

**DELTA TEAM MEETING MINUTES**  
**Session #3, Thursday, 11/8, 3-5 p.m., TRC Rm 184**

**Agenda – Finish the SWOT by:**

- 1) **Delving Into RCC's Opportunities & Threats**
- 2) **Determining any items that warrant quick action**
- 3) **Deciding if any of our priorities suggest strategic issues**

Manager	Grant Lagorio	Community	Dennis Alexander
Manager	<b>Jeanne Howell</b>		
Manager	<b>Lynda Warren</b>	Student	<b>Flamur Vehapi</b>
Faculty	<b>Lori Sours</b>	Classified	<b>Bill Jiron</b>
Faculty	Nicole Theis-Coulter	Classified	Rosemary Pike
Faculty	<b>Eileen Micke-Johnson</b>	Classified	<b>Barbara Cournoyer</b>
Faculty	<b>Kiersta Fricke-Gostnell</b>		

**SWOT ANALYSIS**

<b>Top Strengths</b>	<b>Top Weaknesses</b>	<b>Top Opportunities</b>	<b>Top Threats</b>	<b>Do Any Require Quick Action?</b>	<b>How Do Our Priorities Suggest Strategic Issues? (brainstorm)</b>
#1 Serves all...supports diversity and provides training and education to a larger segment of the community than a traditional university.	#1 - Has ineffective, bland marketing which detracts from enrollment.	#1 – Attract under- and unserved populations in the district, e.g. drop-outs, ABE, others from 18-65, Hispanics. (8 dots)	#1 – Contends with rising costs and fairly fixed revenues. (5 dots)	RCC's retiring workforce requires succession planning and action to protect against brain drain and loss of institutional memory.	RCC's aging workforce, need for succession planning, and investment in faculty are strategic HR challenges.
#2a - Provides affordable training and education.	#2 - Lacks motivational leadership.	#2a – Incubate training that supports business & industry. (5 dots)	#2a – Fails to understand that RCC is in the business of training the workforce. (4 dots)	RVC campus needs child care options to support enrollment, retention and student progress. (also longer term issue)	We need greater institutional support for workforce training, and strategies to more quickly approve training.
#2b - Works closely with business and industry to meet workforce needs.	#3 - Lacks child care which discourages enrollment, and affects retention and student progress.	#2b – Develop career pathways for ESL students.	#2b – Lacks quick response to training needs during recession due to barriers like the state approval process.		Marketing and recruitment efforts that attract under- and unserved populations, that assure voter support, and that promote

					pathways and distance learning are needed.
#3a - Partners with SOU to provide more services to students and community.	#4a - Lacks sufficient staff for counseling and advising.	#3a – Serve more time/place bound students through distance learning. (3 dots)	#3 – Struggles to provide education/training that is priced to offer students a positive return given the area’s low wages.		RCC students need more support including creative solutions to reducing costs such as for textbooks and child care, and more advising and counseling help.
#3b - Has a passion for students, e.g. assistance and helpfulness	#4b - Provides few social interaction opportunities for staff.	#3b – Attract more high school students for dual enrollment.	#4 – Lack of voter support will impact financial support of public education and services like the library.		Strategic partnerships that benefit RCC and the community are critical.
#3c - Provides strong academic preparation for transfer students.	#4c - Lacks succession planning which puts us at risk when folks are injured, etc.				RCC must find ways to deal with rising costs and fairly fixed revenue sources.
#3d - Possesses a state-of-the-art facility in White City.	#5a - Employs a disproportionate number of part-time to full-time faculty which results in staff who lack the broader vision of the college and their role and full-time faculty who have greater loads.				RCC must cultivate a common educational philosophy. There is too much us and them. It does a disservice to our students, and creates undesirable barriers between staff and departments. (added at 11/15 mtg)
	#5b - Lacks strategies for helping students cope with excessive textbook costs which may prevent some				

	students from attending RCC.				
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**Other Major RCC Opportunities?**

(1 dot each)

- Pursue workforce development and training.
- Capitalize on the indigenous resources of the area like the outdoor/recreational and tourism for program development.
- Use the RCC/SOU joint building partnership to build new programs for students and closer relationships with business.
- Convince business and industry to partner with RCC to attract and retain qualified workers by providing them education and training.
- Serve returning service men and women.

(0 dots each)

- Tap into the growing senior market.
- Work with K-12 and ESD whose new initiative is to decrease the drop-out rate of local high schools (one of the highest in Oregon).
- Capitalize on people's interests/lifestyle choices, e.g. wine, equine, rafting.
- Articulate programs with other institutions.
- Offer 3 locations and serve the region with multiple campuses.
- Education becomes more important during times of recession.

**Other Major RCC Threats?**

(2 dots)

- Decline in state resources.

(1 dot)

- Compete with businesses and other institutions for full-time students.
- Compete with area businesses for qualified workforce members.
- Fight the perception that the area has few good jobs.
- Lack of support from local business in our efforts to provide a qualified workforce.
- Need for education/training impacted by the global economy on the local economy.

(0 dots)

- Decline in morale impacts RCC employee productivity.