

# McDowell Technical Community College

## Strategic Plan, 2002-2007

*August 2, 2002*

### **Our Vision...**

McDowell Technical Community College is proud of its past and its ability to put students' needs first. McDowell Tech will make significant progress in the next decade by maintaining its friendly college atmosphere while embracing change and innovation.

This progress will be advanced by:

- Providing students with the knowledge and skills for learning which will enable them to move forward into the future – in personal development, in career opportunities, or in higher education
- Providing businesses with employees who are technically proficient; who have the ability to create, analyze, and transform information; and who can effectively interact with others, personally and through technology, in the ever-changing global environment
- Providing the community with leadership in the areas of education, cultural opportunities, and business growth. McDowell Technical Community College will be a major partner in promoting economic development and in attracting new and expanding industry by emphasizing human resource development and effective use of technology

*Developed through input by MTCC staff, faculty, Institutional Planning Council, and President's Council; endorsed by Board of Trustees on August 9, 2001*

### **Our Mission...**

It is the mission of McDowell Technical Community College to provide high-quality, comprehensive educational opportunities and services which fulfill the personal development, training, and employment needs of the residents, businesses, and industries in McDowell County and the surrounding areas. The college acknowledges and values cultural, gender, racial, and ethnic diversity and seeks to contribute to the maximum development of the individual and community through open door admissions and readily accessible and affordable programs. The college is dedicated to providing quality educational programs and services accessible to students on-campus, off-campus, or through distance learning. These educational programs and services are offered, within the limits of available resources, regardless of disability or previous educational attainments.

## **Our Goals...**

### Student Support:

1. The college will provide support services which give students the opportunity to enroll in programs, to make progress in those programs, and to meet their educational needs.

### Educational Programs:

2. The college will provide educational services for individuals desiring to continue their education at other institutions of higher learning and will promote cooperative relationships between the college and senior institutions to ensure smooth transfer of credits to senior institutions.
3. The college will provide, through educational training and retraining, adults who are competent in the skills and knowledge necessary to successfully enter or reenter the workforce.
4. The college will provide a Basic and Developmental Education so that students may have the opportunity to master the skills necessary to earn a high school equivalency diploma, upgrade basic skills, enhance employability, or successfully enter college level courses.
5. The college will increase the opportunities for post-secondary education among pre-college youth by promoting articulation agreements and other cooperative efforts with schools in McDowell County.

### Professional Development:

6. The college will provide high quality programs and services by attracting and retaining faculty and staff through appropriate personnel recruitment and staff development.

### Community Involvement:

7. The college will serve as a catalyst to McDowell County's economic growth and development by assisting in leadership training, participating in countywide strategic planning efforts, establishing cooperative agreements, and assisting businesses and industries in the county within the limits of available resources.
8. The college will enhance the quality of life by sponsoring a variety of educational, cultural, and community services and activities.

### Administrative Processes: (Administrative and Finance and Administration):

9. The college will provide a safe and healthful learning environment and will acquire and maintain up-to-date equipment, facilities, and technology within the limits of available resources.
10. The college will meet its educational and community development mission through effective management techniques and appropriate use of fiscal resources.

*The mission statement and goals printed here were improved by the instructional staff 10/29/99, the Institutional Planning Council members 11/1/99, the President's Council members 11/15/99, and the Board of Trustees 11/22/99. The reorganized goals listing was approved by the Institutional Planning Council on 3/30/00.*

## **Our Strategic Plan, 2002-2007...**

Recognizing the conflict existing between the traditional culture of the college and community and the information technology revolution rapidly redefining the economic and social framework of the entire world, college leaders have seen McDowell Technical Community College as positioned at a critical juncture.

The college embarked, in April 2001, on an intensive effort of Strategic Planning to determine necessary directions for change and to provide a planning forum for those changes. A sub-group of the Institutional Planning Council reviewed information gathered since the inception of the strategic planning process last year. Such information included input from a wide variety of surveys; results of the Industry Survey and Team Visitation Project; previous environmental scans; and information on program trends, graduation rates, and employment. Simply stated, the college learned that because the economy, population, technology, and employment opportunities are changing, the college needs to do three things:

1. Support the emerging climate for change within the county.
2. Improve collaboration between the college and the community to enhance the ability of both to embrace that change.
3. Bring into alignment what is taught by the college with needs of individuals and employers.

The total strategic planning input has been distilled into four broad strategic initiatives for the college to follow over the next five years. These carefully planned steps will ensure that, year by year, progress is made toward achieving the initiative.

This plan is a projection of strategies to meet needs identified at this point in time. Certainly, the availability of resources (financial, personnel, facility, etc.) will be an important factor in whether the strategies can be implemented as planned. During January and June of each fiscal year of the plan, the college's Institutional Planning Council will review the outcomes of all actions taken and to analyze changes in identified needs. The council then can make adjustments to the plan to address changing priorities over the next five years.

### **Strategic initiatives for the next five years:**

- ✓ **Initiative 1. Preparing Learners through Appropriate Program Offerings**  
MTCC will provide an array of program offerings that continually meet the needs of students, employers, and the community.
- ✓ **Initiative 2. Preparing Learners through Program Content**  
MTCC will advance learning, preparing all graduates to function technically and effectively in the workplace or in higher education.
- ✓ **Initiative 3. Fostering Collaborative Partnerships**  
MTCC will be a leader for all segments of McDowell County in adapting to rapid technological and societal change.
- ✓ **Initiative 4. Maximizing Resources to Support Implementation of MTCC's Mission**  
MTCC will seek to maximize financial resources and their use.

## **Initiative 1. Preparing Learners through Appropriate Program Offerings**

MTCC will provide an array of program offerings that continually meet the needs of students, employers, and the community.

- 1.1 Develop and implement an improved curriculum review process ensuring input from knowledgeable internal and external sources to ensure that programs offered are appropriate and effective.
- 1.2 Provide a more effective method or process for management of program mix including adding new programs, making modifications to existing programs, and discontinuing programs that are no longer beneficial.

Year-by-year steps to reach Initiative 1. By June 30 of each fiscal year, the following actions will have been completed:

### **FY 1, 2002-2003**

Improve the curriculum review process.

- Administrators in Learning Opportunities will work with the Director of Institutional Effectiveness to develop an improved curriculum review process that combines past program data with analysis by students, faculty members, and employers of graduates. By 1/15/03.
  - a Outcomes of program reviews may suggest program modifications to make them more effective. Such modifications will need to be facilitated and monitored by Learning Opportunities administrators.
  - b Outcomes of program reviews may suggest possible termination of programs. Such decisions need to be made by Learning Opportunities administrators and the college president.
- Determine a schedule for program review and criteria for that system's evaluation. The Vice President and Deans in Learning Opportunities will determine a schedule for program review so that all programs are reviewed within a at least a five-year period. If possible, certain programs should be reviewed more often due to high rate of change in those areas. In addition, they will set criteria for evaluating the revised program review system. By 1/15/03.
- Provide staff development regarding the program review process. The Vice President and Deans in Learning Opportunities will provide staff development to familiarize faculty members with the process to be used. By 6/15/03.

Become better informed of upcoming needs.

- Faculty members will visit the employers of their graduates to establish better rapport and to keep abreast of changes in the workplace related to their curriculum. This information will be shared with the program's Advisory Committee and become part of the information available for the program review system. By 1/15/03.

Decide on new, approved programs.

- Members of the President's Council will consider feasibility of fully implementing new programs that have already been approved during 2001-2002. By 3/31/03

## **FY 2, 2003-2004**

Improve the curriculum review process.

- Implement the first year of program reviews according to the schedule developed in 2002-03, starting with a small number of programs in this start-up year. Analyze whether the program review system is effective as planned and modify system if needed. By 3/15/04.

Become better informed of upcoming needs.

- Learning Opportunities administrators will invite other college personnel, as appropriate, to join them in meeting with business and industry leaders and community development planners during Fall Semester 2003 to update information from the 2001 Focus Groups for Strategic Planning on what is needed in the area of new educational (curriculum and continuing education) programs. See steps for Initiative 3 for more information. Special emphasis will be given to addressing known needs for technologically intensive programs and for meeting the existing shortages of medically trained personnel and of teachers. The latter requires coordination with senior institutions to increase the number of graduates in teacher education programs. By 12/15/03
- Faculty members will visit other employers of their graduates to establish better rapport and to keep abreast of changes in the workplace related to their curriculum. This information will be shared with the program's Advisory Committee and become part of the information available for the program review system. By 1/15/04.
- The Vice President for Learning will ensure that information related to employment and curriculum changes is shared with students, instructors, staff (especially Student Services), and the public. By 1/15/04

## **FY 3, 2004-2005**

Improve the curriculum review process.

- Continue program reviews according to the schedule for the second year, during Fall and Spring Semesters. The IE office will analyze whether the system is effective as planned, according to the criteria developed in 2002-03. Modify system if needed. By 3/15/05.

Strengthen the advisory committee system.

- The senior administrators in Learning Opportunities will work to expand the role of advisory committees to strengthen instructional programs and provide specific training for faculty and others responsible for working with these committees related to development of effective curriculum advisory committees. By 10/15/04.
- The senior administrators in Learning Opportunities will provide adequate resources, including written guides, to assist with advisory committee work. By 10/15/04.

Become better informed of upcoming needs.

- Administrators in Learning Opportunities will work with the IE Office to research changes in the job market, including interest in jobs by recent high school graduates and returning workers versus available openings, and will make decisions regarding initiating the process for new curriculum areas to meet identified needs. Special

emphasis should be given to addressing known needs for technologically intensive programs and for meeting the existing shortages of medically trained personnel and of teachers. The latter requires coordination with senior institutions to increase the number of graduates in teacher education programs. By 12/15/04.

