



STRATEGIC DIRECTIONS



2026

2030



Mission

The Wisconsin Technical College System (WTCS) delivers comprehensive education and training that empowers students and employers to thrive amid innovation and workplace transformation, driving economic vitality across Wisconsin's communities.

Vision

We lead Wisconsin's technical colleges to anticipate and meet the evolving needs of students and employers. Through innovative programs, hands-on education and strong industry partnerships, we cultivate lifelong learning that fuels individual achievement and drives economic growth. We champion our colleges as essential community leaders and celebrate student success as a powerful testament to the transformative impact of technical education.



Values

INNOVATION

We continuously refine our processes, structures and offerings by listening to stakeholders and adapting to change.

COLLABORATION

We foster a culture of collaboration within our system and with students, colleges, employers and partners at every level.

INSPIRATION

We inspire students and employers to embrace lifelong learning and recognize the role of technical colleges in every phase of personal and professional growth.



TRANSFORMATION

By fulfilling our mission and vision, we transform individual lives and the economic future of Wisconsin communities through education.

ILLUSTRATION

We share the life-changing stories of our students and the employers who partner with us, highlighting how collaboration drives innovation and strengthens communities.



Directions and Goals

INNOVATE

Expand access and success for all students

- Advance teaching and learning strategies tailored to individual student needs.
- Deliver student support services that ensure accessibility and success across all colleges.
- Align college facility proposals with evolving student and employer needs.

COLLABORATE

Advance student and employer goals through effective partnerships

- Maintain affordability while upholding academic rigor and quality.
- Ensure curriculum is industry-aligned, flexible and responsive to workforce needs.
- Engage stakeholders to build a lifelong learning continuum that supports economic growth.
- Strategically align grant funding with instructional and student support priorities.
- Collaborate across WTCS colleges on professional development, finance and advocacy with a focus on student outcomes and workplace quality.

INSPIRE

Encourage learners of all ages to pursue technical education

- Ensure all students have access to lifelong learning and career preparation.
- Raise awareness of college offerings and outcomes, positioning technical colleges as a top choice for continuing education.

TRANSFORM

Redefine the delivery of postsecondary education and training

- Align college efforts with community needs, emphasizing student and employer success.
- Leverage IT infrastructure and data to close achievement gaps.
- Promote understanding of the System's broad statutory mission and its unique ability to meet evolving demands in a time of rapid change.

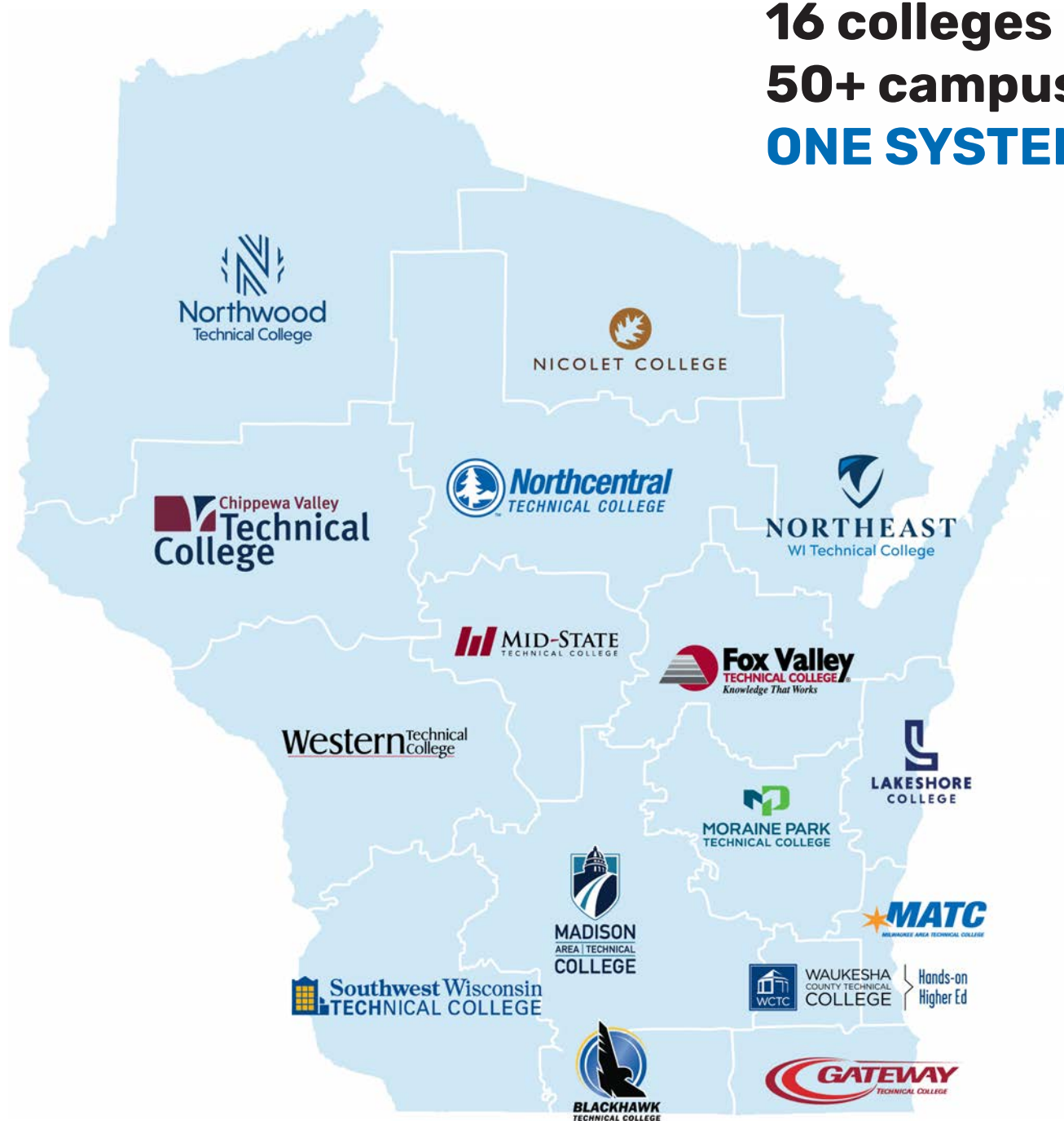
ILLUSTRATE

Showcase student success and employer partnerships

- Elevate the visibility of technical education by highlighting student achievements and employer engagement.
- Share compelling stories of personal growth, career advancement and community impact.
- Highlight employers' roles in curriculum development, internships and hiring to demonstrate their impact on workforce readiness.
- Promote innovative, grant-funded projects that expand access, enhance learning and introduce new technologies.



16 colleges
50+ campuses
ONE SYSTEM



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The Wisconsin Technical College System does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. Refer to the district Equal Employment Opportunity (EEO) statement for college contact information.