..
 - ✓ Resolved 3,100+ help tickets supporting faculty and students as they transitioned to the new LMS.
 - ✓ 50 programs are delivered 100% online.

Targeted Success Initiatives to Help Students Thrive

- ◆ Care Team supported more than 400 students at potential risk — up 17% from last year and 87% since 2020.
- ◆ Counseling visits increased 26% year-over-year and 154% since 2020.
- ◆ Provided 24/7 mental health support for all students via hotline and WellTrack app.
- ◆ Faculty initiated early alerts in developmental education courses, helping to identify and assist 26% of students with extra support.
- ◆ \$212K MiLEAP grant award granted to expand wraparound support services for student success.

Data Analytics to Drive College Forward

- ◆ Advanced data-informed decision-making with a streamlined process, providing faculty and staff with insights on persistence, completion, enrollment, programs and employment.
- ◆ Conducted campus-wide surveys (e.g., Readmit Student and AI Usage) for continued improvement.
- ◆ Used labor market data via Lightcast: job demand, postings, regional growth and earnings to inform academic program planning success.
- ◆ Developed easily accessible dashboards for key metrics like retention, completion, grade distribution, enrollment and credit hour data.



Update Campus Master Plan

- ◆ Completed space utilization study to evaluate use of existing spaces campus-wide and inform a comprehensive Master Plan update to be completed in 2026.



PLANNING FOR SUCCESS

Since 2012, WCC has aligned its strategic vision with bold, mission- and value-driven goals, ensuring responsiveness, relevance, and resilience in serving students and the community in a rapidly changing world.

OVER A DECADE OF PLANNING

2012

Shaping Our Future 2012-15

Launched first strategic plan, relying on data and insights from faculty, staff, business and industry, and community leaders. Reults included the new Advanced Transportation Center, the Entrepreneurship Center, and student success initiatives.

2016

Shaping our Future Together 2016-19

WCC executed new goals to reflect emerging opportunities for the second three-year strategic plan cycle, focused on public safety and sustainability, among other initiatives.



2020

Shaping our Future Success 2020-23

Deployed new environmental scanning and listening feedback sessions to update the planning process to include responding to disruptive change — improving WCC's agility in an evolving landscape — and included a commitment to best-in-class online learning.

2023

Shaping our Collective Future in Transformative Times 2023-26

Created new, data-informed roadmap to ensure long-term infrastructure and institutional sustainability to best serve students and the college.



Scan QR code or visit
washtenaw.cc/strategicplans
to view past strategi plan updates.

“WCC has driven meaningful progress through consistent, visionary and collaborative planning. By delivering wrap-around support, innovative technology, and forward-thinking teaching, the college makes a positive difference in the lives of those we serve. As a trustee, I’m confident this important work will continue to empower students and prepare them for lifelong success.

— **CHRISTINA FLEMING**
Chair, WCC Board of Trustees”



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Washtenaw Community College is accredited by the Higher Learning Commission, 230 South LaSalle Street, Suite 7-500, Chicago, Illinois, 60604-1411, 800-621-7440, hlcommission.org. For more information about Washtenaw Community College, call 734-973-3300.