- Faculty members will visit employers of their graduates to establish better rapport and to keep abreast of changes in the workplace related to their curriculum. This information will be shared with the program's Advisory Committee and become part of the information available for the program review system. By 1/15/05.
- The Vice President for Learning will ensure that information related to employment and curriculum changes is shared with students, instructors, staff (especially Student Services), and the public. By 3/15/05.

#### **FY 4, 2005-2006**

Improve the curriculum review process.

- Continue program reviews according to the schedule for the third year during Fall and Spring Semesters. The IE office will analyze whether the program review system is effective as planned, according to the criteria developed in 2002-03. Modify system if needed. By 3/15/06.

Strengthen the advisory committee system.

- Administrators in Learning Opportunities will implement improvements in advisory committee program. The IE office will solicit input from instructors to analyze whether the advisory committee system is effective as planned. Modify system if needed. By 6/15/06.

Become better informed of upcoming needs.

- Learning Opportunities administrators will invite other college personnel, as appropriate, to join them in meeting with business and industry leaders and community development planners during Fall Semester 2005 to update information from the 2001 Focus Groups for Strategic Planning on what is needed in the area of new educational (curriculum and continuing education) programs. See steps for Initiative 3 for more information. By 12/15/05.
- Faculty members will visit employers of their graduates to establish better rapport and to keep abreast of changes in the workplace related to their curriculum. This information will be shared with the program's Advisory Committee and become part of the information available for the program review system. By 1/15/06.
- The Vice President for Learning will ensure that information related to employment and curriculum changes is shared with students, instructors, staff (especially Student Services), and the public. By 3/15/06.

#### **FY 5, 2006-2007**

Improve the curriculum review process.

- Continue program reviews according to the schedule for year four during Fall and Spring Semesters. The IE office will analyze whether the program review system is effective as planned, according to the criteria developed in 2002-03. Modify system if needed. By 3/15/07.

Strengthen the advisory committee system.

- Continue improved advisory committee program. The IE office will solicit input from instructors to analyze whether the advisory committee system is effective as planned. Modify system if needed. By 6/15/07.

Become better informed of upcoming needs.

- Administrators in Learning Opportunities will work with the IE Office and other appropriate individuals to research changes in the job market, including interest in jobs by recent high school graduates and returning workers versus available openings, and will make decisions regarding initiating the process for new curriculum areas to meet identified needs. By 12/15/06.
- Faculty members will visit employers of their graduates to establish better rapport and to keep abreast of changes in the workplace related to their curriculum. This information will be shared with the program's Advisory Committee and become part of the information available for the program review system. By 1/15/07.
- The Vice President for Learning will ensure that information related to employment and curriculum changes is shared with students, instructors, staff (especially Student Services), and the public. By 3/15/07.

\* As noted previously, during January and June of each fiscal year of the plan, the college's Institutional Planning Council will review the outcomes of all actions taken and to analyze changes in identified needs. The council then can make adjustments to the plan to address changing priorities over the next five years.

## **Initiative 2. Preparing Learners through Program Content**

MTCC will advance learning, preparing all graduates to function technically and effectively in the workplace or in higher education.

- 2.1 Improve student access to up-to-date technology in each curriculum program and make increased use of technology to expand offerings through distance education; possibly to offering full programs via distance learning.
- 2.2 Provide experiences to increase faculty and staff expertise in the effective use of technology.
- 2.3 Ensure that students in all curricula are competent in basic and affective skills necessary for their education and the workplace.

Note: The term “soft skills” is used in the steps outlined below. “Soft skills” include, but are not limited to concepts of working in teams, creative problem solving, conflict resolution, and development of appropriate work ethic. Resume and interview preparation could also be taught.

Year-by-year steps to reach Initiative 2. By June 30 of each fiscal year, the following actions will have been completed:

### **FY 1, 2002-2003**

Improve student access to technology and its educational benefits.

- In order to determine technology / equipment needed to keep programs current, Learning Opportunities administrators will require that primary faculty members in each program area submit answers to the following questions related to their program for the upcoming year. This information will be used for technology planning, budget planning, and institutional effectiveness.
  1. What new technology / equipment is upcoming?
  2. What do we need to keep up-to-date?
  3. What is the anticipated cost?
  4. What timeframe is necessary?

By 4/15/03

- The Distance Learning Committee will work in conjunction with the Vice President for Learning to expand use of distance education. They will explore the possibility and feasibility of offering a full degree program through distance education. Early Childhood Education might be a good program to consider. A decision will be made whether to pursue this option. By 4/15/03.

Improve students' ability to function in the college and future work environments through improved orientation of students to college and better incorporation of “soft skills” into college programs.

- With the help of a committee possibly consisting of students, faculty, and staff formed for this purpose, the Vice President for Learning will work to explore the desirability and feasibility of offering a required Orientation course (to be offered in addition to the orientation session held for new students and possibly using one of the ACA courses). A decision will be made by 3/15/03.

- With the help of a committee possibly consisting of students, faculty, and staff formed for this purpose, the Vice President for Learning will redesign the college's Fall Semester Orientation Program. Program redesigned by 7/15/03, ready for implementation in the Fall 2003 Orientation activities.

Ensure that graduates are competent in basic and affective skills ("soft skills") necessary for their area for the workplace or for further education.

- Program area instructors will use any available information to determine which "soft skills" are critical to the future workplace environment of their graduates. Next, they will show in what courses, if any, the skills listed are currently being taught. This information is to be submitted to the appropriate dean in Learning Opportunities. By 4/15/03.

## **FY 2, 2003-2004**

Improve student access to technology and its educational benefits.

- Training will be developed, possibly on-line, to help keep faculty and staff members abreast of current technology trends.
- Curriculum instructors will continue to assess program area technology / equipment needs as described in FY 1. Administrators in Learning Opportunities will analyze technology and equipment needs lists and determine which to pursue for the current year and how to fund the needs. Some may be funded through state funding, while others will require outside sources. By 4/15/04.
- If the outcome of the DL degree program feasibility study indicates that a full degree is desirable, administrators in Learning Opportunities will make firm plans to implement at least one program. This will likely involve collaboration with other colleges for some course offerings. Secure approval from SACS for this substantive change. By 4/15/04.
- Provide training for all interested full-time faculty in distance education delivery. Annually, continue training students who are taking distance education courses so that they can adapt to them successfully. By 6/15/04.

Improve students' ability to function in the college and future work environments through improved orientation of students to college and better incorporation of "soft skills" into college programs.

- If it is the decision of the group to implement a required orientation course, administrators in Learning Opportunities will seek and receive approvals for the implementation of the orientation course. By 4/15/04.

Ensure that graduates are competent in basic and affective skills ("soft skills") necessary for their area for the workplace or for further education.

- Learning opportunities administrators will work (with a committee, if desired) to analyze the input received and to determine where unaddressed soft skills can be taught – in an orientation course, a professional development course, or incorporated into existing program area coursework. Each dean will communicate this information to primary program area instructors. By 4/15/04.

### **FY 3, 2004-2005**

Improve student access to technology and its educational benefits.

- If decided during the previous year, the college will implement a program through 100% distance education (as a pilot for other programs to be considered if desirable) beginning Fall Semester 2004.
- Curriculum instructors will continue to assess program area technology / equipment needs as described in FY 1. Administrators in Learning Opportunities will analyze technology and equipment needs lists and determine which to pursue for the current year and how to fund the needs. By 4/15/05.
- Administrators in Learning Opportunities will require on-line faculty training to help keep faculty members abreast of current technology trends as part of annual staff development. Annually, Institutional Effectiveness Office will assess the effectiveness of this training through items on the spring 2005 *Annual Review of College Services* and appropriate individuals will modify technology training as needed. Ten faculty members will have participated in this training during that fiscal year. By 6/15/05.

Improve students' ability to function in the college and future work environments through improved orientation of students to college and better incorporation of "soft skills" into college programs.

- If decided during the previous year, the college will implement the orientation course for all first-year students to be effective Fall Semester 2004.

Ensure that graduates are competent in basic and affective skills ("soft skills") necessary for their area for the workplace or for further education.

- Plans from previous years to incorporate the recommended changes to address "soft skills" needed for each curriculum area will be implemented by Fall Semester 2004.

### **FY 4, 2005-2006**

Improve student access to technology and its educational benefits.

- The Distance Learning Committee and administrators in Learning Opportunities will assess the desirability and feasibility of offering other degrees through distance education. Begin planning for program(s) if indicated. A decision will be made by 3/15/06.
- Curriculum instructors will continue to assess program area technology / equipment needs as described in FY 1. Administrators in Learning Opportunities will analyze technology and equipment needs lists and determine which to pursue for the current year and how to fund the needs. By 4/15/06.
- Administrators in Learning Opportunities will require on-line faculty training to help keep faculty members abreast of current technology trends as part of annual staff development. Annually, Institutional Effectiveness Office will assess the effectiveness of this training through items on the spring 2006 *Annual Review of College Services* and appropriate individuals will modify it as needed. Ten faculty members will have participated in this training during that fiscal year. By 6/15/06.

Improve students' ability to function in the college and future work environments through improved orientation of students to college and better incorporation of "soft skills" into college programs.

- Continue offering the orientation course for all new students if this was the option chosen. Assess the effectiveness of the course using student and faculty input on the 2006 Spring Semester satisfaction surveys. Administrators in Learning Opportunities will plan changes as needed. By 6/15/06.

Ensure that graduates are competent in basic and affective skills ("soft skills") necessary for their area for the workplace or for further education.

