

Walla Walla Community College Challenges and Opportunities

Economic Development Advisory Committee Meeting

Derek Brandes, WWCC President





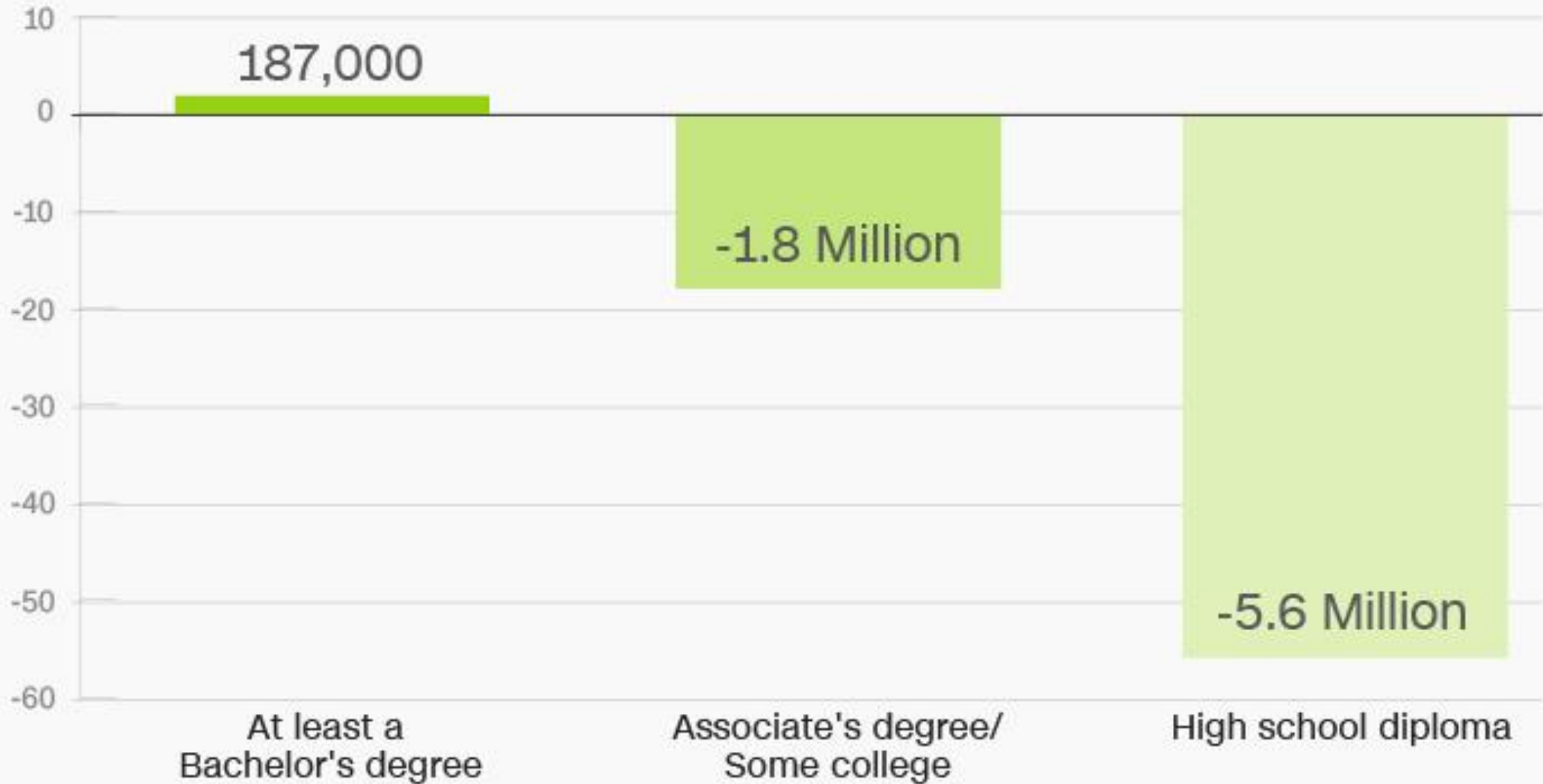
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**Walla Walla Community College will be the
catalyst that transforms our students'
lives and the communities we serve**

”

