



Community Engagement

Envisioning the Future of Education at CCC



What is Imagine Clackamas?





is a community engagement process, specifically designed to bring the college into its 50th year of service in 2016.

It's about understanding what the community most values and protecting the its long-term interests.

Imagine Clackamas Goals

- **RELATIONSHIPS:** strengthening our relationships with the community
- **SHARED VALUES:** better understanding what our **community most values** as it relates to education & training
- **ACCESS:** identifying areas for removing student barriers and improving access and retention
- **BRAND:** creating a new brand for CCC in celebration of its 50th year – a brand that's reflective of the community we serve
- **COMMUNICATION:** enhance CCC's communication channels





STRENGTHENING RELATIONSHIPS





Community Engagement Roadmap

- **DESIGN:** More than 100 community members and students shaped Imagine Clackamas.
- **DRIVERS:** Clackamas County cities, school districts, chambers, libraries, neighborhood bloggers, friends of the college, and ASG students helped get the word out on Imagine Clackamas; distributing more than 20,000 emails, mailers, posters, and social media posts.
- **INQUIRY & DISCOVERIES:**
 - Approximately **1500** CCC students, donors, volunteers, staff, and business and community members took the time to complete the online survey.
 - Approximately **750** high school students and community members completed the intercept survey.
 - Approximately **100** employers participated in the business focus groups.
- **DESTINATION:** Establish a shared vision and strategic action plan for CCC's desired future that is imagined by the collective community.
- **NAVIGATION & DIRECTION:** Assign a leadership team to ensure goals are implemented and the shared vision becomes a reality.



SHARED VALUES





What the Community Most Values

- ✓ **Degrees and certificate programs that lead to careers**
- ✓ **Education that leads to a four-year degree**
- ✓ **Classes and workshops that improve job skills and support career advancement**
- ✓ **Classes that lead to GED, High School Diplomas, and related adult basic skill offerings, such as ESL**
- ✓ **Training opportunities for businesses, career coaching, retraining, and credit for work-based experience**



What the Community Most Values continued...

- ✓ Opportunities for students to earn college credit while in high school
- ✓ Training that supports small business, start-ups, local farmers and nurseries
- ✓ Arts, theater, musical programs and special events
- ✓ Opportunities for students to earn college credit for work based experience
- ✓ Environmental learning activities and sustainability workshops





Opportunity for Exploration

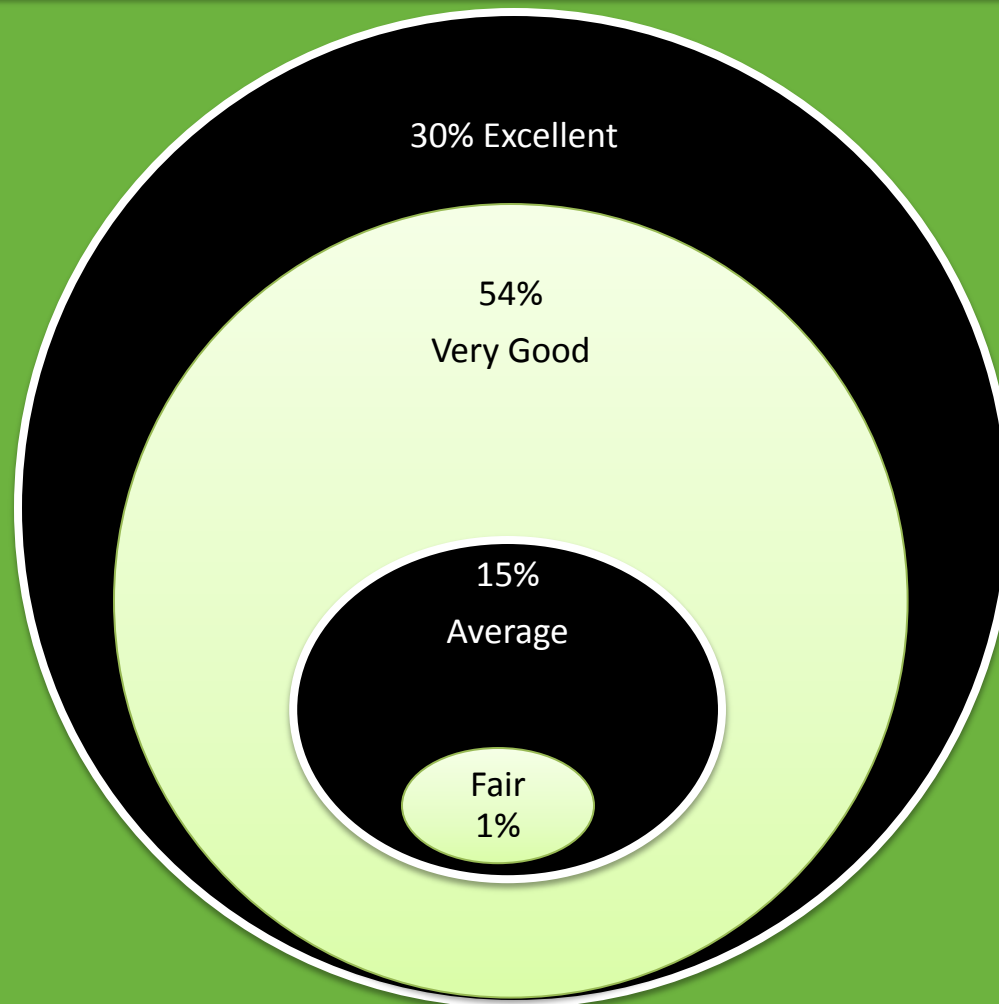
- Community Education
- Health and Wellness Programs
- Athletics and Sporting Events
- College Grounds and Facilities
- Education Programs for Seniors