- Continue emphasis on direct instruction in "soft skills" in each curriculum area. Instructors will again analyze "soft skills" needed and show in what courses, the skills are currently being taught. This information is to be submitted to the appropriate dean in Learning Opportunities. By 4/15/06.
- Learning Opportunities administrators will work (with a committee, if desired) to analyze the input received and to determine where unaddressed soft skills can be taught – in an orientation course, a professional development course, or incorporated into existing program area coursework. Each dean will communicate this information to primary program area instructors. By 6/15/06.

#### **FY 5, 2006-2007**

Improve student access to technology and its educational benefits.

- The Distance Learning Committee and administrators in Learning Opportunities will continue to review the desirability and feasibility of offering other degrees through distance education. Begin planning for program(s) if indicated. By 3/15/07.
- Curriculum instructors will continue to assess program area technology / equipment needs as described in FY 1. Administrators in Learning Opportunities will analyze technology and equipment needs lists and determine which to pursue for the current year and how to fund the needs. By 4/15/07.
- Administrators in Learning Opportunities will require on-line faculty training to help keep faculty members abreast of current technology trends as part of annual staff development. Annually, Institutional Effectiveness Office will assess the effectiveness of this training through items on the spring 2005 *Annual Review of College Services* and appropriate individuals will modify it as needed. Ten faculty members will have participated in this training during that fiscal year. By 6/15/07.

Improve students' ability to function in the college and future work environments through improved orientation of students to college and better incorporation of "soft skills" into college programs.

- Continue offering the orientation course for all new students if this was the option chosen. Assess the effectiveness of the course using student and faculty input on the 2007 Spring Semester satisfaction surveys. Administrators in Learning Opportunities will plan changes as needed. By 6/15/06.

Ensure that graduates are competent in basic and affective skills ("soft skills") necessary for their area for the workplace or for further education.

- Plans from previous years to incorporate the recommended changes to address “soft skills” needed for each curriculum area will be decided upon by 7/15/06 to be implemented by Fall Semester 2006.

Begin a new planning cycle.

- Members of the President’s Council will develop plans for a new Strategic Planning Cycle for 2008- 2012. By 3/15/07.

\* As noted previously, during January and June of each fiscal year of the plan, the college’s Institutional Planning Council will review the outcomes of all actions taken and to analyze changes in identified needs. The council then can make adjustments to the plan to address changing priorities over the next five years.

### **Initiative 3. Fostering Collaborative Partnerships**

MTCC will be a leader for all segments of McDowell County in adapting to rapid technological and societal change.

- 3.1 Develop and implement means to keep abreast of area and world events related to potential changes in employment and its implications for current and future college programs.
- 3.2 Structure information sharing between external groups with MTCC faculty and staff to ensure that faculty and staff members are more aware of future issues and technological innovations.
- 3.3 Increase services to under-represented populations through enhanced awareness of diversity issues in college employees and through the development of improved services to meet the educational and student service needs of under-represented populations.

Note: The term “under-represented populations” is used in this section. It is meant to include student groups known to be in the community but not enrolled in the college or in some programs in approximately the same proportion as they are in the population of the college service area. The term can apply to; but is not limited to; ESL, individuals with handicapping conditions, and certain age / race / gender categories.

Year-by-year steps to reach Initiative 3. By June 30 of each fiscal year, the following actions will have been completed:

#### **FY 1, 2002-2003**

Increase the college’s level of awareness of changes in technology and the workforce as well as promote leadership and collaboration within the community.

- Senior college administrators will identify and utilize existing community group(s) that can serve as area advisors concerning potential changes in employment and resulting impact on current and future college programs. By 10/15/02.
- Senior college administrators will identify a college employee to be responsible for keeping abreast of world changes that will impact area employment and college operations and for updating the President’s Council with this information. By 10/15/02.
- Senior college administrators will bring a local expert in the area of economic, technological, and/or workforce development needs/changes to speak to the faculty and staff at a required meeting during fall semester 2002. By 12/15/02
- Senior college administrators will work with the Director of External Relations to plan a series of events, to be hosted by MTCC, that will facilitate information sharing concerning economic, technological, and workforce development issues. Plans for at least three events will be in place by 1/15/03.

Increase awareness of diversity among faculty and staff and promote college services to a greater segment of the community.

- Utilize articles in the college newsletter, *Inside Tech*, and global awareness activities to increase faculty, staff, and student awareness of diversity issues. At least three articles will be published and three activities will have taken place by 6/15/03.

## **FY 2, 2003-2004**

Increase the college's level of awareness of changes in technology and the workforce as well as promote leadership and collaboration within the community.

- Semiannually, members of the President's Council will work with community group(s), above, to gain advice on potential changes in employment and its impact on current and future college programs. By 12/15/03 and 4/15/04.
- Senior college administrators will work with the Director of External Relations to host a minimum of three events, possibly one each semester, designed to facilitate information sharing concerning economic, technological, and workforce development issues. These events will have been held by 6/15/04.
- Senior college administrators will bring a local expert in the area of economic, technological, and/or workforce development needs/changes to speak to the faculty and staff at a required meeting during fall semester 2003.
- Semiannually, senior college administrators will host an information-sharing breakfast at MTCC to aid communication between MTCC faculty and staff and representatives of some community / business group: business, industry, ESL populations, workforce development, etc. A different type of community / business group will be featured each time. By 12/15/03 and 4/15/04.
- Members of the President's Council will develop strategies to celebrate innovation and risk-taking as part of the process for embracing change. One idea would be to publish success stories (or what I learned from my mistake) in *Inside Tech!* to celebrate the attempt made. By 6/15/04.

Increase awareness of diversity among faculty and staff and promote college services to a greater segment of the community.

- The senior administrator in Student Services will identify a campus individual to serve as an advocate, counselor, or advisor for under-represented students and ESL (English as a Second Language) students for the purpose of encouraging these students to enroll and for assisting them with student retention issues. By 4/15/04.
- Utilize articles in the college newsletter, *Inside Tech*, and global awareness activities to increase faculty, staff, and student awareness of diversity issues. At least three articles will be published and three activities will have taken place by 6/15/04.
- Learning Opportunities administrators will develop a plan to expand ESL classes offered by the college. This plan needs to address means of providing resources needed to facilitate actions planned. By 4/15/03.

## **FY 3, 2004-2005**

Increase the college's level of awareness of changes in technology and the workforce as well as promote leadership and collaboration within the community.

- Semiannually, members of the President's Council will work with community group(s), above, to gain advice on potential changes in employment and its impact on current and future college programs. By 12/15/04 and 4/15/05.

- Senior college administrators will work with the Director of External Relations to host a minimum of three events, possibly one each semester, designed to facilitate information sharing concerning economic, technological, and workforce development issues. These events will have been held by 6/15/05.
- Senior college administrators will bring a local expert in the area of economic, technological, and/or workforce development needs/changes to speak to the faculty and staff at a required meeting during fall semester 2004.
- Semiannually, senior college administrators will host an information-sharing breakfast at MTCC to aid communication between MTCC faculty and staff and representatives of some community / business group: business, industry, ESL populations, workforce development, etc. A different type of community / business group will be featured each time. By 12/15/04 and 4/15/05.
- Members of the President's Council will develop strategies to celebrate innovation and risk-taking as part of the process for embracing change. By 6/15/05.

Increase awareness of diversity among faculty and staff and promote college services to a greater segment of the community.

- Increase services to under-represented populations (as defined above) through the following:
  - a The college will implement the plan to expand ESL classes, starting Fall Semester 2004. Enrollment in ESL, counting Fall and Spring Semesters, will increase by 20% over the previous year. By 6/15/05.
  - b The advocate / counselor / advisor for under-represented populations identified the previous year will work with recruitment, support, and retention of students assigned to him/her. At least 15 such students will have been successfully enrolled in curriculum programs. By 6/15/05.

#### **FY 4, 2005-2006**

Increase the college's level of awareness of changes in technology and the workforce as well as promote leadership and collaboration within the community.

- Semiannually, members of the President's Council will work with community group(s), above, to gain advice on potential changes in employment and its impact on current and future college programs. By 12/15/05 and 4/15/06.
- Senior college administrators will work with the Director of External Relations to host a minimum of three events, possibly one each semester, designed to facilitate information sharing concerning economic, technological, and workforce development issues. These events will have been held by 6/15/06.
- Senior college administrators will bring a local expert in the area of economic, technological, and/or workforce development needs/changes to speak to the faculty and staff at a required meeting during fall semester 2005.
- Semiannually, senior college administrators will host an information-sharing breakfast at MTCC to aid communication between MTCC faculty and staff and representatives of some community / business group: business, industry, ESL populations, workforce development, etc. A different type of community / business group will be featured each time. By 12/15/05 and 4/15/06.
- Members of the President's Council will develop strategies to celebrate innovation and risk-taking as part of the process for embracing change. By 6/15/06.

Increase awareness of diversity among faculty and staff and promote college services to a greater segment of the community.

- The college will continue to support ESL and the needs of under-represented populations. ESL enrollment for Fall and Spring Semesters will increase 5% over the previous year and 20 students identified as being from under-represented populations will have been successfully enrolled in curriculum programs. By 6/15/05.

#### **FY 5, 2006-2007**

Increase the college's level of awareness of changes in technology and the workforce as well as promote leadership and collaboration within the community.

- Semiannually, members of the President's Council will work with community group(s), above, to gain advice on potential changes in employment and its impact on current and future college programs. By 12/15/06 and 4/15/07.
- Senior college administrators will work with the Director of External Relations to host a minimum of three events, possibly one each semester, designed to facilitate information sharing concerning economic, technological, and workforce development issues. These events will have been held by 6/15/07.
- Senior college administrators will bring a local expert in the area of economic, technological, and/or workforce development needs/changes to speak to the faculty and staff at a required meeting during fall semester 2006.
- Semiannually, senior college administrators will host an information-sharing breakfast at MTCC to aid communication between MTCC faculty and staff and representatives of some community / business group: business, industry, ESL populations, workforce development, etc. A different type of community / business group will be featured each time. By 12/15/06 and 4/15/07.
- Members of the President's Council will develop strategies to celebrate innovation and risk-taking as part of the process for embracing change. By 6/15/07.