WWCC Vision Statement

Those without college degrees were hit hardest by recession

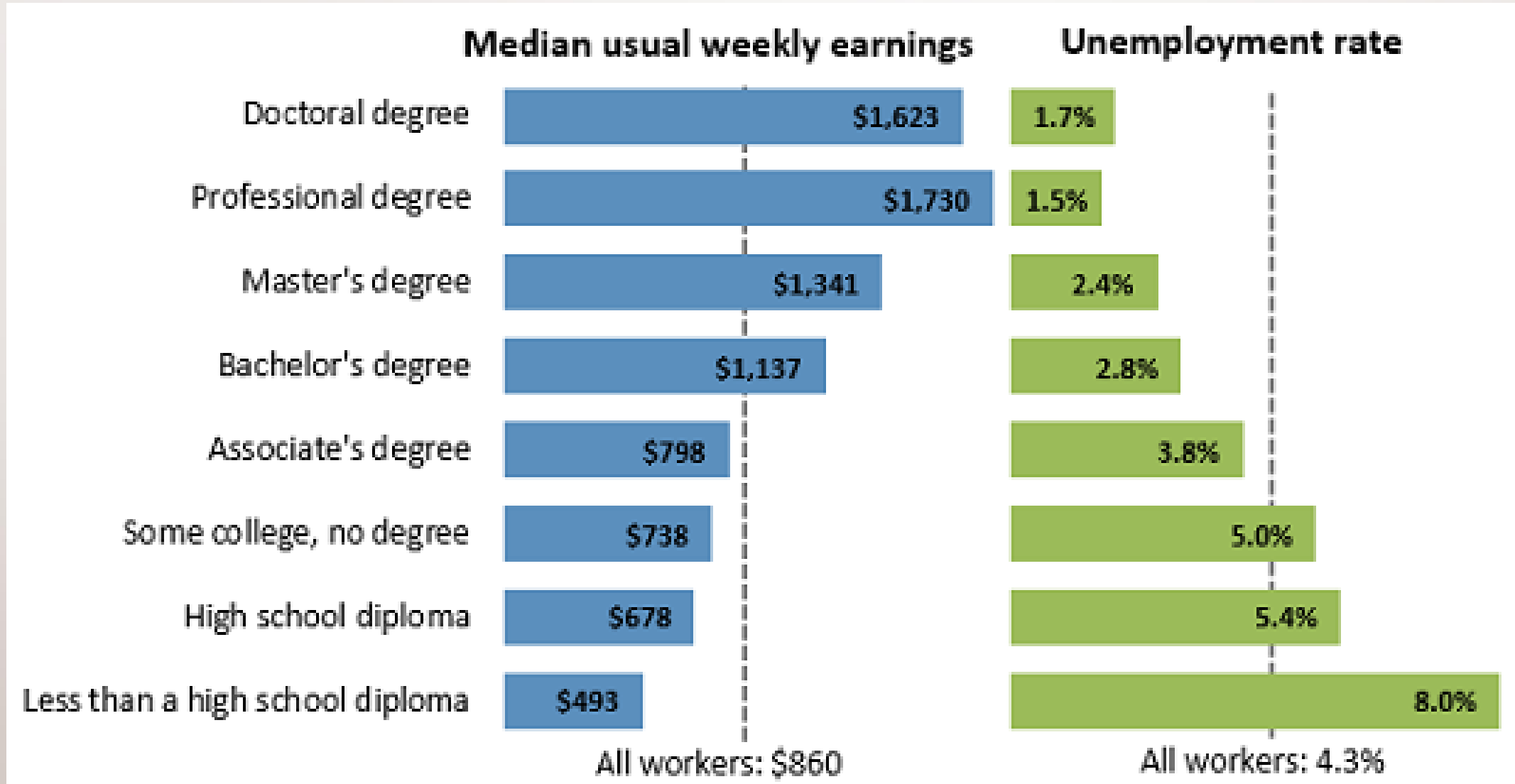


SOURCE: GEORGETOWN UNIVERSITY CENTER ON EDUCATION & THE WORKFORCE

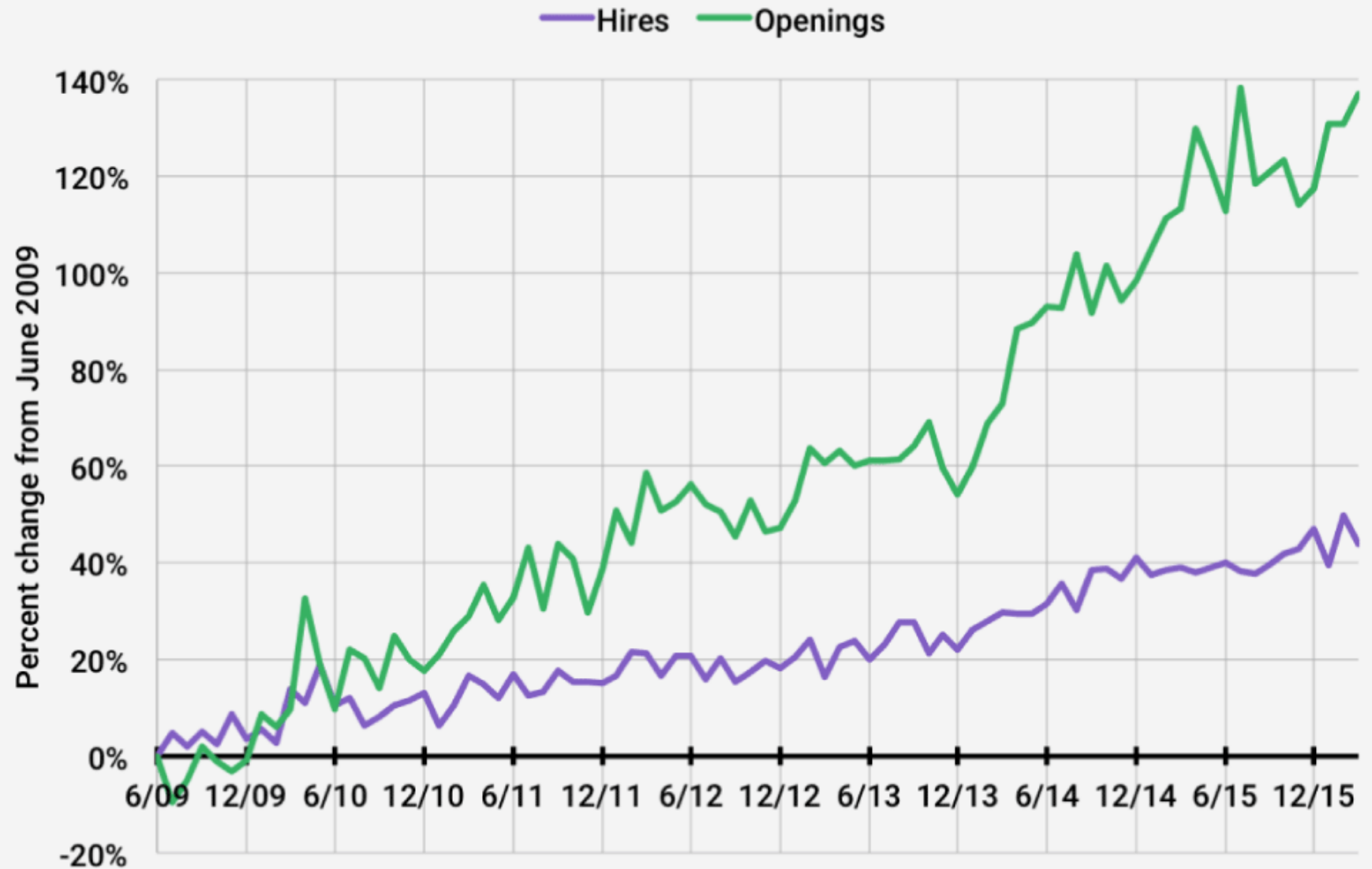
*Jobs added or lost between Dec 2007 and Jan 2010



Earnings Potential by Degree Attainment



HIRES VS JOB OPENINGS



SOURCE: Bureau of Labor Statistics via FRED

BUSINESS INSIDER

Local Challenges

- \$1.44 million budget gap
- 11% enrollment decline
- 19% completion rate of Latinos in the transfer pathway
- 28% completion rate of Caucasian males in the transfer pathway
- 58% of our students receive need-based financial aid
- 26.4% Bachelor's attainment rate; state average 32.3% (age 25 and up)

