

# **Metro College Workforce Development and Continuing Education/October 2007**

## **VISION**

**TO BECOME THE PREMIER ADULT LEARNING PROVIDER FOR CONTINUING EDUCATION, WORKFORCE DEVELOPMENT, AND PROFESSIONAL CERTIFICATION PROGRAMS.**

**TO BECOME RECOGNIZED AS THE OPTION OF CHOICE FOR BUSINESS AND INDUSTRY FOR THEIR SHORT TERM TRAINING NEEDS AND IN TURN BECOMING FINANCIALLY INDEPENDENT.**

**TO ACHIEVE A NAME RECOGNIZED BY BUSINESS, INDUSTRY, CAMPUS LEADERSHIP AND THE LOCAL COMMUNITY ASSOCIATED WITH INNOVATIVE SELF IMPROVEMENT PROGRAMS.**

**TO CONSISTENTLY ENHANCE MARKETING EFFORTS COORDINATING OFFERINGS WITH THE ACADEMIC COLLEGES.**

**TO DELIVER MAJOR PROGRAMMING IN A FACILITY STAFFED TO MEET THE NEEDS OF THOSE WE SERVE.**

## **MISSION**

**TO PROMOTE AND ENHANCE ECONOMIC GROWTH IN THE VALLEY BY CONNECTING PREMIER CONTINUING EDUCATION, WORKFORCE DEVELOPMENT AND PROFESSIONAL CERTIFICATION TO BUSINESS, INDUSTRY AND INDIVIDUALS PROMOTING LIFE-LONG LEARNING.**

## STRATEGIC GOALS

**Goal:** The Metro College Workforce Development and Continuing Education Unit will concentrate its resources on becoming the premier provider of Adult Learning programming.

**Goal:** The Metro College Workforce Development and Continuing Education Unit will become recognized as the option of choice for business and industry for their short term training needs.

**Goal:** The Metro College Workforce Development and Continuing Education Unit will achieve name recognition by business, industry, the campus leadership and the local community associated with innovative self-improvement programs.

**Goal:** The Metro College Workforce Development and Continuing Education Unit will enhance marketing efforts coordinating program offerings with the academic colleges.

**Goal:** The Metro College Workforce Development and Continuing Education Unit will deliver major programming in a facility staffed and suited to meet the needs of those we serve.