



CLEVELAND STATE 2020  
**COMMUNITY FIRST PLAN**

McMinn County Strategic Planning Workshop  
September 23, 2014

1. Facilities are a major need
  - Current location is not ideal
  - No current room for expansion – need room for growth
  - Need new location – maybe similar to Pellissippi/Blount campus
  - Can draw more students from McMinn, Monroe counties
  - Maybe work with TCAT if that fits needs. If not develop own new center
  - Need classrooms, technology, labs, etc. to meet current and future needs
  
2. Need to examine academic programs at Athens site
  - Most significant need is an Agriculture program
  - Surrounding area is heavily agriculture
  - Excellent opportunities to partner with local high schools who have strong programs and qualified instructors
  - We will gain considerable credibility with farmers if we develop program
  - Chattanooga State is actively recruiting ag students in McMinn County
  - Key partners in McMinn are Mayor John Gentry and Rob Preston at Chamber
  - Need to get on this immediately – do not wait for strategic plan
  - Need to establish that students can gain an associate degree thru Athens site only, perhaps including on line. Significant marketing and recruitment issue
  - Need full-time faculty assigned to Athens site – builds stronger student engagement.
  - FT faculty could develop student clubs for student interaction and community service
  
3. Need to develop strong community relationships
  - CSCC must have a stronger presence in the McMinn/Athens community
  - Be a part of big events like Moo Fest, Pumpkin Town, Christmas in the Square, Etowah 4<sup>th</sup> of July, Muscadine Fest (Monroe)
  - Be involved with school systems
  - Support ball games at schools
  - Reach out to our alumni in the area – take advantage of our own grads
  - Highlight alumni success stories – communicate to schools, chamber and other local organizations
  - FT Faculty will be additional people to get involved in community
  - Develop a stronger connection with the McMinn Education Foundation
  
4. Keep as many services available at the Athens center as possible

- “Keep them here.” Don’t create situations where students perceive they are getting the run-around – particularly trips to Cleveland if not absolutely necessary.
- “Athens Campus feels like home.”
- Don’t require them to go to Cleveland for advising. Athens staff has done this in past and did very well. This may hurt enrollment. Consider amending practice.