

# RISE 2030 | Strategic Action Task Plan

## 1.1 Establish WCC Employee Community Partner Contacts

**Priority:** Redefine Our Relationship with the Community

**Goal:** Become the Central Hub for Community Activity and Engagement

**Strategic Action:** *Designate WCC employees who will be responsible for serving as points of contact for community partners to develop impactful and mutually beneficial relationships with organizations.*

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### STRATEGIC ACTION TASK PLAN

#### Phase 1: Define Roles and Responsibilities

1. Inventory Existing Partnerships and Responsibilities for Managing Those Relationships
  - *Conduct an internal inventory of existing partnerships and outreach activities.*
  - *Establish categories of partnerships and define needs related to partnership management/coordination; assess category strengths and weaknesses.*
  - *Identify strategic areas for which new partners may be engaged.*
  - *Gather input from leadership and department heads as to how those relationships are identified and managed, including strengths and challenges related to that approach.*
2. Identify and Define Employee Point of Contact (POC) Role and Responsibilities
  - *For each partnership type/category, develop a role description, including responsibilities, expected time commitment, and reporting structure.*
  - *Engage HR as needed.*
3. Establish a Process for Selecting Employee Points of Contact
  - *Establish selection criteria (e.g., experience with outreach, communication skills, knowledge of community needs).*
  - *Ensure criteria align with WCC's mission and will find partners who will help to positively redefine WCC's role in the community.*

#### Phase 2: Select and Train Employees

4. Identify and Recruit Suitable Employee Points of Contact

- *Work with department heads to identify potential candidates.*
- *Consider volunteers as well as assigned roles.*

5. Develop and Conduct Training Program (Cornerstone/Red Sheet)

- *Determine who will own the training program development and delivery.*
- *Create a training module covering partnership-building skills, communication strategies, and WCC's partnership objectives.*
- *Offer a mix of in-person and virtual training sessions.*

**Phase 3: Implement and Monitor**

7. Conduct Introductory Meetings to Establish Relationships/ Update Website with Points of Contact

- *Conduct introductory meetings to establish relationships.*
- *Update the Website with points of contact*

8. Develop Standardized Engagement, Coordination, and Reporting Processes

- *Create templates for communication, partnership tracking, and feedback collection.*
- *Implement a system for recording partner interactions, outcomes, and a point of contact for managing that system.*
- *Establish a community of practice for community partners to share collective progress and learn from actions taken by respective community partners.*

9. Launch New Partnerships and Monitor Existing Community Engagement Activities

- *Have designated employees schedule regular check-ins with partners.*
- *Facilitate joint initiatives such as workshops, events, or collaborative projects.*

**Phase 4: Evaluate and Improve**

10. Gather Feedback from Employees and Community Partners

- *Conduct surveys and informal check-ins to assess effectiveness (ensure any feedback is integrated with broader KPI tracking).*
- *Identify any gaps in support or training.*

11. Adjust and Optimize the Program

- *Refine role expectations, training, or resources based on feedback.*
- *Address any challenges in employee engagement or partner satisfaction.*

**TEAM AND INVESTMENT**

**Action Teams should include individuals who bring the following perspectives and expertise:**

- Staff who actively engage with local businesses, non-profits, and government organizations.
- Select faculty members who already interact with community stakeholders (e.g., those involved in service-learning, internships, or workforce development programs).
- Individuals from admissions, advising, or student success offices who can provide insight on how community partnerships impact student pathways.

**Investment**

- **Medium investment** for WCC providing:
  - CRM modifications or adjustments
  - Incentives or recognition programs for employees in these roles
  - Marketing and events expenses