

## RCC Strategic Planning Committee

November 1, 2007

TRC, 3-6 p.m.

### Meeting Highlights

**1. Review role & adopt meeting ground rules of steering committee.**

Peter reviewed with the committee that their role is oversight of the process and the work products.

The group adopted the following meeting ground rules:

- a. Ask for the floor by raising your hand
- b. No speeches
- c. Listen to each other
- d. Suspend judgment when brainstorming
- e. Turn off cell phones
- f. Be on time
- g. Have homework completed
- h. Be respectful of one another
- i. Take care not to dominate
- j. Be committed and supportive of the strategic planning process within the RCC and the community

**2. Update on teams & review of strategic planning notebooks.**

Mary shared that all four teams have been meeting and working on their respective SWOT analysis. She then took the committee through the RCC Strategic Planning Notebook section by section. She asked that committee members please read the contents so that they would have the same information base as the teams.

**3. Review stakeholder results.**

The committee spent time reviewing and discussing the stakeholder survey results. Roy noted that the RCC staff seemed harder on their scoring than other stakeholder groups. Peter shared that when staff answered the questionnaire we had just finished a particularly hard year with staff lay-offs and other resources challenges.

Average scores (1-low and 5-high):

- a. Staff: 3.2
- b. Students: 3.9
- c. Prospective Students: 3.94
- d. Business: 3.75
- e. Service Clubs: 3.7
- f. K-12: 3.3

**4. Review trend/data information.** Peter took people through each of the trends. The following captures some of the committee's thoughts. The trend descriptions below are modifications:

**Trend 1: trend toward more targeted training.**

- Roy noted that Josephine County is struggling with a shortage of affordable housing.
- Brad said that there has been talk amongst some Chamber members that if we can't grow our own then we should try to attract skilled workers to our area and away from other areas in the country.

**Trend 2: RCC is attracting fewer high school and healthy seniors as a % of their age group.**

- Jerrod thought one strategy to entice high school seniors to RCC is to use RCC students as "student ambassadors" who would go back to their high schools to pitch the benefits of attending RCC.

**Trend 4: Greater demand for anywhere/anytime education.**

- Rich noted that the demand is ever increasing and that we have a supply problem. He holds most distance education "seats" for local students but students come from various locations in the country. He said the biggest barrier that distance ed classes help to solve is the time bound issue. He said transportation doesn't seem to be as big an issue, although people are less willing to spend the time and money to travel to classes.
- Roy wondered if we could market our distance ed courses in rural, outlying areas more. Instead of thinking about attracting people from foreign countries, the group felt we should focus first on areas more in our reach.

**Trend 5: More part-time students than full-time students.**

- Some students are taking longer to finish their education while others are coming to RCC for the class(es) they specifically need and then leaving.

**Trend 8: Financial aid is increasing but fewer students are accessing it.**

Peter noted that culturally Hispanics do not want to take on debt. It could be that other students are making the same choice.

**Trend 9: Growing interest in green technology.**

We need to understand how green technology is translating into jobs in the Rogue Valley. RCC could partner with major firms to learn about the skills and jobs needed. Jerrod noted that individuals are very interested in learning more about green technology and things they can do in this area. Brad noted that the Rogue Recycling Company is a model for the nation.

**Trend 10: Economic prospects for the region are mixed.**

Add drugs to the problem mix.

One idea for encouraging people to go to work for a specific business would be for the business to buy six RCC credits for new employees.

**Trend 11: RCC serves a smaller % of residents in its district than most other community colleges in Oregon.**

It was suggested that if RCC partnered with Parks & Rec that we could offer an intramural sports program that would attract more students to RCC.

5. **Next Meeting: data & agenda for 12/20 meeting.**

Due to its proximity to Christmas, it was decided that we would either reschedule the 12/20 meeting or cancel it. Peter and Mary will get back to the committee.