



Rogue Community College

MEETING MINUTES STRATEGIC PLANNING – TEAM B OCTOBER 24, 2007, 3:00 – 5:00 PM

Attendance: Cindy Hauser, Linda Blower, Anna Manley, Bobbi Kidder, Jim VanBrunt, Dick Cottrill, Charlie Mitchell, Ann Day, Deb Bennett, Brenda Bridges, Svetlana Gamble and Denise Swafford, Facilitator.

1. Introductions and check-in
2. Review Notebooks
 - Need to revise meeting schedule. Feb. 21 meeting should be Feb. 20
 - Need to revise team list, including email and telephone nos.
 - Team Email group is SPTeamB.
3. Overview of Storyboard Process (The team was in agreement about standard McNellis Meeting/Explore Ground Rules)

Topic: Crafting a five-year strategic plan for RCC

Background: Final strategic planning teams' work to be reviewed and approved by: Strategic Planning Steering Committee, Institutional Planning and Effectiveness Council, Executive Council, Board of Education. *(Note: One team member suggested that all 4 teams meet to discuss their work and experience. Denise Swafford will follow-up).*

There are four teams working on four exercises.

Each team's work will involve approximately 9 – 12 2 hour sessions.

A strategic planning steering committee chaired by the College president will provide oversight for the work.

The Steering committee has identified internal and external stakeholders.

Some key trends and institutional mandates have been provided as tools for planning sessions.

A college-wide visioning exercise was completed by faculty and staff at fall inservice 2007.

The Northwest Commission on Colleges and Universities has continuously recommended improved strategic process for RCC.

The College's current vision, mission and values statements were adopted by the RCC Board of Ed in 1998

Overall Purpose: To Identify approximately 3-6 RCC Strengths, 3-6 Weaknesses, 3-6 Opportunities, 3-6 Threats and 1-2 Distinct Competencies
To review RCC's Vision, Mission and Values Statements
To identify 4-6 strategic issues for RCC
To identify 3-5 goals and 3-5 objectives
To synthesize the work of all four teams.

Purpose: To Introduce Process
To Introduce Ourselves
To Review Our Resources
To Begin SWOT exercise by Identifying approximately 15 College Strengths and 15 Weaknesses.

Non-Purpose: To Relive History of Issue
To Revise Vision, Mission and Core Values
To Complete SWOT

A. Begin Exercise 4 – SWOT Analysis

Headers: *What are RCC'Strengths; What are RCC Weaknesses; What are RCC's Opportunities and What are RCC's Threats.*

STRENGTHS

RCC's Discovery Programs

Articulation agreements (AA/OT degree)

One of few Oregon Community colleges w/ all 3 TRiO Programs: Talent Search, EOC and SSS

Proactive I/T Department
-- RogueNet

On-line Writing Lab

Superior faculty evidenced by students with record high GPAs

Data-proven superior student transfer success

Cutting Edge Early Childhood Education/Head Start Partnership at RWC

Collaborative and effective management and faculty and classified bargaining processes (CAMAT and FAMAT)

Table Rock Campus (State of the Art Professional/Technical facility and potential)

Top quality SBDC and SBM programs

RCC/SOU Joint Collaboration Project/building *(also an institutional priority)

RCC Foundation – Record nos. of student scholarships

WF/Non-credit Course Offerings

Dedicated, long-term employees

Physical Space at RWC (Beautiful Rural Campus)

WEAKNESSES	
On-line registration for non-credit students	Poor, non-user friendly website
Tracking non-transfer students	Lack of campus/intercollegiate activities to attract new/high school students
Physical Space at RVC (including lack of parking)	Maintaining/building enrollment
Determining the right size for our 3-campus college	Non-purposeful, unproductive inservice meetings
Lack of priorities in decision-making processes	Lacking connectivity
Poor retention practices – students falling through the cracks	Lack of Pooled Interdependence: We/They; Us/Them Attitude
Non-availability of classes needed at the right place; right time →	FT:PT faculty (may be reason for non-availability of classes).
Poor access/organization to institutional data collection/resources/research	Loss of students up front (at placement)
Distance between campuses (cost of travel, lack of transportation, time)	Lack of funding
Poor Customer Service - Phone system -	Lack of student recruitment practices
Deferred maintenance issues	Campus maps

4. Next meeting review strengths and weakness and spin into top 3-6 strengths and 3-6 weaknesses. Explore opportunities and threats and spin into top 3-6 for each category.