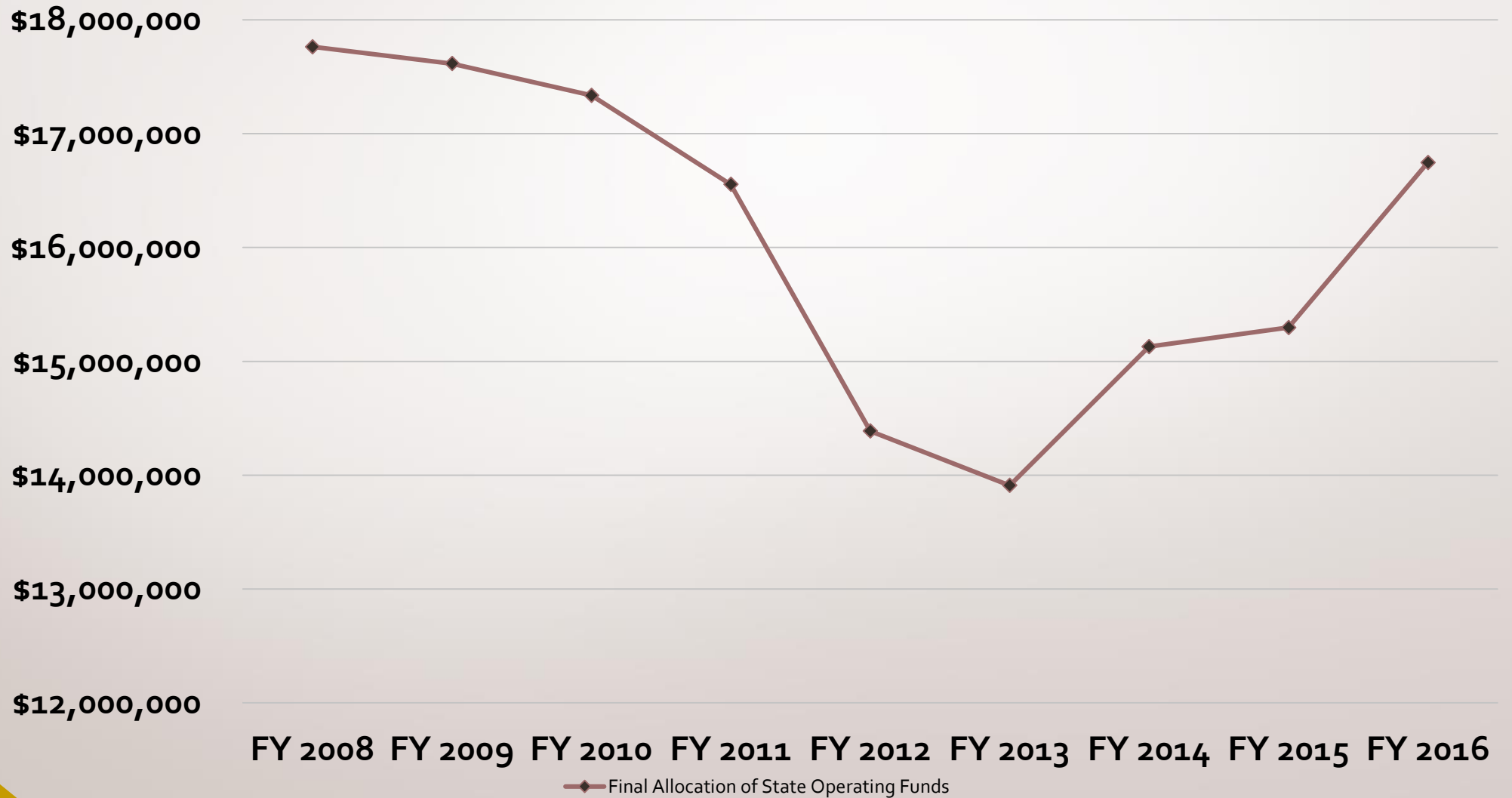


Federal/State Challenges

- \$1.279 Trillion Student Loan Debt (September 2016)
- 49% of High School Students in Washington not going on to college
- Uncertain funding

WWCC State Operating Funds

Final Allocation of State Operating Funds





Education is a Wise Investment for Students and their Families

- 2014-15 community college students will receive an average annual rate of return of 12.8% on their investment in education. This rate of return continues throughout their working lives.



Opportunity 1 – Becoming a Destination Campus rather than a Default Campus



Master Plan, Long Term Priorities





Destination Campus

- Construct Student Recreation Center
- Campus Housing
- Design New Science Building
- Expand International Opportunities

Opportunity 2 – New Programs

- BAS Sustainable Agriculture Systems
- BAS Applied Management and Entrepreneurship
- Expand Computer Science
- Criminal Justice

Opportunity 3: Campus Advancement

- \$33.8 billion in contributions to higher education, only \$212 million went to community colleges
- Community Colleges consistently underinvest in advancement efforts – fundraising, marketing, and alumni relations


Opportunity 3: Campus Advancement

- Reorganization
 - Doug Bayne - VP of Advancement
 - Jessica Cook - Executive Director of the Foundation
 - Kristi Wellington Baker – Executive Director Strategic Initiatives



Opportunity 3: Campus Advancement

- Alumni Relations
- Grant writing
- Outreach
- Hispanic-Serving Status



Opportunity 4: Continue Tradition of Student Success

- Guided Pathways
- Mandatory College Success Course
- Mandatory Advising
- Mandatory Orientation
- Financial Resources / Financial Literacy



Financial Resources/Financial Literacy

- Student Loan Debt \$1.279 Trillion (September 2016)
- 58% of our students receive need-based financial aid
- One of 19 colleges selected to participate in a national project called the Working Student Success Network
 - Four staff certified as financial coaches
 - 10 staff certified as career advisers
 - Advisor certification for faculty

	Dependent (Living with Parents)	Not Living with Parents
Tuition and Fees	\$4,203	\$4,203
Books and Supplies	\$1,000	\$1,000
Room and Board	\$3,000	\$9,000
Transportation	\$1,370	\$1,560
Personal Expense	\$1,671	\$2,039
Total	\$11,244	\$17,802
Add \$1,467 for non-resident tuition		

Estimated 2016-17 Cost of Attendance