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 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!

- 30% Excellent
- 54% Very Good
- 15% Average
- 1% Fair
“Looking to the future, what do you believe are the greatest barriers for new and returning CCC students?”
BRANDING THE FUTURE

imagine Clackamas Community College
“I think the single greatest strength of having CCC in my community is...”
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

imagine Clackamas Community College
COMMUNICATION:
Help us understand the best way(s) to communicate Clackamas Community College’s news and services with you.

Fun TV facts: Cita con Nelly/CCC TV
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.
**Advanced Manufacturing and Technology**

<table>
<thead>
<tr>
<th>Dynamics</th>
<th>Where are the jobs?</th>
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<tbody>
<tr>
<td>Growing segment driven by:</td>
<td>- Engineers</td>
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<tr>
<td>- On-shoring</td>
<td>- Technicians</td>
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<tr>
<td>- Aging workforce and retirements</td>
<td>- Pipefitters</td>
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<tr>
<td>- Demand for new products</td>
<td>- Information Technology</td>
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<tr>
<td>- Advancing technologies</td>
<td>- Machinist</td>
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<tr>
<td>- Need for centralized training center; one-stop model</td>
<td>- Welders</td>
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<td>- Linemen</td>
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<td>- Energy</td>
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### 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
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
- 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’s next?
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!