STUDENT ACCESS



84% Rate CCC as doing Great Job!





BRANDING THE FUTURE



If you could transform the college....

College Environment

- Modernize facilities and equipment
- Modernize student commons
- Enhance food quality in cafe
- Access to automated information
- Improve communication across spectrums
- Improve safety features (lighting)
- Improve public transportation
- Improve parking
- Become community hub for major events and local happenings
- Create more private/public partnerships with community





If you could transform the college....

College Offerings

- Offer bachelor degrees through CCC that support career pathways
- More online offerings
- Expedited degree pathways
- Focus on transfer degrees that support careers in STEM
- Align career pathways with tomorrow's jobs
- More (visible) partnerships with high schools and universities
- More personal support for high school students/incoming Freshmen
- Add more classes and programs in Wilsonville and Harmony Campuses





COMMUNICATION

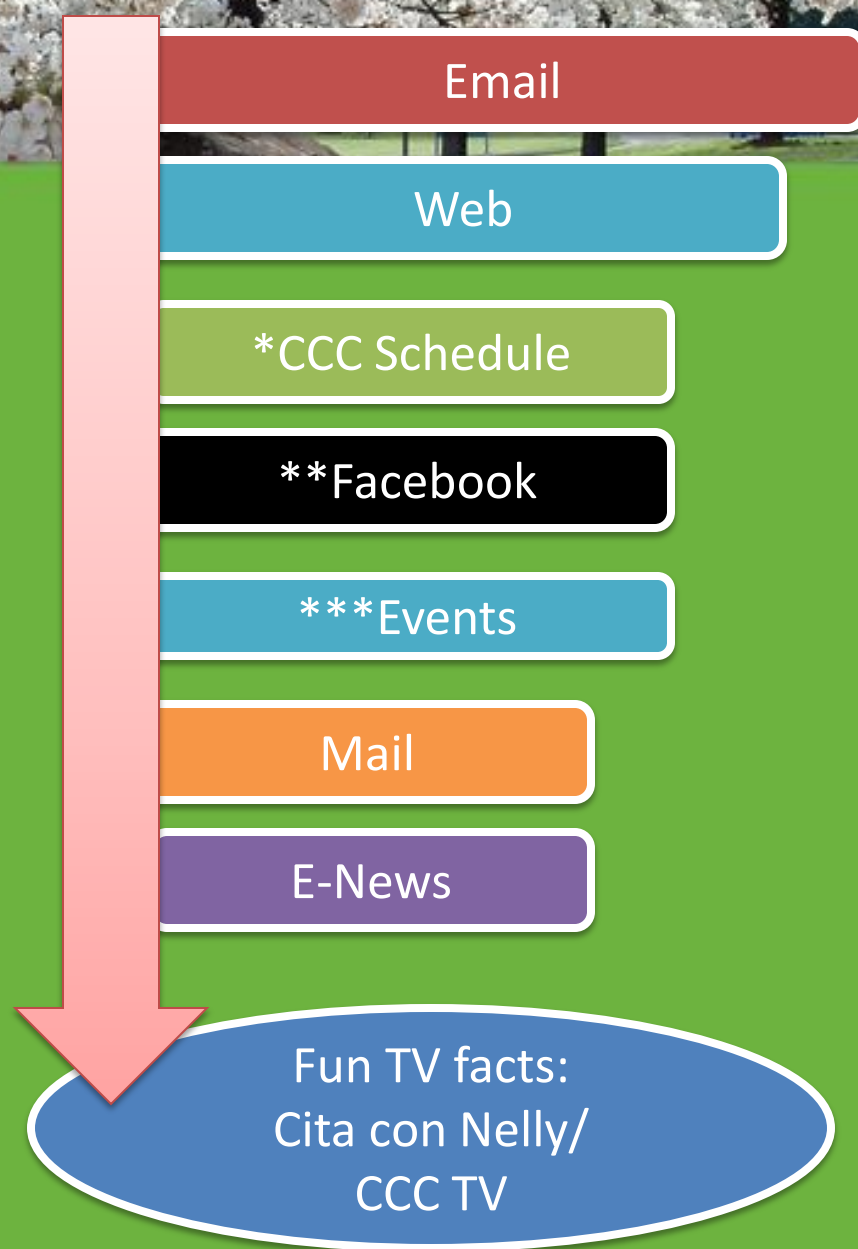




COMMUNICATION:

Help us understand
the best way(s) to
communicate

Clackamas
Community College's
news and services
with you.





