ALAMANCE COMMUNITY COLLEGE
STRATEGIC PLANNING PROCESS 2013
Faculty & Staff Focus Group SWOT Analysis

Strengths of the College:
- Faculty and Staff are friendly and helpful to students
- Students transferring to 4 year schools are well-prepared
- Departments work together on joint projects such as competition gardens for the State Fair
- Faculty and Staff who care about student success
- Geographic location
- Community support
- Good reputation
- Attractive campus
- Variety of programs
- Faculty and Staff who want students to succeed
- Collegiality
- Quality of instruction
- Skills Lab and Writing Center
- Good professional development opportunities
- Location of both campuses
- Class size
- Dedication of Faculty and Staff
- Student-oriented
- Good, dedicated employees
- Cost effective compared to other universities
- Student-focused institution in all areas
- Great, smart faculty
- Good facilities that continue to be upgraded
- Many programs for different needs: College/Career, Middle College
- Diverse student body
- All employees work as a team to meet the needs of all students and community
- Instructors go beyond the classroom expectations to help students obtain professional/educational goals
- Smaller class sizes
- Good Faculty and Staff
- Diverse student population
- Class size
- Quality of faculty/staff
- Staff
- Location
- Relationship with ABSS
- Community involvement of faculty and staff to educate Alamance County citizens
- Participation and support of the FAFSA pilot with ABSS
- Foundation
- Student support
- Opportunities for employees and community to suggest programs, improvements
- Employees with ideas and energy to improve the College
- Strategically located in the triad and next to the Triangle metro areas
- Expert human and technological expertise on both staff and Board
- Name recognition
- Significant growth of computers in computer labs
- Continued enrollment growth in Distance Learning courses
- Wireless networks (Employee and student)
- Pay per printing (available in Skills Lab and LRC)
- Technological advancement within the last five years
- Growth of Distance Learning program
- Low cost tuition
- Free Academic and Career Readiness Program
- Tutoring and Writing Center available to all students
- Serve as a connector to the local community (scholarships for students through local businesses)
- Serve a diverse population of students
- Small college atmosphere
- Student-centered
- Excellent Faculty & Staff
- Beautiful grounds
- Strong reputation in community and at 4-year schools where our students transfer
- Good human relations in general for campus
- Green initiatives in Horticulture
- Collaborative, collegial nature across campus
- Strong Academic Skills Lab
- Strong Advising Center
- Student success is a college-wide goal
- Fantastic IT department
- Convenient operating hours
- Well-prepared grads
- Excellent reputation
- Great customer service
- Low class size
- Team work
- Middle College
- Cost
- 24-hour security
- Great QEP
- 5-star Day Care
- Nice facilities
- Active Advisory Boards
- Student self-service opportunities
- Location
Weaknesses of the College:

- Little/no compensation or course release time for faculty to improve a course or implement a new program
- Indoor temperature is often inconsistent
- No testing center for students who need to take a proctored exam
- No instructional design support person to assist faculty in creating and improving their online and hybrid courses for a pedagogical point of view
- Underdeveloped partnerships with community groups and businesses
- Lack of focused objectives (e.g. trying to be all things to all people)
- Inequity between continuing education and curriculum (e.g. no full-time CE instructors, no encouragement to seek accreditation of programs, etc.)
- No real recognition of individual merit based on objective criteria
- Need short-term counseling center
- Some rooms are not well-suited for class instruction (no technology, not sound proof)
- Few incentives aimed at retaining/attracting good instructors
- Need fresh programs to attract new students
- Computer lab availability
- Communication
- Stronger security
- Dated market structure/classrooms
- Instructional technology
- Communication – inside and outside
- Re-inventing something that will not change i.e. Faculty Affairs
- Advising information outdated
- Lack of smart boards
- Outdated look of main campus entrance – needs improving
- Communication with students regarding registration/advising
- Computer lab availability
- Lack of diversity in Faculty & Staff
- Lack of available technology
- We need to help students with registration in one place – students are sent back and forth from Student Services to advisors
- Use of real world technology in the classrooms
- Variety of programs that students want and need
- Communication regarding employee transitions (i.e. retirements, separation from ACC)
- Lack of written procedures and plans
- The level of technology being used throughout the college is not sufficient
- Some resource limitations due to budget decreases
- Few market area collaboration
- Missing some entrepreneurial perspective
- IT staff does not mirror computer lab growth
- No online degree programs
- Increasing demand for the availability of mobile devices
- No wireless printing and limitations
- No technology fee
- No definitive structure, vision and budget
- Lack of communication between directors and instructors when policy/procedures change
- No full-time instructors in Academic and Career Readiness Program
- More health care degrees needed (i.e. radiation, surgical tech, physical therapy assistant)
- Need to take more advantage of the river
- More PE classes and other ways for students to release stress
- Need ways for student ideas to get to administration
- Need to address social problems our students face
- Need an auditorium/gym
- Need to address graduation/success rates of minority males
- Need more personal counseling and advertisement of resources to help students in trouble
- Need a safety net for students who are almost finished with school but do not have the required 2.5 GPA for emergency student loans, etc.
- No new program offerings in a long time
- Budget
- Small advising center – 1 full-time advisor for entire center
- No scanning/doc imaging system

