

External Opportunities

External Opportunity	Description	Options for Maximizing Each Opportunity	Distinctive Competencies
Alternative funding sources	Need for friends with dollars		
Development of partnerships	Build community	Match industry pathway needs	
Develop online courses and be competitive			
Market the college	Article to celebrate what students are doing – success profiles in Tribune and Courier		
Region is growing faster than the state.	Regional providers are looking to RCC to produce workforce	Create jobs and ed opportunities, Relationship to employment department and employers strengthened and provide classes that meet employers' needs including entry level training as well as prof/ tech and professional	
Expand facilities' use	RCC has much potential to use the buildings and grounds to provide needed revenue	Rent out for conventions, use cafeteria for catering (Culinary program) Galleries	

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Functional reorganization may devalue community connectivity	In process - moving away from executive deans with connection to the community		