Strengths of the College:

- Reputable image as successfully meeting needs of students and businesses
- Good place to work
- Local institution that unites different parts of county
- Nice campuses (both locations).
- Enjoys public support – gets votes for tax increases for facilities
- Located in growth corridor – perfect location to attract students
- Availability to community at large
- Well-rounded curriculum to meet the needs of all students’ interests and aptitude
- Ability to meet the needs of businesses immediately
- Financial commitment of community to college
- Reputation
- Course offerings
- Faculty/Staff
- Location
- Good name recognition
- Several new and well-designed buildings
- Impressive variety of course offerings
- Strong faculty
- Engaged Board of Trustees
- A number of highly recognizes and regarded programs
- Very qualified faculty and staff
- Excellent location
- Very modern and accommodating facilities
- Special emphasis on Foundation
- New visionary leadership
- Facilities
- Staff
- Location
- Strong Nursing program
- Facilities
- Staff
- Foundation
- Broad choice/fields of study
- Well-known
- Good reputation
- Seen as a required asset
- Great departments and programs
- Burlington campus & Business Center
- Top notch Culinary program
- Tobacco/Smoke-Free campus initiatives
- Support network that lasts beyond the classroom
- College is filled with passionate teachers who are more than willing to talk to students about opportunities both in and out of the classroom (i.e. recommendation letters, go above and beyond)
- Affordability for students
- Quality instructions
- 2+2 program
- Good reputation
- Transfer program
- Accessibility
- Affordability
- Great admissions, advising and financial aid staff
- Low cost
- Flexibility
- Student-centered
- Faculty
- Size
- CCP program is very well executed on campus
- Impressive administrative guidance and support
- Well-known in community
- Quite accessible to students
- New leadership
- Talented, well-educated faculty that is accessible to community members
- Many very fine instructors and support people at ACC
- Foundation – best asset of the College

Weaknesses of the College:
- Expand/update aging facilities (automotive)
- Certification programs offered do not leave many options
- Limited opportunities for club participation
- Reflection of populace in College administration
- Amount of time it takes to complete a degree at night - explore possibility of Saturday classes
- Inaccessible to public without cars
- Lacks some cutting edge programs
- Core buildings are aging and obsolete
- Parking issues
- Burlington campus isolated with no long range plan or room to expand
- Little success in raising private funds through endowments
- Must improve customer relationships with visitors, potential enrollees and students
- Community engagement from previous President was less than desirable
- Must adopt the mindset to grow the College one student at a time, every student is important
- Understanding of the long-term of the community (i.e. connecting local food to the culinary program)
- Community brand – relatively unknown opportunities
- Need for more focus on local employment opportunities after graduation
- Transportation needs of students
- Faculty/Staff understanding of “real” issues of poverty and “the poor”
• If seen as a regional asset – do we lose access locally (Alamance County)?
• More options are needed for public transportation
• ACC can be an advocate on development of a fixed route system to show support for students
• Many students graduate from ACC who do not write at the level necessary to adequately disseminate ideas in the workplace
• Parking
• Perception of lack of accessibility by greater community (meeting space, auditorium, etc.)
• Transportation – cost and means
• Strategic planning process
• Lack of presence in western part of county
• Support from the first year experience
• Data-sharing
• Transportation
• One-stop shopping – everything is spread out on campus; students have a difficult time finding offices
• Hardly any high school students
• High school parents and guidance counselors are confusing CCP and Middle College
• Dreams small, jumps to “can’t do” before exploring “what might be possible”

**Opportunities of the College:**

• Collaboration with sister institutions (east and west) for programming initiations (ex. aviation with GTCC)
• Local coordination workforce delivery system involving high schools
• Lead change in local culture about value of education
• Get students and staff more involved with the community
• Give ACC the reputation for caring and making a difference in the community beyond student education
• Give students ID cards which offer multiple discounts in the community
• Work with local apartment complexes for “preferred customer/student” options
• Reflection of populace in College administration
• Greater alliances with businesses and community
• Greater marketing of services, selling of benefits of attending ACC
• Expanded endowment/charitable giving efforts
• Increased efforts to educate local and state elected officials and voters as to benefits of highly successful community college programs
• Expand and upgrade facilities and equipment funding with successful bond issues
• Support enhanced public Transportation to provide access to campus
• Create strategic alliances with other compatible organizations or entities
• Opportunity for new President and immediate staff to engage in the community and promote ideals of the college
• New businesses relocating to area (ex. Sheetz)
• Local food, farm, energy, manufacturing (ex. look at what CCCC is doing in Pittsboro)
• Flexibility of programming
• Increase collaboration in the community
• Increase number of nursing students slots
• Focus on Alamance County students’ needs
• Greater involvement in community development
• Improved access for poor
• Relationships with non-profits rather than for profits/community building organizations
• More partnerships with community non-profits (ex. Staff to serve on Board of Directors and students serve as volunteers/interns)
• Increase access to healthcare and prevention services
• Community Assessment Partnership (Staff and Students)
• Help students develop essential skills that will both serve students in their educational pursuits and help ACC to hone its reputation as a premier community college in the state
• Partnership with Goodwill
• Other location for automotive program
• Broaden partnership with ABSS – hold Saturday and/or summer classes at CTEC
• Horticulture expansion – local food
• Providing summer academic enrichment programs for secondary (and elementary) students
• Providing SAT and ACT test prep during school year and summer
• Local schools
• Industry
• More off-site opportunities
• Community outreach
• Find ways to decrease “stigma” of talented 4-year degree-seeking students to begin 4-year journey on ACC campus before transferring on
• More thoroughly integrate into business community – for every certificate program offered, have real world internships in the community
• Hold classes in remote locations
• Athletics program
• Low cost adult education classes
• Community Spanish classes
• Support public transportation
• Stronger C-STEP and CCP programs
• Anything that involves the community or gets them on campus. Familiarity so often breeds respect and support

**Threats for the College:**
• Adequate funding is a perpetual challenge
• Mission creep toward “college prep”
• Attracting, retaining, replacing good people especially those directly touching students
• Other community colleges that offer similar course options but may combine two classes into one semester or offer more convenient options such as online (Programs such as UNCG in 3)
• Continued cuts in funding from Legislation especially for community colleges
• Complacency
• Failure to market the school throughout the region
• Local and statewide elected officials unwilling to fund needed educational programs
• Voters and politicians unwilling to support funding of facilities via bond issues
• Failure to maintain high quality faculty
• Decline in enrollment due to first impressions
• Not changing to the changing times
• Financial limits due to funding at the state and local levels
• Strengthen relationship at local level
- Unemployment – focus programs on needs of employers (Chamber involvement)
- Flexible programming
- Marketable skills – new industry
- Funding – Affordability
- Growing campus at Elon University
- Reputational harm that results from the matriculation of ACC students to four-year universities who are ill prepared for the writing rigors of the next level
- Are there fewer students 18-21 years old?
- Demographics
- Funding
- Budget cuts
- Lack of communication
- Transportation
- Not taking advantage of students who say they are coming to ACC but never apply or attend
- Lowering academic standards and expectations to retain students/pass students along/or even to accept students into classes for which they are not prepared
- Reputation for academic rigor is essential to community view of the college. Many in the community think of education at any community college as substandard. I know many folks work on this, but this needs attention.