Increase awareness of diversity among faculty and staff and promote college services to a greater segment of the community.

- The college will continue to support ESL and the needs of under-represented populations. ESL enrollment for Fall and Spring Semesters will increase 5% over the previous year and 20 students identified as being from under-represented populations will have been successfully enrolled in curriculum programs. By 6/15/05.

\* As noted previously, during January and June of each fiscal year of the plan, the college's Institutional Planning Council will review the outcomes of all actions taken and to analyze changes in identified needs. The council then can make adjustments to the plan to address changing priorities over the next five years.

## **Initiative 4. Maximizing Resources to Support Implementation of MTCC's Mission**

MTCC will seek to maximize financial resources and their use.

Develop and implement a five-year Resource Development Plan that addresses grant writing, soliciting external funding, and enhancing the work of the MTCC Foundation. Implementation of the plan will enable the college to increase financial resources available to address identified institutional priorities and to ensure world-class learning.

Year-by-year steps to reach initiative 4. By June 30 of each year, the following actions will have been completed.

### **FY 1, 2002-2003**

- The Institutional Planning Council will determine, on a semi-annual basis (October 2002 and April 2003), the ten most important college needs for supplemental funding, keeping in mind the college's mission, goals, and strategic planning initiatives for 2002-2007. The purpose of the review every six months is to allow for adjustment to the list to changing needs. By 10/15/02 and 4/15/03.
- This list of ten most important college needs will be reviewed during the subsequent month (November 2002 and May 2003) by the MTCC Foundation and the college's Resource Development Office to determine the appropriateness of addressing these needs through actions of the Foundation or through grantwriting activities. By 11/15/02 and 5/15/03.
- MTCC Foundation will complete plans for upcoming fundraising whether it is in the form of an endowment or annual fundraising. Annual campaigns, if done, will be for specific, announced needs. By 12/15/02
- The Coordinator of Resource Development, in collaboration with the President and other senior administrators, will review the needs for supplemental funding, determine priorities for grantwriting activities, and seek grants related to those needs. By 12/15/02 and 6/15/03.
- The Coordinator of Resource Development will coordinate the submission of Title III and other appropriate grants. If the Title III proposal is not funded this year, continue to submit proposal until funded. By 3/15/03 and other applicable dates.
- Members of the President's Council will look into ways to provide additional assistance (through personnel and equipment) to carry out institutional research that will assist with grant-writing and provide back-up / assistance to those responsible for submitting institutional reports to NCCCS, IPEDS, NCHED, and the like. By 5/15/03.

### **FY 2, 2003-2004**

- The Institutional Planning Council will determine, on a semi-annual basis (October 2003 and April 2004), the ten most important college needs for supplemental funding, keeping in mind the college's mission, goals, and strategic planning initiatives for 2002-2007. The purpose of the review every six months is to allow for adjustment to the list to changing needs. By 10/15/03 and 4/15/04.
- This list of ten most important college needs will be reviewed during the subsequent month (November 2003 and May 2004) by the MTCC Foundation and the college's

Resource Development Office to determine the appropriateness of addressing these needs through actions of the Foundation or through grantwriting activities. By 11/15/03 and 5/15/04.

- The Coordinator of Resource Development, in collaboration with the President and other senior administrators, will review the needs for supplemental funding, determine priorities for grantwriting activities, and seek grants related to those needs. By 12/15/03 and 6/15/04.
- The Coordinator of Resource Development will coordinate the submission of appropriate grants. If the Title III proposal has not yet been funded, continue to submit proposal until funded. By 3/15/04 and other applicable dates.
- MTCC Foundation will review needs lists for supplemental funding during November and May and will complete the planned fundraising activities. The group will develop plans for fundraising campaigns to be conducted during each successive year. By 6/15/04.
- Additional institutional research assistance, as explored the previous year, will be obtained (through personnel and equipment) to assist with grant-writing and other research needs of the college. By 6/15/04.

#### **FY 3, 2004-2005**

- The Institutional Planning Council will determine, on a semi-annual basis (October 2004 and April 2005), the ten most important college needs for supplemental funding, keeping in mind the college's mission, goals, and strategic planning initiatives for 2002-2007. The purpose of the review every six months is to allow for adjustment to the list to changing needs. By 10/15/04 and 4/15/05.
- This list of ten most important college needs will be reviewed during the subsequent month (November 2004 and May 2005) by the MTCC Foundation and the college's Resource Development Office to determine the appropriateness of addressing these needs through actions of the Foundation or through grantwriting activities. By 11/15/04 and 5/15/05.
- The Coordinator of Resource Development, in collaboration with the President and other senior administrators, will review the needs for supplemental funding, determine priorities for grantwriting activities, and seek grants related to those needs. By 12/15/04 and 6/15/05.
- The Coordinator of Resource Development will coordinate the submission of appropriate grants. If the Title III proposal has not yet been funded, continue to submit proposal until funded. By 3/15/05 and other applicable dates.
- MTCC Foundation will review needs lists for supplemental funding during November and May and will complete the planned fundraising activities. The group will develop plans for fundraising campaigns to be conducted during each successive year. By 6/15/05.
- Additional institutional research assistance, as explored the previous year, will be obtained (through personnel and equipment) to assist with grant-writing and other research needs of the college. By 6/15/05.

#### **FY 4, 2005-2006**

- The Institutional Planning Council will determine, on a semi-annual basis (October 2005 and April 2006), the ten most important college needs for supplemental funding, keeping in mind the college's mission, goals, and strategic planning

initiatives for 2002-2007. The purpose of the review every six months is to allow for adjustment to the list to changing needs. By 10/15/05 and 4/15/06.

- This list of ten most important college needs will be reviewed during the subsequent month (November 2005 and May 2006) by the MTCC Foundation and the college's Resource Development Office to determine the appropriateness of addressing these needs through actions of the Foundation or through grantwriting activities. By 11/15/05 and 5/15/06.
- The Coordinator of Resource Development, in collaboration with the President and other senior administrators, will review the needs for supplemental funding, determine priorities for grantwriting activities, and seek grants related to those needs. By 12/15/05 and 6/15/06.
- The Coordinator of Resource Development will coordinate the submission of appropriate grants. If the Title III proposal has not yet been funded, continue to submit proposal until funded. By 3/15/06 and other applicable dates.
- MTCC Foundation will review needs lists for supplemental funding during November and May and will complete the planned fundraising activities. The group will develop plans for fundraising campaigns to be conducted during each successive year. By 6/15/06.
- Additional institutional research assistance, as explored the previous year, will be obtained (through personnel and equipment) to assist with grant writing and other research needs of the college. By 6/15/06.

#### **FY 5, 2006-2007**

- The Institutional Planning Council will determine, on a semi-annual basis (October 2006 and April 2007), the ten most important college needs for supplemental funding, keeping in mind the college's mission, goals, and strategic planning initiatives for 2002-2007. The purpose of the review every six months is to allow for adjustment to the list to changing needs. By 10/15/06 and 4/15/07.
- This list of ten most important college needs will be reviewed during the subsequent month (November 2006 and May 2007) by the MTCC Foundation and the college's Resource Development Office to determine the appropriateness of addressing these needs through actions of the Foundation or through grantwriting activities. By 11/15/06 and 5/15/07.
- The Coordinator of Resource Development, in collaboration with the President and other senior administrators, will review the needs for supplemental funding, determine priorities for grantwriting activities, and seek grants related to those needs. By 12/15/06 and 6/15/07.
- The Coordinator of Resource Development will coordinate the submission of appropriate grants. If the Title III proposal has not yet been funded, continue to submit proposal until funded. By 3/15/07 and other applicable dates.
- MTCC Foundation will review needs lists for supplemental funding during November and May and will complete the planned fundraising activities. The group will develop plans for fundraising campaigns to be conducted during each successive year. By 6/15/07.
- Additional institutional research assistance, as explored the previous year, will be obtained (through personnel and equipment) to assist with grant writing and other research needs of the college. By 6/15/07.

\* As noted previously, during January and June of each fiscal year of the plan, the college's Institutional Planning Council will review the outcomes of all actions taken and to analyze changes in identified needs. The council then can make adjustments to the plan to address changing priorities over the next five years.

*This Strategic Plan for 2002-2007 is the outgrowth of an intensive strategic planning process begun in April 2001 and culminating in July 2002. This plan has involved input from the college's Institutional Planning Council; college faculty and staff; the President's Council; and a variety of school, community, and Board of Trustees focus groups. Institutional Planning Council members then worked to distill the total planning input into the four broad strategic initiatives and projections for means of accomplishing the initiatives as seen in this document. Approved by the Board of Trustees on September 12, 2002..*

# McDowell Technical Community College

## Focus Groups for Strategic Planning; Input by Question

<u>Group Name</u>	<u>Abbrev. Used</u>	<u>Date of Meeting</u>
MTCC Employees, Current and Past	(MTEmp)	October 29, 2001
MTCC Students, Current and Past	(MTStu)	October 29, 2001
Businesses	(BUS)	October 29, 2001
McDowell High Students	(MHStu)	October 31, 2001
Industries	(IND)	October 31, 2001
McDowell Co School Employees	(MCSEmp)	November 7, 2001
MTCC Trustees / MTCC Foundation	(Bt/Fd)	November 8, 2001
Tech Prep Committee	(TePr)	November 9, 2001
Community / Civic / Government	(CCG)	November 14, 2001

## Methodology:

During Fall Semester 2001, McDowell Technical Community College set out to gather input to assist with the college's strategic (long range) planning.

