Strategic Plan for Continuing Education & Workforce Development

Drawn from the overall College Strategic Plan and the Wayne College Academic Plan, this document provides focus for the Office of Continuing Education & Workforce Development over the years 2008-2010.

Mission: We assess and monitor the needs of business, government and individuals and provide economic and workforce development solutions that increase Northeast Ohioan’s economic prosperity.

Workforce Development: The College will provide resources and educational opportunities to meet professional development needs in the community, and it will work with business, government, and individuals to promote the area’s economic development. (SP3)

The priorities in this plan derive directly from the initiatives in the Wayne College Strategic Plan, as identified herein.

Priority 1: Create entry-level career pathway programs for high demand occupations. (SP3A, AP3C)

A. Evaluate marketability and launch two to three new (noncredit) certificate programs in one or more of the following areas: Healthcare, Legal, Sales Training, Information Technology, and/or Pet Care.
B. Offer additional online workforce and training programs.

Priority 2: Sustain growth in Services and Quality Delivery. (SP3A, C, D, E and AP4C)

A. Maintain partnerships with local chambers and economic development councils by serving on committees and special projects. Use chamber’s marketing efforts to reinforce the college’s service to small businesses.
B. Improve partnerships with our local One-Stop and Department of Jobs & Family Services. Have an appointed member on the local Workforce Policy Board and the Common Good committee.
C. Target specific groups and associates that have been established for various small business groups. This will include the following groups: Holmes County Furniture Association, Holmes County Tourism Bureau and Downtown Associations – Orrville, Wooster, and Millersburg.
D. Explore a training consortium with the long-term care facilities located in Holmes, Wayne, and Ashland Counties.
E. Apply for Targeting Industry Grants and other funding initiatives through state for companies who are eligible.

Priority 3: Program Development. (SP3A, C, D)

A. Expand testing services to include Prometric, ACT, and Castle Testing. Continue to research other likely testing vendors.
B. Expand the current success with SkillsMAX services to an additional 5 to 10 employers and work with SMRC advisory group to explore additional testing and assessment services.
C. Build bridges with the credit side of the institution either through SkillsMAX services and/or certification programs.