

Internal Weaknesses

Weaknesses	Description	Options for minimizing or Overcoming Each Weakness	Distinctive Competencies
RCC has an inflexible system at the top that only looks at the traditional student. This creates a disconnect between institutional goals and students' goals and needs and little energy is expended to connect students to the workforce.	We celebrate our grads only because that is the main way we collect FTE. This is all tied to financial aid benefits and how they relate to credit or non credit courses. We rarely track or help students beyond grad and into jobs or careers.	Need to celebrate students and their success and meeting their goals. Need to have articles in the paper or other publications that share the job or career a student gained through the education they received, not just through a degree.	
Driven by FTE. Trying to be for profit,	Focus is limited – less community and student oriented in goal setting		
We need to know who our market is	Market where the potential students are	Get the word out in present publications. Radio and videos may not be effective.	
Overextended staff	Added duties at more locations, less time to be inventive or creative. Lack of staff time to meet and make	More ways to recognize staff and successes	

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	community connections. Creates loss of job appreciation.		
Top leadership	Inability to make decisions in a timely manner, poor communication and lack of direction		
Class scheduling	M-F days do not meet students' needs and classes often overlap	Create a master schedule and provide greater options for students	
Not enough on line classes, need a transfer degree on line	Not enough on line instructors or incentives to become one. Not enough tech support.	Provide higher incentives to put classes on line and provide tech support individually for each course on line.	
Functional reorganization may devalue community connectivity	In process – moving away from executive deans with connection to the community		

