Strengths of the College:

- Relationships with business/industry/community (continues to improve)
- Many of our programs – horticulture, culinary, criminal justice, automotive technologies
- Dedicated faculty
- Dedicated staff
- Staff are technically strong
- Very good campus facilities in most areas
- Responds to needs in the community
- Provides quality education
- Location
- Reputation
- Dedicated instructors
- Local support of industries and ARMC
- Strong Foundation
- Continuing Education
- Well thought of by the business and people of the county
- Excellent staff and instructors that care about the college
- Successful AA program that provides students which have a higher completion rate at 4-year universities than their non-community college peers
- Excellent partnerships with major companies, LabCorp, ARMC, Duke Energy
- Training programs that have been well received by industry
- 55 years of tradition and proven success in Alamance County
- Strong faculty in place
- Award winning Horticulture program with a proven record of working with other areas of the college to be successful
- Strong Culinary program and has a very good reputation
- Alamance Community College Foundation ranks as one of the largest in state in assets
- Strong board, committed to college mission statement

Weaknesses of the College:

- Marketing our institution
- Faculty recognition for exceptional performance
- Various media relations
- Existing programming needs reevaluating
- Governmental relationships need to be strengthened
- Lack of partnerships/collaboration
- Not as visible in community
- Maintaining
- Lack of collaboration among staff
- Need more long and short term vision
- Need new courses in fields where we are located
- Need more industry-college interaction and job development
- Not seen as a priority by county commissioners in regard to funding (new building)
- Not seen as relevant by some major employers in our market
- Haven’t had the capability to properly track vocational and technical student outcomes after they leave ACC
- Haven’t updated vocational and technical offerings to reflect changes in work force needs (referring to new offerings and elimination of lower priority offerings)
- Managing declining enrollment
- Managing budget and finance issues given the state’s continued issues to manage their own budget
- Lack of Applied Advance Technology Center space to better manage those curriculums

**Opportunities of the College:**
- Expand services based on location
- Be more visible in the community
- Work with others/groups to determine opportunities in community
- Implement a vision to “grow” beyond taking care of basic needs
- Develop business models (i.e. hydroponics, 3D imaging)
- Be the school to attend before entering a 4-year college
- Needs assessment
- New industries
- New course offerings
- One-on-one with existing industries
- Online offerings increased
- Create a ground swell of support for the College that results in funding for the College being seen as a necessary investment by the community
- Reexamine our technical and vocational offerings and change that curricula to maximize our existing space and provide the courses that give students the highest opportunity to find good 21st century jobs that are available in our community
- Create a sufficient amount of non-subjective data to determine where we are, where we want to be, and how we are doing in regard to reaching our goals
- Set appropriate goals that can focus the College’s efforts and therefore effectiveness
- Partner with neighbor community colleges to eliminate unnecessary duplication that will allow us to offer more relevant courses in our current amount of space
- Work with the ACC Foundation and businesses to insure sustainable funding for students needing aid to complete their studies
- Increase retention rate of existing students
- Hispanic population will continue to grow – properly promote the College and its resources to that community
- Create additional partnerships with 4-year universities to provide additional opportunities for our 4-year track students
- Increase employer satisfaction with our students
- Work closely with county government to finalize a plan to fulfill bond revenue to build our new Applied Advance Technology Center
- Can we partner with ABSS to build a strong Middle College program?
Threats for the College:

- Economy (loss of revenue – state, local)
- Maintaining status quo
- Surrounding community colleges are out servicing ACC
- Not providing leadership for the community
- Decreasing State, Local and Federal budgets
- Decreased population growth in area
- Lack of new industry in area
- Lack of county support in education
- Slow population growth
- Tight county and state budgets
- Not meeting the performance based matrix that have been created. We need to be top performers if we want to be seen as worthy of investment by the community
- Not being seen as relevant in regard to the current job needs of our market
- Falling FTEs
- The continued unknown of state government reductions that may be necessary in the future