Through the cooperative efforts of Dr. Virginia R. Mitchell, college President; Michael McIntosh, Coordinator of Resource Development; and Barbara Morgan, Director of Institutional Effectiveness a variety of focus groups were set up to provide input into the Strategic Plan. Nine focus groups were organized to represent constituent views internal and external to the college. A total of 155 individuals were invited to participate in single sessions of approximately 90 minutes each. This resulted in input from 90 individuals.

Moderators were chosen from MTCC staff members and the community to help solicit information from focus group participants. They were given training and standard set of questions prior to the group meetings. Each group was assigned a facilitator to take care of facilities, refreshments, and notetaking. Facilitators also assisted in choosing which questions were to be addressed by particular groups. This enabled the college to gather information pertinent to each group's viewpoint without making the sessions unnecessarily long.

Following the conclusion of all meetings, the facilitators typed the comments by groups as seen in this report. Following actions will include summarizing comments to each particular question, determining common and repetitive ideas, merging this information with other available input, and planning ways to address the priorities indicated by the comments. The proposed Strategic Plan should be available to share with the Board of Trustees by early spring, 2002.

Note:

For the Board of Trustees / MTCC Foundation focus group, you'll find notations after some comments showing how they prioritized the comment. The following notations were used to show this prioritization:

p = things of PRIMARY importance, that might be considered long term (might take 3-5 years to accomplish, or more!) priorities

s = things of SHORT TERM importance, that might be accomplished within 1 year

The number before the letter indicates how many group members indicated that item's importance. For example, "3s" means that it was considered of short term (1 year) importance by 3 group members.

**Starter Question: What do you value about MTCC?**

- Our students! (MTEmp)
- Small, close atmosphere of MTCC (MTEmp)
- Inviting MTCC campus (MTEmp)
- MTCC's openness to new ideas of what we can do. (MTEmp)
- Our co-workers at MTCC. They are supportive, caring, and willing. (MTEmp)
- Sense of unity. (MTEmp)
- Our image that we present to the community and that this is an accurate image. (MTEmp)
- That we can offer skills relevant to the workforce needs through vocational and technical programs. (MTEmp)
- The collaborative nature of cooperation between curricula offered at the college. (MTEmp)
- Sense of family values present at MTCC. (MTEmp)
- Sense of community values present at MTCC. (MTEmp)
- That we start with the student where he is and go from there. (MTEmp)
  
- The people here...friendly, accessible. (MTStu)
- Like a small community. (MTStu)
- The small size of the college. (MTStu)
- Appealing, close to home. (MTStu)
- Costs.(MTStu)
- Diversity of course offerings. (MTStu)
- Transferable courses. (MTStu)
  
- It gives local high school students a chance to get ahead (BUS)
- It has a lot of value for the money (BUS)
- It rounds out the community – you don't have to leave McDowell County to get an education (BUS)
- It serves as leadership in the community (BUS)
- Community has accessibility to facilities and entertainment. We need to do more in this area, like traveling shows and art (BUS)
- Provides lifelong learning as our population ages (BUS)
- It is responsive to specific needs of businesses (BUS)
- College is part of the means of coping with the transition happening in the state and in the nation (BUS)
- We can help people change careers in order to be able to stay here (BUS)
- MTCC is small, approachable, and has continuing education offerings that give people many reasons to come (BUS)
- MTCC enabled me to be where I am today (BUS)
  
- No response / out of time. (MHStu)
  
- MTCC's flexibility to meet changing industry needs (IND)
- Focused Industrial Training (FIT) type programs at "more than a reasonable price" (IND)
- Providing locally trained employees that make for a more stable workforce (IND)
- High standards at college produce quality graduates (IND)
  
- Concurrent Enrollment (MCSEmp)
- Accessibility (MCSEmp)
- Huskins Bill (MCSEmp)
- JobLink location (MCSEmp)
  
- No response / out of time. (BT/Fd)

- Easy access (TePr)
  - Open to everyone (TePr)
  - College Transfer program and the money savings of having students do the first two years of a four year degree here. (TePr)
  - Collaboration between public schools and college (TePr)
  - Options available for each child (TePr)
  - Vocational programs offer training that helps recruit businesses (TePr)
  - Role of college in meeting specific industry needs (TePr)
  - Individual attention to students, personal and caring climate, comfortable. Students speak of MTCC in loving terms. (TePr)
  - Builds self confidence (TePr)
  - Good at providing the financial means to attend (TePr)
  - Commendations from SACS (Southern Association of Colleges and Schools, our accrediting body) (TePr)
  - Helps students rise to their potential (TePr)
  - College may be helping minimize the negative effect of the current economy. (TePr)
  - Good community involvement, such as United Way and Fire and Rescue College (TePr)
  - Work with ESL (English as a Second Language) is good (TePr)
- 
- Students are given a chance out of high school to see what college and college life is all about. (CCG)
  - It is an industry...providing a service, education, to the county. (CCG)
  - Community involvement. (CCG)
  - Just that MTCC is *here*. (CCG)
  - The staff that is involved in community activities. (CCG)
  - The partnership w/JobLink. (CCG)
  - Resource for technology(CCG)
  - Diversity of classes/services. (CCG)

**1. What is the most pressing issue that McDowell Technical Community College (MTCC) faces right now?**

- How to continue as we are with the budget cuts. (MTEmp)
- Will some smaller programs be eliminated. (MTEmp)
- We have a challenge in getting our perception of ourselves and the community's perception of us to match. (MTEmp)
- Do we have enough publicity out about what we are; that we are creditable and good? (MTEmp)
- Lack of money and equipment (MTEmp)
- Need to pay faculty what they are worth (MTEmp)
- Need to treat faculty well – look for ways to reduce aggravations. (MTEmp)
- Gather information on what the community wants us to do to serve their needs. (MTEmp)
- Recognize that the older population has special retraining needs. (MTEmp)
- We need to do something to make sure we keep younger students. (MTEmp)
- Space problems and facility issues are critical. (MTEmp)
- Make the best use of existing space and facilities for now. (MTEmp)
- Need to use Internet courses in greater number. (MTEmp)
- Need to use Internet and computers better as a teaching tool in traditional classes. (MTEmp)
- Curriculum advisory committees must be ACTIVE and USED. (MTEmp)
- Need to continue to keep a good relationship with businesses and industries in McDowell County. This would result in more support from them. (MTEmp)
  
- Expansion (MTStu)
- Parking (MTStu)
- Unemployment Situation in McDowell Co.: Meeting the needs of the individuals laid off from their manufacturing jobs. Creating programs where once they graduate, there will be jobs available. (Mainly concerned about what type of industries will take the place of the ones that have shut down or relocated.) (MTStu)
- Developing programs that will assist in the education of Latinos/Hispanics and other nationalities. (MTStu)
  
- How well is MTCC doing in counseling students about career opportunities. So many people just choose the most popular careers and haven't been introduced to the other choices. (BUS)
  
- Budget (MHStu)
- Losing students to other schools (MHStu)
  
- No response / out of time. opportunities (MHStu)
  
- No response / out of time. (IND)
  
- Funding MCSEmp)
- Lack of Allied Health programs (MCSEmp)
- Failing Industries (MCSEmp)
- Diverging needs of population (MCSEmp)
- Competition w/other community colleges (MCSEmp)
- ESL Issues (MCSEmp)
- Keeping our students here in McD Co. (MCSEmp)
  
- Need competitive salaries for qualified instructors. 3p, 3s (BT/Fd)
- Need funding for industry programs. 3p, 1s (BT/Fd)
- Need funding for expansion of buildings. (BT/Fd)
- Need funding for expansion of programs. (BT/Fd)
- Funding – qualified resources to stay ahead. 3p, 2s (BT/Fd)
- Space. 1p (BT/Fd)

- Financial needs! (TePr)
- Space needs! (TePr)
- Be able to visualize the needs of the future (TePr)
- Be able to change quickly to meet future needs of the area (TePr)
- Expand RN nursing program to be offered fully by MTCC. Bryan Wilson explained that the program is in the process of increasing the available number of slots to increase student numbers. (TePr)
  
- Physical facilities to handle increased enrollment(CCG)
- Competent instructors ... to handle increased enrollment. (CCG)
- Funds to handle increased enrollment(CCG)

## 2. If you could change one thing about MTCC, what would it be?

- Parking situation! It adds an aggravation to students and staff. (MTEmp)
- Expand campus to include the Universal property. (MTEmp)
- Increase / make better use of advertising. (MTEmp)
- Show liveliness of college through testimonials in the newspaper. (MTEmp)
- Use college facilities to increase outreach to the community. (MTEmp)
- Give faculty more choice about teaching day / night. (MTEmp)
- Make courses more available to fit student needs. Be creative about this. (MTEmp)
- Treat night students as well as day students. (MTEmp)
- Provide nametags for all employees and wear them. (MTEmp)
- Provide better communication channels between students and faculty. (MTEmp)
- We need caps on class enrollment and these need to be enforced. (MTEmp)
- Quit run-around about caps on class enrollment. (MTEmp)
- Enforced caps on class enrollment will also help Bookstore have sufficient texts. (MTEmp)
- Change the way that faculty is administered. Focus on doing things that benefit students, and use this as the criteria for decisions that are made. This is where the “rubber meets the road.” (MTEmp)
- Be consistent in fair in dealing with faculty. (MTEmp)
- Faculty must feel the support of their direct supervisor. (MTEmp)
- Supervisors need to be knowledgeable. (MTEmp)
- Need a full-time college recruiter. (MTEmp)
  
