

RISE 2030 | Strategic Plan Task Planning

1.2 Adapt Course Offerings and Credentials to Meet Market Demand in Emerging and Expanding Fields

Priority: Redefine Our Relationship with the Community

Goal: Establish Waubonsee as the go-to upskilling partner for area employers

Strategic Action: *Waubonsee will work to adapt course offerings and credentials to meet the needs of emerging and expanding fields such as artificial intelligence, allied health, EV auto repair, and fields identified as areas of demand.*

Goal Champions: Andy Clements, Instructor of Business & Toni Ford, Senior Program Development Coordinator

STRATEGIC ACTION TASK PLAN

Phase 1: Assess Workforce and Industry Needs

1. Review Institutional Labor Market Analysis
 - *Review data from the Bureau of Labor Statistics and regional workforce agencies, in coordination with Institutional Effectiveness.*
 - *Analyze local employer demand for AI, allied health, and EV auto repair professionals.*
2. Engage Employers and Industry Leaders
 - *Conduct focus groups with key industry partners.*
 - *Identify specific skill gaps that new programs should address.*
3. Align on Fields Identified as Areas of Demand
 - *Use labor market analysis, local employers, and industry leaders to create a list of fields in demand.*
 - *Test the preliminary list with current and prospective students to validate student demand in fields.*
 - *Confirm fields in demand with the leadership team.*
 - *Identify target student populations (e.g., career changers, upskilling professionals).*
4. Identify Existing WCC Programs for Enhancement and New Programs for Development

- *Assess whether existing courses can be modified or expanded.*
- *Assess whether new courses are required to support identified programs.*
- *Identify faculty training needs for emerging fields.*

Phase 2: Develop and Approve Curriculum

5. Form a Curriculum Development Team
 - *Include faculty, industry experts, and student advisors.*
 - *Establish formal roles, meeting cadences, and a development timeline.*
 - *Align with best practices in competency-based education (CBE).*
 - *Establish completion goals and a timeline.*
6. Develop Course Outlines and Credentials
 - *Define core competencies for each program.*
 - *Map pathways to certifications, degrees, or employer-recognized credentials.*
7. Secure Institutional and State Approvals
 - *Work with faculty governance and accreditation bodies.*
 - *Submit program proposals for approval.*
8. Establish Employer Partnerships for Internships and Hiring
 - *Develop on-the-job learning opportunities.*
 - *Partner with local businesses for guaranteed interview programs.*
9. Begin Developing Marketing Plan for New Offerings
 - *Development of the plan by faculty, employers and partners*
 - *Ensure marketing addresses targeted student populations.*

Phase 3: Pilot and Launch Programs

10. Develop and Launch Marketing Campaigns
 - *Use social media, employer networks, and community outreach.*
 - *Highlight success stories and career outcomes.*
11. Select Pilot Cohorts for Initial Rollout
 - *Recruit and enroll students in pilot programs.*
 - *Offer initial courses with limited enrollment before full-scale launch.*

Phase 4: Evaluate and Optimize Programs

12. Gather Student and Employer Feedback
 - *Conduct end-of-course surveys and employer feedback sessions.*

- *Identify gaps in student preparedness.*
- *Work with employers providing high feedback to establish job pipelines.*

13. Track Key Outcomes

- *Measure enrollment, completion, and job placement rates.*
- *Compare program success to regional labor demand.*

14. Refine and Expand Programs

- *Modify course offerings based on feedback.*
- *Explore additional specializations based on demand.*

TEAM AND INVESTMENT

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

- Develop curriculum and ensure academic rigor.
- Provide insights on workforce needs and skill gaps.
- Support internships, job placements, and hiring pathways.
- Promote new programs and recruit students.
- Track program success metrics and labor demand.

Investment

- **Medium to High investment** for WCC providing:
 - Faculty training and curriculum development funding
 - Technology infrastructure for online/hybrid course delivery
 - Marketing and outreach budget for student recruitment
 - Partnership development resources (employer engagement, internship coordination)