Opportunities of the College:
- Grow the Distance Learning program to include a variety of classes
- Couple the growth of distance education with more online support services in the form of tutoring/help desk
- Improve quality of online courses by employing an instructional design support person and implementing online test proctoring solutions
- Grow the university transfer program in terms of course offerings and pre-majors.
- Grow the summer school program for students attending a traditional 4-year college to pick up 1-2 transfer courses at ACC in the summer
- Developing partnerships
- Supplemental funding strategies
- Determining programmatic changes (e.g. evaluating whether programs need to be added or discontinued)
- Staying current with technologies
- Partnerships/internships with community
- Promoting Writing Across the Curriculum to increase students’ writing skills (low rating on Employer Satisfaction)
- Need to promote student responsibility (to help organizational and planning skill which was low on Employer Satisfaction)
- Promote student involvement
- Offer new programs
- New markets
- Strengthen relationship with community
- Growth
- Technology
- Building community involvement/knowledge
- Product development trends
- Growth for university transfer enrollment
- Strengthen relationship with community
- Develop relationships with student employers
- Opportunities for special needs students to gain an education i.e. Career College
• More allied health programs
• Increase opportunities for student transfer to universities
• Increase number of program options
• Forge business relationships with local employers
• House training for local businesses
• View ACC as competing on a global scale
• “Transfer back” credits for university transfer students to also obtain Associate’s degree
• Participation in the RIBN program
• Reaching out more to minority population in Alamance County via new President
• Identify the next curriculum or Continuing Education opportunity (ex. Rockingham County began brewery program and has been very popular)
• Central location between large metro areas
• Local growth in aviation business and possible area to expand program offerings
• Growing number of business workforce educational needs
• Extended collaboration opportunities within and beyond Alamance County
• Employ more IT staff or purchase more software/hardware automation of software updates
• Create more education opportunities for non-traditional students
• Create a BTOD management process and procedure
• Create a more efficient and effective printing solution throughout the College
• More funding available to meet technological demands of students and the College
• Create and establish a DL Department and long term plan
• Possibilities for new programs – vet tech programs, more agriculture specific programs in community
• Break into the entertainment area: Media Arts, Performing Arts, broadcasting, film making, actor, digital cinematography)
• STEM Grant opportunities which connects high school students to the community college system
• Increase Distance Learning through technology
• Use the river
• Offer personal counseling for students
• Strengthen Minority Male Mentoring program
• Offer more language classes (demand for Japanese)
• Restart Green Technology program
• Support the Writing Center
• Offer personal training certification program
• Offer more Allied Health programs in medical support areas
• Development of strategic enrollment management system
• Retention programs
• Curriculum program expansions
• Increase technology
• Minority male recruitment
• Increase grad rate
• Grants
• More community partnerships
• Greater collaboration with ABSS
• Better strategic planning
• More online offerings
Threats for the College:

- Stagnant salaries for faculty and staff, resulting in either losing good employees to other jobs or the inability to hire competent people into open positions
- Durham Tech Orange County campus – if they expand their offerings we could lose students
- Competition with private providers and other educational institutions including online
- Decreasing funding levels
- Loss of human capital due to retirements and inability to attract/keep the most capable people because of declining real income (several years of no pay increases)
- Not focusing on retention
- Students not being ready to take classes at the college-level
- Time
- Decreased funding
- We miss out on some enrollment due to lack of certain programs in our curriculum
- Maintaining non-attractive/non-productive courses
- Funding growth projects
- Avoid distractions in obtaining goals
- Lack of funding may limit the ability of ACC to add and retain faculty, and provide instructional resources for current or new programs
- Physical space limits ability to provide quality instruction to meet the demands in some program areas
- Low enrollment
- Slow to respond to changes (i.e. curriculum needs to change fast and it takes too long)
- Campus security - student complaints of unprofessional attitudes, too few officers, focusing on less important issues other than campus activity as a whole
- Parking
- Proprietary colleges
- Decreased enrollment
- Decreased funding
- Not being reaccredited
- Local colleges that advertise programs we also offer, but students are unaware
- Federal regulations and standards can be a threat
- New standards for funding may negatively impact the community college sector
- Competing with online college and degrees – offer certain programs completely online to help those students who attend ACC part-time and work full-time
- Failure to attract students with new curriculum opportunities. We need to see over the horizon of what is coming/what is needed as we did with Career Transitions program.
- Decreased enrollment and budget
- Limited growth in program/course offerings
- Reduced state funding
- Displaced worker and young adult apathy
- Limitations for effectively supporting and maintaining computers
- Competition from nearby Colleges in the surrounding areas
- Limitations to supporting and managing devices
- NO THREATS for pay per printing
- Budget cuts
- Failure to effectively grow and compete with other online programs
• Other community colleges are very close by as well as four-year universities. We need to stand out and draw students towards our campus
• Since we have an open door admission policy, accepting all students regardless of known histories of violence or mental illness, we should make sure there is a low counselor to student ratio. This would allow counselors time to counsel students with emotional or psychological issues and help increase vigilance toward preventing campus crime.
• Some folks comfortable with “the way it has always been”
• New GTCC and Durham campuses serve students we have traditionally served
• Rising costs make us less accessible
• Book prices are outrageous
• New 2.6 GPA and downsizing of developmental are a disservice to students
• Required 2.5 GPA for scholarships and emergency student loans means some students can’t get help
• Decreasing budget
• Economy getting better – may result in decreased enrollment
• Many retirements in next 5 years (a lot of instructional knowledge)
• Pell changes (no summer Pell), default rates