- Evening childcare and childcare for older children. (MTStu)
- Library Expansion (MTStu)
- Better communication on campus (Different Depts., Advisor/Faculty/Student) (MTStu)
- More instructors available to teach same subject. (Example: There is only one instructor to teach Biology; for English, there are several instructors. If a student has a communication/personality problem with a specific English instructor, the student can switch classes. In Biology, this is not possible.) (MTStu)
- A Shuttle Service...transportation would help. (MTStu)
- Food Service Diversity (MTStu)
- Casual lounge. Bean bags, juke box, video games...possibly in Building 17. (MTStu)
  
- How well the college does in [job] placement after students' education is over. What are we doing to keep talent in the community? (BUS)
  
- More four-year degrees that is offered on campus(MHStu)
- Gymnasium (MHStu)
- On campus living...stores for supplies (Grocery, etc.) (MHStu)
- MTCC needs more of a campus environment...parks, coffee shops, dining facilities.) (MHStu)
  
- No response / out of time. (IND)
  
- Need to change campus environment...not appealing (MCSEmp)
- Acquire land and/or or buildings...the need to expand (MCSEmp)
- Better publicity... need to let the public know what is going on here on campus (MCSEmp)
- Need to improve communication with the public schools (MCSEmp)
- More programs to attract more students (MCSEmp)
- Communication was brought up several times during the meeting...there is a feeling we do not do a very good job communicating with the public, school system and other agencies. They want to know what is going on here. (MCSEmp)

- We need to think outside the box. 2s (BT/Fd)
- Lawmakers should focus more on the western part of the state and not think the state ends at Gastonia. (BT/Fd)
- Change the location of the college. 4p, 3s (BT/Fd)
- College needs more space! (BT/Fd)
- College needs a wider variety of programs. 2p, 3s (BT/Fd)
- College needs to change curricula to meet changing needs. (BT/Fd)
- College needs 400 to 500 acre campus. (BT/Fd)
- State needs to pay teaching staff at least on par with public schools. 3s (BT/Fd)
- College needs adequate state and county funding. 2p, 4s (BT/Fd)
- Get people in the community to know that education comes first. (BT/Fd)
- Think and spend “smart.” (BT/Fd)
- Address the needs of older people to learn new technologies. 1s (BT/Fd)
- Expand programs (BT/Fd)
- Teach updated manufacturing technology programs. 4p, 1s (BT/Fd)
- Expand distance learning capabilities. 1p, 1s (BT/Fd)
- Expand the college. Leave the current campus as it is and let it become a satellite site to the new main campus. 1p (BT/Fd)
  
- No response / out of time. (TePr)
  
- Large Private Endowments to sustain momentum toward fulfilling mission and to fund capital expansion. (CCG)
- Come into the community and stay. Give a program a time to start before you walk out. (Need to build confidence in communities concerning MTCC) (CCG)
- Meet the needs of the small communities. Find out what they need and address the issues they have.
- Increase the awareness of younger children toward MTCC. (CCG)

### 3. How well does MTCC prepare students to enter the workforce?

- No response / out of time. (MTEmp)
- Wasn't sure but had several ideas... (MTStu)
- Incorporate coop's/ work experience and work ethic into different programs of study. (MTStu)
- This came about because there are times students aren't sure what the jobs that they're studying for entail. (MTStu)
- Coop's/Work Experience would give the students the opportunity to test the waters...so to say. (MTStu)
- Specific training leads to successful employment (BUS)
- Healthcare programs are successful, like employment at McDowell Hospital (BUS)
- Students get a good "base" of learning (BUS)
- Identify students early that would benefit from vocational – like down in the public school years (BUS)
- MTCC has a weakness in preparing students due to equipment and other resources (BUS)
- Look at the curriculum program mix. Some old programs may have to give way to new programs. Need ones that are modern and fit the needs of the community. (BUS)
- Offer something dealing with horticulture (BUS)
- Assess jobs that are available and make programs for those jobs available (BUS)
- Provide programs that fit area tourism, like welding art (BUS)
- Do more to teach business etiquette, interview skills, and work ethic (BUS)
- JobLink teaches work skills – support this more. (BUS)
- Written input was submitted to ask what MTCC is doing in identifying business opportunities not available here. (BUS)
- No response / out of time. (MHStu)
- MTCC grads "develop" much more quickly (IND)
- Machining students have a good skill base. (IND)
- However, Machining students have poor skills of working and production needs. They need to be able to work more efficiently (IND)
- Must be able to keep jobs in a competitive world (IND)
- Electronics students lack "hands on" experiences (IND)
- Computer Programming grads are not ready to just come on the job and begin to program. Students need practice in digging in from the start rather than completing pre-started programs. (IND)
- Sometimes in Computer Programming pre-requisites are bypassed, resulting in missing skills. Visual Basic. (IND)
- Computer Programming students need more "real world" practices. If instructors would go to industry and see specifically what programs they are needing to be developed. Students can then work to develop those programs. This would help develop confidence in the students. Maybe this work could be done through a co-op, but working as an apprentice would be better. (IND)
- "Do a good job, but there's a question of how up-to-date our technological equipment and material is? Are we using equipment/software that is now being used by business/industry? If not, then we (MTCC) will have a problem. (MCSEmp)
- No response / out of time. (BT/Fd)
- We don't have enough information to really answer this question. (TePr)
- Career Center (Student Enrichment Center) and JobLink are very helpful with things like resumes, interest inventories, and giving special attention. (TePr)
- Technical skills are taught at a high level for curricula such as Heating and A/C, Machining, etc. (TePr)
- Number of students who go on to a four-year college is good. (TePr)

- Doing well (CCG)
- Ranks high(CCG)
- Excellent(CCG)
- Competes well w/other CC's and institutions(CCG)
- Students do well compared w/other institutions. (CCG)
- Good training of local workforce, but could look into work ethics. (CCG)
- Keep doing the good job we're doing w/the students we have(CCG)
- Concerning senior citizens...more and more are staying in the workforce and it would be could if we offered computer literacy only senior citizens. To help ensure they will not be intimidated. (CCG)

**4. How well does MTCC prepare students for transfer to other colleges and universities?**

- No response / out of time. (MTEmp)
- Occasionally, there is coursework that is not accepted for transfer...even if in the college transfer program. (MTStu)
- Advising. There is concern advisors do not know what courses will transfer and will not transfer. Advising plays a key role in the student's enrollment in a course and if the suggested course will not transfer, then the course isn't benefiting the student. (MTStu)
- Class ceilings...too many students in a class. Maybe not enough individual attention and maybe not a complete understanding of the course will hurt once student has transferred. (MTStu)
- Follow-up/Study/Research transfer students...what courses transferred/what didn't. (MTStu)
- Do believe the seven-point grading system helps when transferring. (MTStu)
- Good facilities at MTCC(MTStu)
- Written input was submitted to say that we need to keep the intimidation issues always on our minds. A great many people don't think they are college material and don't have what it takes to walk into the college and inquire. (BUS)
- Works well, my mother was prepared(MHStu)
- Pretty good...helps save money before going to four-yr. School(MHStu)
- Pretty good...my cousin was prepared to enter ECU(MHStu)
- No response / out of time. (IND)
- Extremely well (MCSEmp)
- Positive...individuals well prepared (MCSEmp)
- Students do well. With Huskins & Concurrent enrollment, students can earn a four-yr. Degree at an early age. (MCSEmp)
- No response / out of time. (BT/Fd)
- No response / out of time. (TePr)
- Unknown(CCG)

**5. What trends / developments will likely impact MTCC over the next five years?**

- The economy (MTEmp)
- Older population (MTEmp)
- Retraining needs (MTEmp)
- Fewer jobs available in the county (MTEmp)
- Security is becoming a greater issue, and this may increase greatly. (MTEmp)
- Need to be more aware of upcoming program needs. (MTEmp)
- Curriculum will need to change. (MTEmp)
- Manufacturing is declining and this will affect future college programs. (MTEmp)
- Recognize changes in family life – more single parent families. (MTEmp)
- Increase on-line classes. (MTEmp)
- Be able to shift more rapidly to meet changing needs. (MTEmp)
- Need more cooperation between public schools and MTCC beginning with 8<sup>th</sup> grade. (MTEmp)
- Need to provide Adult High School as an alternative to the GED. (MTEmp)
  
- Keeping up w/ Technology...the Material we teach and the Equipment we teach with. (MTStu)
- Telecourses. Distance Education. (MTStu)
  
- No response / out of time. (BUS)
  
- Community needs programs like Allied Health , Technology, Agriculture, Culinary Arts & other service industries, and Arts & Drama. These suggestions have been listed under other programming ideas. opportunities (MHStu)
- Increase international opportunities (MHStu)
  
- No response / out of time. (IND)
  
- Large enrollments in the middle schools of McDowell County will pose a problem for us eventually. (MCSEmp)
- Technology (MCSEmp)
- Changing economy (MCSEmp)
- The industrial base will change (MCSEmp)
- Population diversity (MCSEmp)
- Increased enrollment (MCSEmp)
- Meeting the needs of the unemployed (MCSEmp)
- Teacher shortage...finding and keeping qualified instructors (MCSEmp)
- Funding to keep pace w/technology and the space needed to secure the increased number of students (MCSEmp)
- Meeting the needs of increasing numbers of senior citizens (MCSEmp)
  
- Increased concerns with safety. (BT/Fd)
- Global business development 1s (BT/Fd)
- Increased demand for health-related jobs to serve the retiring / aged population.2p, 2s (BT/Fd)
- E-business (BT/Fd)
- Slowed economy. (BT/Fd)
  
- No response / out of time. (TePr)
  
- Unemployment(CCG)
- Economy(CCG)
- Increased enrollment. More people wanting and needing training/retraining services...this leads to a critical issue of facility space. (CCG)

