On November 20, 2013, the College held a focus group meeting with the College’s Joint Administrative Council. 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 Dr. Jessica Harrell, Coordinator of Research and Institutional Effectiveness, served as the recorder.

The following individuals from the Joint Administrative Council participated in the focus group:

- Gary Saunders, Dean of Continuing Education
- Ed Williams, Director of Public Information and Marketing
- Winfield Henry, Director of Information Services
- Cindy Collie, Controller
- Erik Conti, Director of Administrative Services and Chief of Security
- Lorri Allison, Director of Human Resources
- Wally Shearin, Associate Dean of Industrial and Graphics Technologies
- Sheila Street, Director of Learning Resources Center
- Cathy Johnson, Associate Dean of Arts and Sciences
- Kelly Tate, Associate Dean of Health and Public Services
- Scott Queen, Associate Dean of Business Technologies
- Dr. Terry McNeil, Dean of Curriculum

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

- Explore options for new programs and reevaluate existing programs for both curriculum and continuing education
- Better defined College policies and procedures
- Re-examine the current salary scales/structure
- Look to implement a document imaging system
- Examine the College’s faculty/staff ratios
This information will be used in the development of the College’s new strategic plan.

FOCUS GROUP RESPONSES

Community Outreach
- Actively recruiting in high schools
- Redefine community, based on commuting patterns (2)
- Reach out to potential CCP students
- Make friends with County Commissioners, ABSS
- Partnerships with other Community Colleges

Facilities
- More space:
  - Classrooms and labs (1)
- Outdated facilities (1)
- Explore leasing opportunities
- Effective use of current space (3)
- Effective use of Dillingham Center
- Re-examine off periods to increase offerings
- Weekend programs and classes (2)
- Expand snack bar
- Gym facility for faculty and staff
- Renovating existing spaces

Programming (Curriculum and Continuing Education)
- Explore options for new programs, re-evaluate existing programs – CU & CE (10)
- Improve distance learning programs:
  - Instructional design
  - Help desk
  - Supported technologies
- Collaborative Agreements with 4 senior institutions
- Student Accreditation
- Re-evaluate existing levels of offerings – gold standard
- Add minimum requirements for programs
- Curriculum committee needed (2)

Student Services
- Better defined disciplinary processes/policies
- Better job with advising
- Faculty-staff ratio
- Athletics
- Full time student retention officer

Technology
- Intranet needs to be improved (1)
- CORE team (Colleague users group)
• Maintain currency in computer labs/software (2)
• Increase use of Moodle for communication to reduce paper use
• Use electronic document flow/forms (3)
• Implement a document imaging system (4)
• Alignment of technology with human resources to support college mission (3)
• Explore technology fee for students
• Re-examine technology request process
• Increase/complete roll-out of classroom technology
• Provide wireless outside spaces near campus

**Fiscal Resources**

• Identify additional revenue sources (3)
• Re-examine salary structure (6)
• Re-examine workflow approval process
• Explore textbook rentals for students
• Improve time and leave reporting
• Consider pay by course
• Flexible work schedules (2)

**Accreditation**

• More resources toward IE
• IE should be ongoing
• Value of programmatic accreditations

**Overall Quality**

• Better defined policies and procedures (9)
  o Evaluate potential new ones, such as RIF
• Better communication of policies and procedures
• Unfunded mandates:
  o Gainful employment
  o Distance Learning authorization
  o DMA
• Examine faculty/staff ratios (4)
• In filling positions, don’t rely on legacy (position descriptions)
• Create a CCP coordinator position (1)
• Re-examine hiring process
• Re-examine organizational structure (2)
• Re-evaluate performance management/system evaluation
• Enhancing professional development for faculty and staff
• Succession planning
• Updated business continuity plan

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.