



Rogue Community College

MEETING MINUTES STRATEGIC PLANNING – TEAM B OCTOBER 31, 2007, 3:00 – 5:00 PM

ATTENDANCE

Cindy Hauser	Linda Blower	Anna Manley
Bobbi Kidder	Jim Van Brunt	Juliet Luaders
Dick Cottrill	Charlie Mitchell	Ann Day
Phillip Grigsby	Deb Bennett	Brenda Bridges
Svetlana Gamble		

- Review Agenda** - Introduced new team member, RCC student, Phillip Grigsby. Reviewed agenda and provided handouts for notebooks:

- Revised Meeting Schedule
- Revised Team List
- Stakeholder Data (Student Questionnaires)
- Vision, Mission and Values Principles
- 10/24 Meeting Minutes
- Definition - Distinct Competencies
- Blank SWOT Worksheet

Reviewed storyboard:

Topic: Crafting a five-year strategic plan for RCC

Background: See 10/24/07 Meeting minutes. No changes.

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 identify 3-6 top strengths
 To identify 3-6 top weaknesses
 To explore opportunities and threats
 To identify 3-6 top opportunities and 3-6 top threats
 To identify distinct competency(ies) (if any)

Non-Purpose: To Reach Solutions Too Soon
 To Identify Strategic Issues

2. Review Strengths and Weaknesses and Select Top 3-6 from Each Category

The team focused on strengths identified at October 24 meeting and narrowed 16 ideas into a manageable few. Another key strength was added to the list: *RCC's responsiveness to students'/communities' needs.*

After dot-voting, four key strengths were identified:

1. Responsiveness
2. Foundation/Student Scholarships
3. Table Rock Campus
4. Partnerships

See internal strengths worksheet for descriptions and other strengths identified by the team.

Likewise, the team focused on weaknesses identified at the October 24 meeting and narrowed 22 ideas into a manageable few. Another key weakness was added to the list: *Visionary, proactive, research-based responsiveness to students'/communities' needs.*

After dot-voting, five key weaknesses were identified:

1. Connectivity B/W employees/campuses, Vision and Decision-making
2. Access to Classes
3. Research, Data, Vision
4. Recruitment and Retention
5. Customer Service

See internal weaknesses worksheet for descriptions and other weaknesses identified by the team.

- A. Identify Any Distinctive Competencies – None
- B. Identify Options for Enhancing Top Strengths and Minimizing or Overcoming Weaknesses – Homework Assignment

3. Explore Opportunities and Challenges and Select Top-3-6 of Each

Began exploring ideas (see Attachment A). To be continued.

- A. Identify Any Distinctive Competencies – None
- B. Identify Options for Enhancing Top Strengths and Minimizing or Overcoming Weaknesses – N/A

4. Next meeting:

Discuss any suggestions for enhancing strengths and/or minimizing weaknesses.

Continue spinning opportunities and threats and focus on 3-6 top opportunities and 3-6 top threats.

Discuss any suggestions for enhancing opportunities and/or minimizing threats.

Identify any distinct competencies.

Time Permitting, Begin Exercise 5 – Vision, Mission, Values

ATTACHMENT A

What are RCC's Opportunities?

Complete RCC/SOU Shared Building	Enhance RCC/SOU Partnership
Complete IVBEC Project	Expand ECE Program
Promote TRC	Utilize college facilities more efficiently on year-round basis
Create a Fridays-only education completion option	Develop multiple career pathways opportunities
Combine 2-year technical degree with transfer to 4-year business degree	Increase on-line courses and programs
Use I/T to aid in recruitment	Work on targeted educational planning
Improve/add collaborative opportunities with OIT	Build adjunct pool of "experts" to teach/train working adults on targeted job skills
Provide advancement opportunity for education	Offer continued education in specific careers for professional development
Increase/Improve marketing efforts	Provide ways for students to discuss problems, questions, concerns
Improve institutional research access and capability	Revisit right program(s) for attracting high school students
Explore possibility of residential program for students on or off campus	

What are RCC's Threats?

Distributed learning being offered by other public and private institutions	Not enough options for working adults (on-line or evenings/weekend)
Understaffed marketing department	Focus on training professions that would serve our population
Few or limited offerings/activities to attract high school students	Inability to pass bond levy in Josephine County
First generation, non-college ready population in our region.	Not enough programs to match top job growth opportunities.
Not combining short-term training or work experience with formal coursework	Not paying attention to our target markets.