



Rogue Community College
STRATEGIC PLANNING – TEAM B
NOVEMBER 28, 2007, 3:00 – 4:30 PM
MEETING MINUTES

ATTENDANCE

Cindy Hauser Bobbi Kidder Deb Bennett	Linda Blower Svetlana Gamble Charlie Mitchell	Anna Manley Juliet Luaders Brenda Bridges	Dick Cottrill Jim Van Brunt	Phillip Grigsby Ann Day
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Session Purpose: To create new proposed RCC vision
 To review strategic issues based on SWOT

Non-Purpose: To wordsmith proposals
 To reach solutions to issues raised

Agenda Item	Notes	Action/Who/When
1. Review Agenda/ Handouts/Questions A. Review Work on Mission and Values	Handouts: (1) 11/14/07 meeting notes; (2) SWOT summary, (3) Strategic Issues – Master (Draft); (4) Strategic Issues Worksheet Done. Reviewed: <i>mission</i> means the institution's purpose, and <i>vision</i> is the institution's preferred future.	Participate in two retreats/ All members; all teams/ 1/24 and 3/6/08 at TRC, 2-5 p.m.
2. Explore and Establish Recommended Vision Statement	Team members did their homework and provided suggested vision statements for review and consideration (see reverse). Favorite group thoughts were identified as: Economic engine, region's first choice, interdependence/collaboration, fulfilling future/dreams, academic/educational excellence. It was also agreed that key stakeholders should somehow be incorporated in the vision statement. From the above work, this statement was proposed: <i>"To become a recognized model of educational excellence in all that we do."</i> -- The team agreed that this may be more of a goal than a vision. Collective vision statement: <i>To empower lifelong learning as the region's first choice for education and training.</i>	Revisit vision statement and agree upon final team recommendation. Other words for "empower" were "inspire" and/or "foster"/All members/ 1/9/08. Note: In final analysis is the vision statement: (1) graphic (paints a picture); (2) directional (sets a strategic course for the future); (3) focused (specific); (4) flexible (change happens); (5) feasible (do-able); (6) desirable (good for all stakeholders); and (7) easy to communicate (explainable in 5 mins. and ideally may be reduced to a slogan).
3. Begin Framing Strategic Issues	A master list of proposed strategic issues based on the team's SWOT analysis was provided by facilitator. The team will not meet for 6 weeks, but the first 2 meetings in January will be focused on identifying and analyzing strategic issues.	Review draft issues and revised, add, or subtract relevant issues. Time permitting, analyze issues using worksheet provided/All team members/1/9/08.
4. Other/Next Meeting/ Debrief	Next meeting is set for Wed., 1/9/08, 3-4:30 p.m., RWC, H-2	See homework (No. 3 above).

Some Vision Statements provided by Team Members:

RCC's Current Statement:

Framing individual and community success by:

- inspiring to learn
- teaching with dignity
- living with respect.

To be the economic engine of the Rogue Valley by helping to grow and educate our workforce and prepare all of our students for a prosperous future in Southern Oregon.

Henry Ford's vision: "A car in every garage." May be translated to RCC as: "Higher education for every household."

To fill minds, fuel the economy and foster future success.

To be the institution of choice for higher education in Southern Oregon, known for its excellence in preparing students who positively impact their chosen profession/career. We accomplish this through engagement in scholarly activities and delivery of high quality academic programs, career education and relevant community involvement.

To become a recognized model of educational excellence in all that we do. Our vision is attainable because RCC is an environment where:

- Students are our highest priority
- Diverse opinions are encouraged and respected
- Professional training is related to both contemporary and future models/practices
- Leadership opportunities for the faculty and staff abound and are nurtured "real World" practitioners in a variety of settings are integrated into our teaching programs.
- To become a recognized model of educational excellence in all that we do.

In our dreams, your dreams come true.

To be a/the key agent for an enlightened and educated community/citizenry.

To enable the educational ambitions of the community.

Fulfilling the needs of the community through education.