On November 22, 2013, the College held a focus group meeting with the College’s Board of Trustees. This focus group meeting was held as part of the strategic planning process to determine future strategic initiatives of the College. The meeting was facilitated by Dr. Gene Couch, Executive Vice President, and Scott Queen, Associate Dean of Business Technologies, served as the recorder.

The following Board Members were able to participate in the focus group:

- Carl R. Steinbicker, Chair
- Jerry A. Bailey, by phone
- Davy Davidson
- Reid Dusenberry
- Douglas Fincannon
- Dick Fisher
- Bill Gomory, by phone
- Dan W. Ingle
- Rosemary Stein

The Board of Trustees were presented with the following categories to facilitate and organize our discussions:

- Community Outreach
- Facilities
- Programming (Curriculum and Continuing Education)
- Student Services
- Technology
- Fiscal Resources
- Accreditation
- Overall Quality
- Other

The Board generated a number of ideas and the list is presented in its entirety below. The Board then used a nominal group technique to further refine the initiatives. As a result of this refinement, the following ideas were identified by the Board of Trustees as the most important to the College.

- Proactively plan for new programs with an emphasis on growth strategies, competitive advantage, and creating center(s) of excellence
- Develop strategies to realize the Applied Technologies Center
- Engagement of the President and community at a higher/new level
- Enhanced marketing/media efforts to do a better job of telling our (the College’s) story

This information will be used in the development of the College’s new strategic plan.
FOCUS GROUP RESPONSES

Community Outreach
- Explore opportunities in western part of county
- Better job of “telling our story” (3)
- Start with President’s engagement (6)
  - Speaking in community
  - Proactive/passionate
  - Approximately 30% of time
- Contact with Raleigh (legislative/System Office) (2)
  - At least quarterly visits
  - Engaged contact
- Increase engagement with county commissioners
  - Passionate and proactive
- Enhance marketing/media efforts (4)
  - Multiple print, radio, electronic boards, cable (more informational)
- Meet and greet businesses in community
  - Business After Hours
- Increase visibility of administrators/department heads in the community
- Connect with community group affiliates (e.g. Homebuilders Association)
- Collaboration with neighboring counties
- Increased focus on business and industry (relevance of training)
- (Re)training for current employees
- Trustees – roundtables with area businesses to assess current/future needs (1)
  - Increased engagement
  - President’s Cabinet/Trustees/College Leadership
  - Broader ideas
- Direct contact/discussions with company CEOs and HR Directors (1)
- Community Involvement/feedback about ACC graduates

Facilities
- Larger meeting room/auditorium (200+)
  - Community
- Applied Technologies Center (5)
- Look for additional land/locations
  - Do not split core curriculum
- Law enforcement training complex
- Capitalize on location in state (2)

Programming (Curriculum and Continuing Education)
- Evaluate relevance of current program options in curriculum and Continuing Education (1)
- Assess needs
  - New model for outreach
  - High-level engagement with employment sectors in community
- Evaluate processes/effectiveness of graduate surveys
- Evaluate online program/distance learning opportunities/threats – proactive strategies
• Proactive engagement in curriculum offerings
  Think beyond Alamance County
  o Become the premiere community college for _____ (identify area(s) of excellence)
  o College of choice
• Proactively plan program offerings to establish: (8)
  o Growth strategies
  o Transportation
  o Competitive advantage
  o Centers of excellence
• Internships/Co-Op/Mentoring from Business & Industry

Student Services
• Improve academic advising (1)
  o Examine current processes
• Mentors from community
• Increase campus safety
  o Can always improve (generally)

Technology
• Ongoing assessment of technology (4)
  o Current and future opportunities

Fiscal Resources
• Look at marketing budget
• Additional revenue streams
  o Private businesses
• “Friendraising leads to fundraising” (3)
• Fundraising events (2)
  o Excellent public speakers
  o Exceptional success stories
  o Raise awareness
  o Strategic plan for development
• Evaluate pay structures/rewards
  o Draw in quality faculty/leaders
  o Funds from industry/business

Accreditation
• SACS Reaffirmation (1)

Overall Quality
• Reward employees who are outstanding in their field – recruitment/retention (1)

NOTE: The numbers at the end of certain items represent the number of votes allocated to that item by the participants of the focus group.