



CLEVELAND STATE 2020
COMMUNITY FIRST PLAN

Polk County Strategic Planning Workshop
September 24, 2014

1. Strengths

- Low cost
- Diversity of ages attending
- Quality education
- Math program
- Location
- Dual enrollment
- Comfortable transition for HS students
- Community involvement
- Non-credit classes
- Attractive campus
- Salaries for graduates

2. Weaknesses

- Entrance to campus not very open – need better access
- Parking
- “Outgrowing ourselves”
- No physical presence in county. LMU is teaching classes at schools
- Need more online options besides RODP

3. Opportunities

- Marketing – do a better job of communicating
- Improve the website. Make it more user friendly for mobile devices
- TN Promise – be sure to address at HS and with parents
- Reach out to younger students (middle school) – provide camps/classes
- Hold visitation days on campus for future students and families
- Invest more in adult students
- Provide daycare – involve Early Childhood students
- Expand nursing
- Dual credit

4. Threats

- Online programs
- Other colleges
- Rising costs
- Cost of books

Aspiration Exercise – describe the ideal CSCC

- a. Provide education that will make the community better. Students will stay/come back with education and skills to serve the community
- b. CSCC will be highly visible
- c. CSCC will be highly connected
- d. Successful at matching students with jobs
- e. Proactively reaches out to the community
- f. CSCC has a presence in each county
- g. Expand the perception that CSCC is here to serve the total; service area
- h. Students know what to expect
- i. Education with a purpose
- j. Programs in agriculture and forestry will help their county
- k. Programs in hospitality and tourism will help their county
- l. Expanded sports opportunities
- m. Have a kayaking or rafting team
- n. Ways to better connect with the Polk community
 - Presence at ballgames
 - Sponsorships for Polk events
 - Participate in County Fair