

**EXTERNAL OPPORTUNITIES**

<b>SIX (6) TOP OPPORTUNITIES IDENTIFIED BY TEAM B</b>	<b>DESCRIPTION</b>	<b>OPTIONS FOR MAXIMIZING OPPORTUNITIES</b>	<b>DISTINCTIVE COMPETENCIES</b>
(1) Distance Education	Distance learners at RCC nearly doubled in 2005/06 over the previous year. In an October 2007 report by the Alfred P. Sloan Foundation, online enrollments have continued to grow at rates far in excess of the total higher education student population. An approximately 10% growth rate for online enrollments far exceeds the 1.5 percent growth of the overall higher ed student population. Nearly 20% of all U.S. higher ed students were taking at least one online course in Fall 2006. The college should strive to increase on-line courses and program offerings.	Also, see Team B Threats, limited options for full-time working adults.	
(2) Create Fridays and/or Saturdays only educational opportunity option for working adults. And, utilize the college facilities more effectively on a year-round basis.		This opportunity may be a possible goal for strategic issue No. 8.  See Team B Threats, limited options for full-time working adults.	
(3) Illinois Valley Business Enterprise Center (IVBEC)	This project – a 3,000 s.f. facility next to the Kerby Building is a work in progress being funded by the US Dept of Agriculture and grants. Focus of the project is community and economic development.		

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<b>TOP (6) OPPORTUNITIES IDENTIFIED BY TEAM B (CONT.)</b>			
(4) Market and fully utilize the Table Rock Campus		See Team B Strengths, TRC. Similar to Strategic Issue 14	
(5) Workforce Training	The Table Rock Campus and the PowerUp initiative add to the success of WF training at RCC. The team suggests that workforce training could focus more on specific careers that will lead to professional development and advancement.		
(6) Revisit right programs and activities for attracting high school students to RCC, including but not limited to the possibility of a residential program for students on or off campus.		See Team B, Weaknesses, Recruitment and Retention. This may be a goal related to Strategic Issue 4.	
<b>OTHER OPPORTUNITIES IDENTIFIED BY TEAM B:</b>			
(1) Develop multiple career pathways options		See Team B, Opportunities, Workforce Training (above); this opportunity may be a goal that can be tied to Strategic Issue 19	
(2) Build adj.pool of experts to teach working adults career specific skills		Same as above	

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<b>OTHER OPPORTUNITIES IDENTIFIED BY TEAM B:</b>			
(3) Provide ways for students to discuss their problems/ complaints		See Team B, Weaknesses, Recruitment and Retention and Customer Service. This opportunity may be tied to Strategic Issue No. 4	
(4) Improve institutional research, access and capability		See Team B Weaknesses, Institutional Research.	
(5) Combine 2-yr technical degree with AAOT credits for BA–Bus.			
(6) Market and expand the Early Childhood Education program		Related to Team B, Threats, Target Market	
(7) Use I/T to aid in student recruitment		See Team B, Weaknesses, Recruitment and Retention. This may be a goal related to Strategic Issue 4.	
		<b>OPTIONS FOR MAXIMIZING OPPORTUNITIES</b>	
		Increase/improve marketing efforts.	
		Better match “hot” careers with program offerings.	
		Work on supporting and growing programs that are in demand and doing well. For example, Graphics Design – the college only offers a one-year certificate when it could easily add an associate’s.	

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		<b>OPPTIONS FOR MAXIMIZING OPPORTUNITIES</b>	
		Build upon the RCC/SOU partnership especially in conjunction with the shared building project.	
		Build upon collaborative opportunities with Oregon Institute of Technology.	
		Determine “who” we are and who we should serve and design best possible program/services to be really “great” at it. Currently there is a futile sense of “trying to be all things to all people.”	