

**Strategic Plan 2008-2012**  
**Campus Roll-Out Feedback**

The Synthesis Team co-sponsored a discussion session for each campus to solicit impressions and feedback about the new strategic plan. The results follow:

**Table Rock Campus, 5/1**

**Attendees:** Jeanne Howell (Assoc Dean/Workforce), Barbara Cournoyer (Work Force), Dave McKeen (Electronics), Bonnie Conard (Learning Resource Ctr).

**Presenters/Synthesis Team Members:** Peter Angstadt, Mary O’Kief, Galyn Carlile, Lori Sours, Ann Trausch, Rand Hill.

**Mission Statement**

- Excellent
- No more changes.

**Value Statements**

- Is education stressed enough?
- I like these. They are more precise and down to earth.

**Vision Statement** – no input

**Goals & Objectives**

**Goal A-Leadership**

- Make sure the consultant is versed in learning institutions. OSU has a department. Ann also recommended Alison Rossett.
- This goal addresses a lot of the concerns I have had.
- I like all of the objectives especially the ideas about inclusiveness, communication.

**Goal B-Access and Completion**

- Do we know how many students truly do not get the courses that they need?
- Distance learning can diminish the need for a master schedule.

- Observation: the minute we lose a student for one class, we often lose them for other classes.

### **Goal C-Career Pathways**

- The Morris scholarship program is great but we need the infrastructure to support getting high school students to RCC.
- We need to help high school students be successful.
- We should use pathways to augment existing programs and develop new opportunities.

### **Goal D - Data**

- We have lots of data. The problem is that it isn't informative.
- We need to be sure that everyone is on the same page.
- With data, it is vital that we compare apples to apples in terms of making improvements.
- This goal will help people in the trenches see their responsibilities more.

### **Goal E – Marketing & Partnering**

- There is a major disconnect when we cut resources for marketing.
- The marketing plan needs to focus on what is important for programs and needs to use the RCC brand effectively. We need to take a systems approach to marketing.
- RCC is not reacting fast enough to opportunities.
- In terms of partnerships, RCC should focus on reducing duplication of effort and looking for new opportunities.

### **Riverside Campus, 5/1**

**Attendees:** Ted Willhite (Business), Marie Maguire-Cook (Academic Skills), Greg Marton (Social Science), Linda Renfro (Assoc Dean), Flamur Vehapi (Student), Peggy Guthmiller (Adult Basic Skills).

**Presenters/Synthesis Team:** Peter, Mary, Rand, Ann, Lori, Galyn

### **Mission Statement**

- I like it!

### **Value Statements**

- Important to have students share these values also.
- I understand why these have changed.
- The definition of “excellence” doesn’t say anything and is a letdown after the other wonderful value definitions. It should help people to differentiate between RCC and other educational options.

**Vision Statement** – no input

## **Goals & Objectives**

### **Goal A-Leadership**

- Does the Dick Cottrill study help with this goal?

### **Goal B-Access and Completion**

- Faculty may be a bit nervous about the objectives on prerequisites.
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### **Goal C-Career Pathways**

- Likes C3.
- C1 is being implemented now in Curriculum and Academic Standards Committee and it is working! (i.e. Apprenticeship) A student can get a 1-year certificate and go right to work versus spending 2 years in school. Also, the ECE program is using pathways extensively.

### **Goal D - Data**

- We need help knowing what data to request.
- We need to better mine the data.
- This goal will be useful with learning outcomes.
- This goal will help people in the trenches see their responsibilities more.

### **Goal E – Marketing & Partnering**

- We need to spell out the market segments if we contract with a 3<sup>rd</sup> party—transfer students, lifelong learning students, 2-year only students, workforce students.
- Having the analysis will help us with our blind spots.

## **Redwood Campus, 5/5**

**Attendees:** Alex Kozlowski (ICT); Kenton Gould (ICT); Charles Rogers (Science); Tracy Lingo (Math); Charlotte Hutt (Math); Ernie Alloway (Facilities)

**Presenters/Synthesis Team:** Peter, Mary, Rand, Galyn, Randi Jiron.

### **Overall Impression**

- Impressive job!

### **Mission Statement**

- Wonderful
- A little long.
- A mission statement should seize the moment!

### **Value Statements**

- I like them – especially “stewardship”.

### **Vision Statement**

- Insert the word “quality” in #4.

### **Strategic Challenges**

- The challenge on leadership makes the problem seem to be a top down issue.

### **Goals & Objectives**

#### **Goal A-Leadership**

- I like this goal, especially A.1.4. (assert teaching & learning as the primary college goal).

#### **Goal B-Access and Completion**

- Alternative delivery needs to be adequately financed and done well.

### **Goal C-Career Pathways**

- Are the goal and objectives overly focused on state recognized certificates and should they be written less narrowly?

### **Goal D - Data**

- This is important because I've seen management interpret data incorrectly.

### **Goal E – Marketing & Partnering**

- RCC needs a staff liaison with each high school because the high school market is very important.
- The plan makes it sound like marketing will be coming from lots of places rather than one office.
- The partnership concept seems like a good way to involve outside organizations that are looking for ways to partner with the college but can't figure out how (e.g. Crater Rock Museum).
- We could use this goal to strengthen our advising services with high school students and urge them to take more math and science, if appropriate, while in high school.
- We could create a docent program using students.