## 6. What future demands will be made of our workforce that will involve MTCC in preparation?

- Provide ways for older students to improve skills in technology and other areas. (MTEmp)
- Help prepare the workforce to be more Computer/Technology Literate. (MTStu)
- Instructors need to be prepared to teach, in all programs of study, with the new technology. Need continued training to do this. (MTStu)
- Service Industry preparation. (MTStu)
- Beef up Basic Skills offerings(MTStu)
- MTCC needs to be involved in Economic Development, Community Development and Workforce Development in McDowell Co. (MTStu)
- Technology, computers, math, and reading (BUS)
- Even “non-technical” businesses require workers to have computer skills (BUS)
- Food preparation, restaurant equipment repair, funeral services, motel management – look at areas like these that address basic services to people. (BUS)
- Make MTCC attractive to students (BUS)
- Improve college’s communication with small businesses (BUS)
- Find ways to find out area needs in an effective, organized way. Look at what are we going out of the county for because we don’t provide it here. Might be task of Chamber group. (BUS)
- Address mental health, life skills, remedial services (BUS)
- College should advise students toward the best programs. One part in doing this would be to make the Meyers-Briggs part of the placement testing process. (BUS)
- Structure skills for students’ flexibility in moving into other areas. Providing a good “base” helps this. (BUS)
- Plan ways to help that group of county / area residents that traditionally aren’t motivated, have low self-esteem, and have little sense of self worth. Recognize that these people fear entering our doors. (BUS)
- Bring students on campus, especially those not traditionally college-bound. Once there, provide meaningful activities that help them to be comfortable on campus. (BUS)
- Emphasize to prospective students (during visits or otherwise) that resources are there to help them come to college. (BUS)
- Spend time at the schools by 4<sup>th</sup> grade and target former Headstart kids to get them thinking about MTCC. (BUS)
- Utilize Bob Hunter’s information to bring in history, etc. of local government. (BUS)
- Let MTCC participate in the elementary school curriculum and use community leaders, attorneys, etc to work with elementary students. (BUS)
- Make a better link to the Job Ready program. (BUS)
- Updated and new technology(MHStu)
- More jobs that require higher education/training...better pay which means more graduates will decide to stay here or return to McD Co. (MHStu)
- For Machining students, prepare them for more automation / robotics. (IND)
- For Machining students, prepare them for more technical demands. Graduates need to be capable of running a bank of machines (IND)
- Instructors must be technically-trained in order to train their students (IND)
- Instructors need to spend time “on the floor” in the industries for which they are training students (IND)
- MTCC needs to teach new concepts in manufacturing – Sigma, LEAN, ISO, manufacturing technologies (IND)
- Operations Management program – tie this in tightly with industry survival (IND)
- Teach “process management” like understanding charting, reading metrics, using control charts, SPC (IND)

- Teacher Education... bring in more teachers and keep our better students here. (MCSEmp)
  - More specific/less generalized courses (MCSEmp)
  - Teachers Aide education (MCSEmp)
  - Service oriented courses (MCSEmp)
  - Increased admissions to the Nursing program (MCSEmp)
  - Early Childhood Education...more courses in the program that will transfer to four-year schools (MCSEmp)
- 
- Keeping up with new types of jobs. 2p, 1s (BT/Fd)
  - Providing technology training to keep pace with developments. 4p, 1s (BT/Fd)
  - Being flexible and being able to change rapidly. 1p, 2s(BT/Fd)
  - Retraining – some jobs are becoming obsolete and we need to train for others. (BT/Fd)
  - Flexibility 1p, 2s (BT/Fd)
  - Technical jobs are requiring advanced math and English skills. 1p, 2s (BT/Fd)
  - Computer skills programming. 2s (BT/Fd)
  - Social skills from societal problems. 2s (BT/Fd)
- 
- Any service industry will do well (TePr)
  - Meet needs of future industry and business. (TePr)
  - Be ready to retrain workers where needed. (TePr)
  - Technology training should increase to replace jobs lost in manual labor. Jobs are being consolidated into a single employee who supervises several computerized lines. (TePr)
  - Students in county must have a higher educational level. (TePr)
  - We lose good students to higher paying companies outside of the county. (TePr)
  - We are affected by economic slowdown resulting from September 11 disaster. (TePr)
  - County businesses must be financially strong (TePr)
  - Some parents are not supportive of the need for a high school diploma and this mindset discourages industry. (TePr)
  - Poor work ethic. (TePr)
- 
- Technology(CCG)
  - Skilled trades: plumbing, etc. (CCG)
  - Retraining(CCG)
  - Offer services to the older population...bring the services into the different communities of the county. (CCG)
  - Medical/Allied Health demands(CCG)
  - Service based economy(CCG)
  - Basic Skills: Reading, math, writing, science, etc. (CCG)
  - Literacy(CCG)
  - Incorporate the services offered at JobLink into the different programs of the college. (CCG)
  - We have to be a partner in Economic Development, and we have to meet the educational component of Economic Development. (CCG)
  - Training unemployed/underemployed workers. (CCG)

**7. What other developing needs do you (your organization) have that you look to MTCC for assistance?**

- No response / out of time. (MTEmp)
- PTK Organization: Need an office or a file cabinet; also need space to meet for a quick meeting to get organized. Continued moral and financial support. (MTStu)
- Hospital is expanding community involvement and cooperation with MTCC is essential (BUS)
- Provide more in computer skills. (BUS)
- Provide more in management skills. Build this into every curriculum, not just the Small Business Center. (BUS)
- Teach people to get involved; to contribute to the community (BUS)
- Community is weak in developing leadership. A few are wearing many hats and others stay away from community responsibility. (BUS)
- Local leadership is polarized into “angry” management or “I’ll help” style. There needs to be a better way. Negativity makes it difficult to get the leaders we want. (BUS)
- The county needs to help students keep involved after elementary school. (BUS)
- Address the “There’s nothing to do in McDowell County.” A media curriculum (TV, radio, advertising, photography, and journalism) can feed local TV, college radio stations. TV and radio production adds to the community. Provide more entertainment. (BUS)
- The economic level of the county must be raised. That keeps businesses working! (BUS)
- Think of industry employees as three types: operators, mechanics, and supervisors. This is helpful in planning training (IND)
- Work to address turnover of people once they get into industries. Better communication with JobLink services is a help. (IND)
- Recognize that many needs are specific to a single plant. (IND)
- Need to provide local continuing education to supervisors. (IND)
- Provide industry training in multiple sessions since all cannot come at the same time. (IND)
- Expand childcare options, both day and night (IND)
- Communication w/the public (MCSEmp)
- We need help in securing teachers (MCSEmp)
- Working w/the ESL population (MCSEmp)
- Concurrent enrollment w/MTCC & MHS (MCSEmp)
- Getting the message out to the public about the need for education beyond high school. “We tell the parents but they don’t seem to get the message.” (MCSEmp)
- No response / out of time. (BT/Fd)
- No response / out of time. (TePr)
- Volunteers. We need staff and faculty to volunteer with the different agencies in the county and we also need assistance in the recruitment of volunteers. (CCG)
- Be ready for change...flexibility(CCG)
- Support existing business/industries. (CCG)
- Assistance with consumer spending. Educating the public with the benefits of shopping in the county...tax base. (CCG)
- Hands-on-computer training...bring this out into the county. (CCG)
- Assist in the education of Education(CCG)
- Computer Literacy(CCG)
- Internships...cooperation with local business/industries. (CCG)
- Childcare needs...train workers, assistance with the childcare centers ensuring that they all become 5 Star programs. (CCG)

- Incorporating work ethic into programs(CCG)
- Continue Small Business efforts/Incorporate NC Coop into this. (CCG)
- County Pride. Changing peoples' negative attitude. (CCG)

**8. You received copies of MTCC's Vision Statement and MTCC's Institutional Mission and Goals. What is your reaction to those documents?**

- No response / out of time. (MTEmp)
- No response / out of time. (MTStu)
- No response / out of time. (BUS)
- Positive (MHStu)
- Pleased/excited that you want student's opinions(MHStu)
- Excellent way to inform students and the community on what you want to do(MHStu)
- No response / out of time. (IND)
- Sounds good but don't put the students' needs and wishes ahead of quality teaching. (MCSEmp)
- Well developed and comprehensive (MCSEmp)
- Really good and excellent goals for the future (MCSEmp)
- "How do these goals impact your daily goals?" (MCSEmp)
- It is good to have a common thread; focus. (BT/Fd)
- It tells what we're already doing well – vision statement shows nothing new. (BT/Fd)
- Vision statement is outgrowth of SACS visit. (BT/Fd)
- Vision statement is not a lot different from what we are doing. (BT/Fd)
- Vision statement is too long. Who can remember it? It is not energizing so it doesn't mean anything. (BT/Fd)
- Vision statement should fit on one card. (BT/Fd)
- No response / out of time. (TePr)
- No response / Out of time. (CCG)

**9. How are you informed about what is happening at MTCC?**

- No response / out of time. (MTEmp)
- We need to be more informed about what is happening on campus...there are times we do not know about it until it is occurring or has occurred. (MTStu)
- No response / out of time. (BUS)
- The sign at MTCC(MHStu)
- The few things I hear at MHS(MHStu)
- "I don't believe I am informed." (MHStu)
- Friends who go to MTCC(MHStu)
- "Newsletters if you're enrolled in a class there." (MHStu)
- Friends(MHStu)
- No response / out of time. (IND)
- JobLink (MCSEmp)
- Front page of McDowell News (MCSEmp)
- Sign at MTCC (MCSEmp)
- Fliers in mail (MCSEmp)
- It was stated here, *communication/informing the public* was our biggest weakness. (MCSEmp)
- Communication was brought up several times during the meeting...there is a feeling we do not do a very good job communicating with the public, school system and other agencies. They want to know what is going on here. (MCSEmp)
- No response / out of time. (BT/Fd)
- No response / out of time. (TePr)
- Personal/Professional contact w/staff of MTCC. (CCG)
- Tabloid publications(CCG)
- News and articles in the newspapers. (CCG)

