



Northcentral
TECHNICAL COLLEGE

2024

STRATEGIC PLAN

2029

“

The 2024-2029 Strategic Plan reflects our continued commitment to serving the unique and emerging needs of our learners, businesses and communities to ensure the NTC District remains a great place to live, learn and work.”

-NTC Board of Trustees

Letter from the President

As the President of Northcentral Technical College, it is my honor to share the College's 2024-2029 Strategic Plan which sets the vision for the next five academic years. We recognize that our success hinges upon the strength of our communities and the engagement of key audiences. This Plan is the culmination of collective efforts from the entire NTC campus community, including students, employees and vested business and community members, to provide direction to our future.

Through a dynamic and inclusive process with MGT, an outside consulting firm with extensive experience in higher education strategic planning, the strategic planning team completed several tasks to help inform and provide a foundation for the overall Plan including environmental scanning and institutional comparisons; a mission/vision/values review; community engagement with College and community members with all College stakeholders through focus groups, surveys and stakeholder interviews; and a future envisioning session. I would like to express my heartfelt gratitude to each member of our campus community who took the time to participate in community engagement activities, ensuring that the Strategic Plan reflects NTC's values and aspirations.

This new Strategic Plan provides guidance to our priorities over the next five years, building on the strong foundation of service we have provided to the students, businesses and communities of the NTC District over the past century. In addition to updating our mission, vision and values, the Plan addresses our commitment to learner success, leading edge academics, collaborative partnerships and the strategic stewardship of resources.

We recognize that our collective College accomplishments – past, present and future – are made possible because of our employees. Our faculty and staff are comparable to none. They continually exhibit a high level of expertise, professionalism, forward thinking and responsibility – traits that they carry into the classroom and the services provided to local employers and communities.

As you review the 2024-2029 Strategic Plan, I would encourage you to reflect on how this new Strategic Plan will support your important work. Through collaboration and shared purpose, we accelerate the realization of our goals. We truly have a great story to share, and we look forward to utilizing this Plan to continue to enrich the lives of our students and the broader community.



Warmest regards,

A handwritten signature in black ink that reads "Dr. Jeannie Worden".

Dr. Jeannie Worden
President

Strategic Planning Process Overview

The process for developing NTC's new Strategic Plan included discovery (environmental scan, mission/vision/values review), community engagement (focus groups, interviews and surveys) and strategy development (future envisioning, mission/vision/values refinement and goal/objective development). The discovery phase helped to shape and guide the community engagement questions, which in turn guided the development of the overall goals and objectives, ensuring a holistic and collaborative process mindful of community feedback.

Coinciding with NTC's strategic planning process, the Higher Learning Commission's ten-year visit in fall 2023 offered feedback and insight from an additional external perspective. The HLC report confirmed many of the findings and emphasized the important work of the strategic planning process.

Mission, Vision, Values

As NTC journeys from mission to vision, strong and well-defined values guide the work on goals and objectives to create an innovative future for NTC and the learners, businesses and communities it serves. The following revised Mission, Vision and Values reflect the feedback provided through the community engagement process and provide a solid foundation for continued success.

Mission

Northcentral Technical College enriches our communities by providing high quality learner and employer focused educational pathways that transform lives.

Vision

Building futures as our community's college of choice.

Values

Learner Success

We believe in and promote a welcoming and supportive campus community that ensures every student has the opportunity to be successful.

Innovation

We foster a leading edge learning environment that embraces technology and ingenuity.

Continuous Improvement

We prioritize data-informed decision making to enhance efficiencies and improve outcomes.

Integrity

We recognize the importance of a culture of respect, civility and professionalism.

Community Commitment

We are responsive to community needs through strong partnerships, collaboration and advocacy.

GOALS AND OBJECTIVES

The following goals and objectives are inspirationally designed to drive the College from its Mission to its Vision:

1

Expand comprehensive support to ensure learner success.

- Develop systems and processes that reduce barriers to student success and address academic and non-academic student needs through informed utilization of data.
- Enhance the student experience.
- Optimize the delivery of flexible learning opportunities and short-term credentialing to meet unique learner needs while maximizing resources.
- Improve student retention and persistence by broadening the role of advisors and faculty.

2

Foster a leading edge academic learning environment that supports student outcomes and embraces interdisciplinary learning and state of the art technology.

- Create innovative learning opportunities that emulate the work environment.
- Create a culture of responsibly utilizing AI as a tool to build a skilled workforce, drive economic growth, and create efficiencies within the College.
- Evaluate and continuously improve programs and services to ensure effectiveness and relevancy; provide training when and where the learning is needed; tailor offerings to meet unique job market, industry and community needs and focus resources accordingly.
- Shape the College's regional portfolio of programs and services by acknowledging the uniqueness of NTC's regional communities.

