On November 18, 2013, the College held a focus group meeting with a cross-section of College employees. This group included faculty (both full-time and adjunct) and staff. The focus group activity was held as a part of the College’s new 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 individuals from the College participated in the focus group:

- Sarah Bergmann, Instructor of Mathematics
- Dave Parker, Director of Occupational Extension
- Nancy Honeycutt, Instructor of Psychology
- Jennifer Mock, Coordinator of GED, ABE, and CED
- Janice Lovely, Human Resources Technician
- Caroline Scharlock, Department Head, Natural Sciences
- Carol Kawula, Instructor of Horticulture Technology
- Jill Isaac Baker, Adjunct Instructor in Continuing Education
- Jeannie Proctor, Department Head, Early Childhood
- Sabrina DeGain, Director of Financial Aid
- Jon Young, Staff Writer
- Ryan Hendricks, Security Supervisor
- Ervin Allen, Director of Small Business Center
- Dana Johnson, Information Services Administrator
- Jerilyn Free, Department Head, Animal Care and Management Technology
- Jill Murphy, Adjunct Instructor in Continuing Education
- Susan Dalton, Instructor of English
- Beth Brehler, Director of Enrollment Management
- Natalie Miles, Special Projects Coordinator
- Dorie Miller, Administrative Secretary for Learning Resources Center
- Joanna Roberts, Instructor of Dental Assisting
- Terry Farmer, Adjunct Instructor in Arts & Sciences

The cross-functional employee group was presented with the following categories to facilitate and organize the discussion:

- Community Outreach
- Facilities
- Programming (Curriculum and Continuing Education)
- Student Services
- Technology
- Fiscal Resources
- Accreditation
- Overall Quality
- Other
The cross-functional employee group generated a number of ideas and the list, it its entirety, is presented below. The cross-function employee group used a nominal group technique to further refine the initiatives. As a result of this process, the following ideas were identified by the cross-function employee group as the most important to the College.

- Explore new programs
- Better internal communication
- Additional assessment of community needs for programming
- Personal counseling and/or resource guides
- Phone list with areas of responsibility
- Consider student fees for technology
- Technology rich classrooms

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

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FOCUS GROUP RESPONSES

Community Outreach

- Major service project involving multiple programs (faculty/staff) (2)
- Service learning/community-based
- Dental clinic – more outreach (2)
- Community use of facilities
- Increase marketing efforts (2)
- Coordinated efforts for community outreach (Public/Charter schools)
- Additional assessment of community needs (for programming) (6)

Facilities

- Availability
- Gym/Auditorium (3)
- Walking trail (3)
- Wellness center (1)
- Expand student commons area
- Grants to update facility appearance (ex. auditorium, front entrance, commons)

Programming (Curriculum and Continuing Education)

- New programs (18)
- Ribbon program (B.S.N.)
- Online programs
- More PE courses
- Stress reduction
- Programs utilizing river
- Strengthen minority male mentoring (2)
- More language courses (Japanese)
- Green technology program
- Personal training
- More allied health programs
- Athletic teams
• Fitness/Wellness
• More transfer options/articulation 2Plus
• Offer more programs

Student Services
• Better communication with students (1)
• Improve advising practices (2)
  o Consistent information
  o Routing students to the right place
  o Current advising information/practices
• Personal counseling and/or resources guide (6)
• Financial Aid resources/scholarship opportunities for students below minimum GPA

Technology
• Social media (1)
• Improve Intranet page (1)
  o Community bulletin board
  o Volunteer work
• Record faculty/staff meetings
• Mobile computer labs (wireless) (1)
• Additional smart boards (5)
• Process for technology requests

Fiscal Resources
• Consider student fees for technology (5)
• Book rental vs. purchase (2)
• Reverse transfer (3)

Accreditation
• Accreditation manager/director

Overall Quality
• Improve customer service across the board (1)
• Comprehensive Employee Orientation
• Phone list with areas of responsibility (5)
• General Help Desk for questions (1)

Other
• Better internal communication (13)

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.