



COMMUNITY FIRST PLAN

Monroe County Strategic Planning Workshop
September 30, 2014

1. Strengths
 - SACs Accredited
 - Local affiliation – Patty Weave as a main contact person helps put parents/community at ease
 - State affiliated
 - Affordability
 - Ability to transfer credits earned
 - TN Promise
 - Location – close enough to home
 - Number of programs offered to the students and the diversity of the programs
 - Caring staff
 - Size

2. Weaknesses
 - Communication of available programs
 - Advertisement about the college, its programs (academic and non-academic)
 - People in Monroe are north-centric (tend to focus on Knoxville and other cities that are North of Monroe vs. focus on areas south of Monroe – true for media, shopping, etc.)
 - Too much focus on transferring, for this county focusing on AAS/Certificate is more appropriate for more students
 - College going rate is lower in Monroe County than other counties
 - Transportation to campus
 - Strong HS affiliation/pride deters some students from enrolling for classes if offered at a rival school
 - Classes that are offered do not always meet the career interest of the students

3. Opportunities
 - Provide education that will make the community better. Students will stay/return with education and skills to serve the community
 - More hands on assistance provided to aid the students with tasks such as enrolling at the college and registering for classes
 - Finding ways to help minimize fears of students and their parents
 - Establishing partnerships with industries to help make sure that the classes students are taking are providing them with the necessary soft and hard skills needed by the company
 - Partner with the schools, industries, county leaders to secure grants that help address an identified community need
 - Engaging with the Chamber of Commerce

- Attending the May event to celebrate the top 10 from each high school. Local industries and businesses will be present as well.

4. Threats

Aspiration Exercise – describe the ideal CSCC

- a. Campus in Monroe County – the industrial park and the old Walmart were noted as potential sites
- b. Response to requests from local businesses for academic programs that are needed is timely
- c. Programs in Park and Golf Course Management to better connect with natural resources in the county
- d. Coaches recruit student athletes from Monroe County
- e. Dual enrolled students from the county would be able to make their own choice on where to take classes
- f. Family atmosphere would increase
- g. Middle college would be created to better serve students and their families
- h. Apprenticeship program with local businesses would be established

CHS Live-Chattanooga State does it, check into it and see what's going on.