3

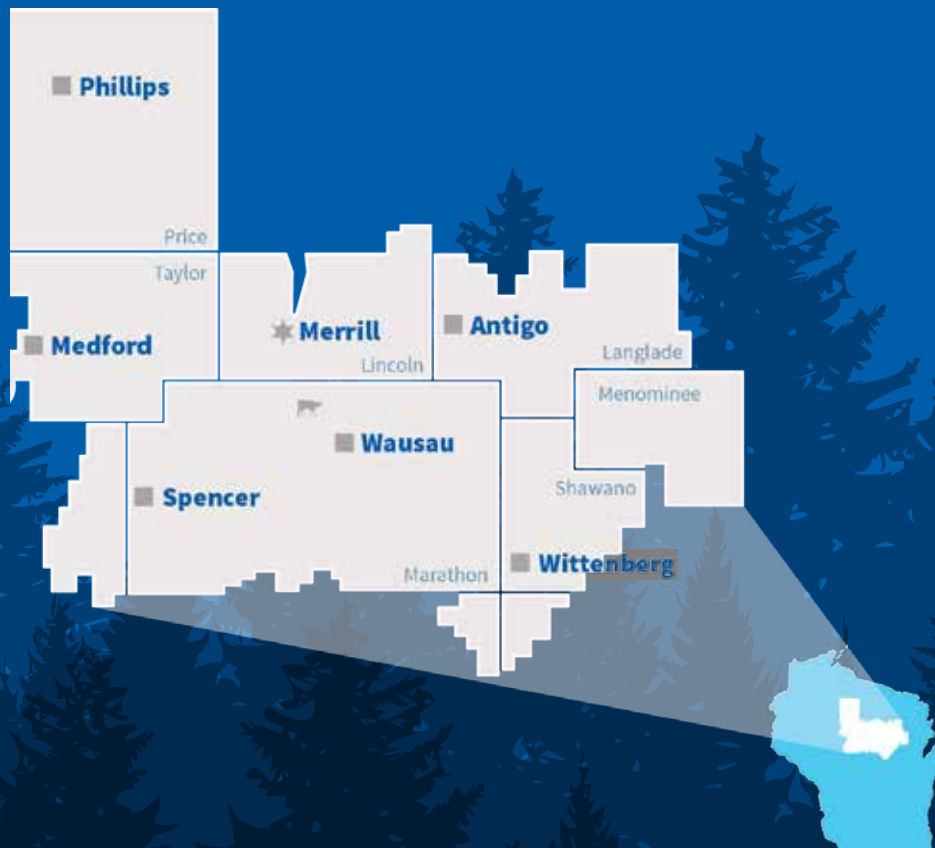
Build on collaborative partnerships to adapt to ever changing needs and strengthen the community while building the NTC brand.

- Provide academic offerings that support community-wide talent attraction, retention and job creation to ensure District residents have every opportunity to stay and thrive.
- Deepen our engagement with local communities, businesses, government and workforce development to capitalize on shared opportunities for economic growth and prosperity.
- Further invest in seamless K12 pathways that embrace career exploration and college readiness while increasing the pipeline to NTC.
- Collaborate with higher education partners to continue building strong, innovative, flexible student focused pathways that support local workforce needs.
- Enhance institutional branding and perception through storytelling and strategic marketing that establishes the College as a first choice in higher education.

4

Effectively use resources to enhance future stability.

- Continue building a caring campus culture that prioritizes the retention of our exceptional employees and attraction of new talent in support of student success.
- Foster a data-informed, strategic approach to decision making that focuses on the accuracy, analysis, standardization and utilization of data.
- Support strategic stewardship of resources through sustainable practices, responsible resource utilization and process efficiencies.
- Further strengthen financial and budgetary management policies, procedures and practices to maintain the College's strong financial position.



CAMPUS LOCATIONS

ANTIGO:

■ **Antigo, East Campus**
Wood Technology
Center of Excellence
 312 Forrest Avenue
 Antigo, WI 54409
 715.623.7601

MEDFORD:

■ **Medford, West Campus**
 1001 Progressive Avenue
 Medford, WI 54451
 715.748.3603

MERRILL:

■ **Public Safety**
Center of Excellence
 1603 Champagne Street
 Merrill, WI 54452
 715.348.7205

PHILLIPS:

■ **Phillips, North Campus**
 1408 Pine Ridge Road
 Phillips, WI 54555
 715.339.4555

SPENCER:

■ **Spencer, Southwest Campus**
 808 N. Pacific Street
 Spencer, WI 54479
 715.659.5120

WAUSAU:

■ **Wausau, Central Campus**
 1000 W. Campus Drive
 Wausau, WI 54401
 715.675.3331

Agriculture
Center of Excellence

6625 County Road K
 Wausau, WI 54401
 715.675.3331

Diesel Technology Center

3353 Geischen Dr
 Wausau, WI 54401
 715.675.3331

WITTENBERG:

■ **Wittenberg, Southeast Campus**
 402 N. Genesee Street, Suite 3
 Wittenberg, WI 54499
 715.253.3500



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