Cambridge Campus Advisory

Advice and Recommendations

1. Meet needs of business/industry in area – connect through Chambers

2. Track needs through Workforce Center – "Icicle" group ideas to work collaboratively – Linda Wolf contact

3. MJSP grants = Currently a disconnect between College and what Mfgs. Need – improve connection between mfgs. and college

4. Improve Connections with area high schools

5. Improve Image of Community and Technical Colleges

6. Career and Tech opportunities – ECMWP – The Partnership

Strengths

1. Affordable

2. Value

3. Block Schedule

4. Location – Presence in this community – convenience

5. Beautiful campus

6. Willingness to work with high schools

7. Parterning – mfg., healthcare, with outside agencies

8. Involvement in community

9. Alignment

10. Customized training

11. ITV training programs

Weaknesses

1. Visability
2. Signage
3. Image
4. Affordable housing for students
5. Limited Technical offering
6. Change is hard

Opportunities

1. Anticipate future workforce needs – build/create programs now – niche
2. Alignment with ATC providing shorter/more efficient expansion in to technical programming at Cambridge
3. Alignment allows us to meet the needs of East Central MN
4. Customized training
5. ITV training
6. Cost at CC going up more slowly
7. CC is the best fit for some students
8. Cambridge provides comfort for some students
9. Ability to maintain life flexibility with schedule particularly for adult learners
10. Online offerings
11. Expand 4 year degrees
12. Use Alumni Network more effectively to showcase success of alumni – differentiate by campus
13. Market both as a stepping stone to BS/BA as well as directly related to occupations

Threats

1. Online Universities
2. For Profits
3. Lack of awareness advertising
4. Let local people know more about options in town
5. Lack of image for various audiences
6. Economy
7. Political environment