

ARCC/ATC Strategic Planning TaskForce, Dawn Alexander Paine & Bonnie Boese

Our goal was to try to contact local community Rotary Clubs for input. Although we would have liked to cover more of East Central MN, we found Rotaries in only Cambridge, North Branch and Princeton. Since Dee Dee Peaslee is a member of the Cambridge Rotary, we felt that she would be getting input in some form. We contacted North Branch and Princeton. Only North Branch responded with an invitation to come and gather input. Had we had more time, we would have tried to connect with City Councils in the smaller communities.

We chose the Carousel method and a modified form of the SWOT four questions: 1. What is the one thing ARCC, Cambridge Campus should preserve / continue / safeguard? 2. What about our history helps us as an institution? Hinders? Hurts? 3. What can the aligned colleges do to better serve East Central MN? (Particularly within the community and local businesses)? and 4. How can ARCC better serve the students: high school, traditional and non-traditional in our service area?

Results:

1. We should Preserve / Continue / Safeguard:
 1. Continue / Enhance college classes for High School Students (concurrent & PSEO)
 2. Remain cost effective (inexpensive)
 3. More Promotion to Community & Students : Quality of education offered / Need for specific job training in Manufacturing/Business
 4. Keep / Expand extension courses to areas like North Branch
 5. Practical application of courses: Preparation for work for some (Training w/ Companies/Mfg) while offering Liberal Arts basics for others
2. Our history Helps / Hinders / Hurts:
 1. Name hinders the “regional reach” in East Central MN / Anoka Ramsey has no meaning in our area / Switch Cambridge Campus before ARCC or East Central?
 2. Small size-- hurts
 3. Cambridge Campus location has room for expansion-- helps.
- 3 What can the Aligned Campuses do?
 1. Blend Business skills with Technical / Help businesses & Mfg keep up w/ technology advances
 2. Develop Local Internships / Job shadowing
 3. Classes like graphic design (related to business), Meat cutting/Butcher training
 4. Create a National level CURLING training program! (Cambridge used to offer CURLING—students competed well in the Region)
 5. Expand online classes
4. Better serve students (High School, Traditional, Non-traditional) in our Service Area?

1. More Outreach to potential students/ Better PR / Better AWARENESS of Classes & Programs offered
2. Business Programs include REQUIRED course with commonsense, everyday living / ETHICS
3. Program: Path for schooling / career planning beginning w/ HS freshmen
4. More counseling on course/credit transfers to other schools
5. Tech classes for students not ready for college