Imagine Clackamas Intercept Surveys

Community:
Clackamas Libraries &
CCC Latino Festival/Classrooms

High School Market

Interviewed 450
students, counselors
and parents on
Skills Day!



Greatest Strengths


Close to home & affordable

Diverse education and career offerings

High value for accessibility to education to achieve personal and professional goals



If you could transform the college....



More Partnerships:
Offer 4-Year Degrees through CCC that lead to careers

Maintain Affordability:
Scholarships, Daycare, Books, Transportation

Improve Access for Young Adults:
Internships, Career Fairs, Information, Outreach, More Classes



What do you think CCC should know about high school students?
What could we do to better support them with their
higher education and career goals?

- High School students want person-to-person contact whether it is at community events, school visits or career fairs.
- Words High School Students used in their responses included: clueless, confused, scared, daunting, stressed, worried about getting a good job...
- They want information: better, faster, easier.
- They want to be treated with respect.



Imagine Clackamas Business Focus Groups

Manufacturing
& Technology

Professional &
Public Services

Agriculture &
Natural
Resources

Health &
Wellness

Film & Media
under
development



Advanced Manufacturing and Technology

Dynamics

Growing segment driven by:

- On-shoring
- Aging workforce and retirements
- Demand for new products
- Advancing technologies
- Need for centralized training center; one-stop model

Where are the jobs?

- Engineers
- Technicians
- Pipefitters
- Information Technology
- Machinist
- Welders
- Linemen
- Energy



Professional and Public Services

Dynamics

- Private sector growing
- Public sector flat
- Aging workforce and retirements
- Public Safety and Compliance remain strong
- Flexible and responsive training partners

Where are the jobs?

- Public Safety
- Case Workers
- Data Analyst
- Financial Planners/Advisors
- Inspectors
- Entrepreneurship
- Public health workers



Agriculture and Natural Resources

Dynamics

- Clackamas County has strong agricultural roots
- Growing organic marketplace
- Nursery industry positioned for growth
- Aging workforce and retirements
- Technology firmly embedded in future
- Need for One-Stop clearinghouse and resource center

Where are the jobs?

- Technicians
- Sustainability
- Inspectors
- Water and Natural Resource Management
- Environmental
- Distribution
- Management
- Truck Drivers



Health and Wellness

Dynamics

- High growth
- Aging workforce- more retirements
- Fast paced technology and regulations
- Wellness getting greater focus (prevention)
- Opportunity to be leader in non-profit development

Where are the jobs?

- Registered Nurse
- Home Health Aide
- Medical Assistant
- Personal and Home Care Aide
- Licensed Practical Nurse
- Nursing Aides, Orderly and Attendant
- Public Health Workers
- Community Peer Advocates



Key Themes & Takeaways

Local businesses care deeply about CCC

– They want CCC to be their “go to” college for training!

- Aging workforce creates new opportunities
- Advances in technology require ever changing skills
- Lifelong learning the new normal
- Data-driven cultures require critical analytical skills
- Globalization is accelerating work environment and creating sense of urgency that’s highly public
- Developing the “complete employee”
- Interpersonal communication skills key to success



Critical Decisions

- Prioritizing and leveraging limited resources
- Aligning college with current and future marketplace demands
- Leading economic change initiatives
- Understanding what tools and incentives are required to compete for the next generation of students
- Understanding competitive advantage in a pool of competition
- Making listening and outreach a cultural practice



So what's next?



- Storybook (full report) sent to Board: Week of September 26
- Convene navigation leadership team: October
- College reports: November-March
- ACCT presentation: October 2-5
- OCCA presentation (tentative): October 24-26
- Collateral (executive summary brochure & webpage): November 11
- Community “Night of Appreciation” event: November 14
- Community Reports: Jan-June 2014



So what does all this mean?



How will the Imagine Clackamas goals make a difference at CCC?

“It means building tomorrow’s careers today.”
Judith Ervin, CCC Board Chair

Thank you!

ASG

THOW

Board

Exec Team

Facilitator

Institutional Research

DMC

Webmaster

Foundation

Marketing

ESL/
GED

COC

Community

Horticulture

College Relations

TT