## 10. What would improve communication between you (your organization) and MTCC?

No response / out of time. (MTEmp)

- MTCC should be more involved in things happening in the county. (MTStu)
- No response / out of time. (BUS)
- (About communication between McDowell High School and MTCC)Send information (MHStu)
- (About communication between McDowell High School and MTCC)Email (List Serve) (MHStu)
- (About communication between McDowell High School and MTCC)Announcements (School News) (MHStu)
- (About communication between McDowell High School and MTCC)Take over the McD. County TV channel(MHStu)
- (About communication between McDowell High School and MTCC)MTCC Representative on MHS campus(MHStu)
- Do a better sales job at promoting MTCC (IND)
- Create a better image for the college (IND)
- Advertise success stories of students (IND)
- Promote fact that we have four-year college opportunities on our campus. Our tabloid and other advertising doesn't show enough there. (IND)
- Bring more programs to the campus so students and children of the county could attend. (MCSEmp)
- Make communication more effective (MCSEmp)
- Asheville Citizen (MCSEmp)
- One specific person at MTCC to contact (MCSEmp)
- A community bulletin board (MCSEmp)
- Make the public schools a part of the team (MCSEmp)
- McD. County channel and why we cannot have more announcements on TV(MCSEmp)
- There is communication w/the public schools but it is not effective. Somehow/someway, there has to be effective communication (MCSEmp)
- Newsletter should go out to the public more often than it is now. (MCSEmp)
- "Staff at MTCC has said, in meetings, that things (different issues) would be taken care of and these things have not been taken care of or addressed. This has to change." (MCSEmp)
- The college needs to keep communication going with those who provide jobs. (BT/Fd)
- Find ways to reach parents of those sixth graders that recognizes problems they feel of being intimidated. Day and evening "sessions" need to be offered. (TePr)
- Put more information in prominent places in the *MTCC Schedule of Classes* telling about program offerings like coordination with WCU, Gardner Webb, 2 + 2 programs, etc. (TePr)
- Encourage Western Carolina University to send student teachers to McDowell County Schools (TePr)
- Recognize that recruitment activities just at a table doesn't get a lot of business. Try one minute ads on the in-house TV system to air on Monday through Thursday. Then on that Friday, bring students from MTCC to high school commons area to meet with current students and talk about MTCC. (TePr)
- Newsletter(CCG)
- Continue regular commitment of staff time to key community areas...Arts, Business/Community Development, Economic Development(CCG)
- A contact person. (CCG)

## 11. What other issues / concerns would you like MTCC to consider as we plan for the future?

- No response / out of time. (MTEmp)
- Start a sports program...build school spirit, moral and support. (MTStu)
- Assist with housing for students. (MTStu)
- Continue to grow/expand...we're the only college in the county. (MTStu)
- No response / out of time. (BUS)
- Hosts Forums: Community Issues (MHStu)
- Bring in more cultural events to the county...hosts these events. Cooperation with Foothills & MACA (MHStu)
- Hosts more festivals (MHStu)
- Get involved with the school system early (IND)
- Making MTCC "the center" is a plus. Illustrate some "shining stars" that bring people in (IND)
- Better communication/relationship with parents of students (MCSEmp)
- Effective communication must be addressed (MCSEmp)
- Need to address ESL population needs and issues (MCSEmp)
- Added distance learning opportunities. 1s (BT/Fd)
- Additional space!!! 8p, 2s (BT/Fd)
- Foster a culture of working on "the right things." (BT/Fd)
- Liberal arts to teach them how to THINK. 1p, 2s (BT/Fd)
- Determining employment 1p, 1s (BT/Fd)
- Needs for the future 2s (BT/Fd)
- Medical billing in hospitals, nursing facilities, and doctors' offices. 1p 2s (BT/Fd)
- Define a 3-5 year plan that is manageable. (BT/Fd)
- Recognize that in five years or strategy will probably need to change. 2p (BT/Fd)
- Do a better job to teach liberal arts skills of reading, math, and problem solving. Employers say they can teach the specific skills required for the job if the graduate has these skills. 1p 3s (BT/Fd)
- College needs a wider variety of programs. 2p, 3s (BT/Fd)
- College needs to change curricula to meet changing needs. (BT/Fd)
- Address the needs of older people to learn new technologies. 1s (BT/Fd)
- Expand programs (BT/Fd)
- Teach updated manufacturing technology programs. 4p, 1s (BT/Fd)
- Expand distance learning capabilities. 1p, 1s (BT/Fd)
- We (college people? Board?) need to visit other community colleges to learn "best practices." 3p, 4s (BT/Fd)
- Be able to visualize the needs of the future (TePr)
- Be able to change quickly to meet future needs of the area (TePr)
- There is an excess of teacher assistants (TePr)
- Ensure that courses are able to transfer to four year colleges (TePr)
- Expand courses are able to transfer to four year colleges (TePr)
- Make public more aware that courses can transfer to four year colleges (TePr)
- Make public more aware of transfer of courses related to Teacher Assistant program. (TePr)
- Encourage Western Carolina University to send student teachers to McDowell County Schools (TePr)
- New high school graduation requirements will result in students coming from high school being more focused on college goals. MTCC needs to be prepared to receive these students and recognize difference from previous graduates. (TePr)
- Public schools will provide some resources for EFL (English as a Foreign Language) (TePr)

- Literacy: Public school system is working to elevate expectations of students, beginning with sixth graders. Every sixth grader should visit the college for a well-planned time of fun, interesting learning experiences. (TePr)
- High school is very satisfied with cooperation with Cathy True's work with placement testing. (TePr)
- ASSET testing – continue to look into situation. (TePr)
- High school is going to be doing ASSET practice on computers at high school to promote review and practice. It is hoped that this will increase interest in making good scores. (TePr)
- High school appreciates cooperation on placement testing of their students. (TePr)
  
- With the assistance of local funds, have a program where every citizen (High School/GED grad.) of McDowell Co. would be given an opportunity to attend MTCC for two years. No expenses for individual or family. (CCG)
- Program to educate parents. (CCG)
- Have more participation in the county...exposure, assistance w/other groups. (CCG)
- Advance in the technical area of small business. We are falling behind in industry. (CCG)
- Be prepared...meet the influx of transfer students with adequate facilities and instructors.
- MTCC needs to be ready to meet the changing needs of the economy and community. Anticipate the changes. (CCG)

**T – 1. What technologies should MTCC be investigating in preparation for the future?**

- More emergency management training. (MTEmp)
- More medical technology classes (MTEmp)
  
- Computers (MTStu)
- Computer Based Communications (MTStu)
- E Business(MTStu)
- Internet Education (MTStu)
- Expand curriculum offerings that interact w/ internet (MTStu)
- With the Placement Tests each student takes, incorporate a Computer Skills test. (MTStu)
- Intro to Computers Class...need a class to teach basic computer skills, not a class that teaches how a computer operates. (MTStu)
- Incorporate computer class into a programs of studies...all jobs will require computer skills. Intro to Computers class could be program specific. (MTStu)
  
- No response / out of time. (BUS)
  
- Continuous Improvement of Computer Systems (MHStu)
- Agriculture Engineering/Technology (MHStu)
  
- Wood science technology program; wood products (IND)
- Alternative energy technology (IND)
- Robotics (IND)
- Programming, and also website development by same individual that does programming (IND)
- Recycling technology (IND)
  
- Share instructors (Distance Education) with public schools (MCSEmp)
- Health/Allied Health Technology (MCSEmp)
- Computer Repair courses (MCSEmp)
  
- No response / out of time. (BT/Fd)
  
- No response / out of time. (TePr)
  
- In answering this question, need to determine industries most likely to locate here. (CCG)

**T -2. What would be the most beneficial application of these technologies within the mission of the college?**

- Provide technology training that is keyed to workforce needs. (MTEmp)
- Curriculum should involve students in using technology. (MTEmp)
- Be innovative in using technology in student instruction. (MTEmp)
- Technology needs to be humanized. (MTEmp)
  
- No response / out of time. (MTStu)
  
- No response / out of time. (BUS)
  
- To prepare students for additional education/job training (MHStu)
  
- No response / out of time. (IND)
  
- On Line Courses...working w/different schools (MCSEmp)
  
- No response / out of time. (BT/Fd)
  
- No response / out of time. (TePr)
  
- Up-to-Date and continuous training. (CCG)
- Introduce technology to the younger children, either here on campus or out in the different communities. (CCG)

**Other:**

**What curricula and/or training should MTCC offer that would especially serve our area and would help the county move forward?**

- No response / out of time. (MTEmp)
- Developing programs that will assist in the education of Latinos/Hispanics and other nationalities. (MTStu)
- Help prepare the workforce to be more Computer/Technology Literate. (MTStu)
- Beef up Basic Skills offerings(MTStu)
- Look at the curriculum program mix. Some old programs may have to give way to new programs. Need ones that are modern and fit the needs of the community. (BUS)
- Offer something dealing with horticulture (BUS)
- Provide programs that fit area tourism, like welding art (BUS)
- Do more to teach business etiquette, interview skills, and work ethic (BUS)
- Address mental health, life skills, remedial services (BUS)
- Provide more in computer skills. (BUS)
- Provide more in management skills. Build this into every curriculum, not just the Small Business Center. (BUS)
- Address the “There’s nothing to do in McDowell County.” A media curriculum (TV, radio, advertising, photography, and journalism) can feed local TV, college radio stations. TV and radio production adds to the community. Provide more entertainment. (BUS)
- Engineering (All fields) (MHStu)
- Arts and drama (MHStu)
- Architecture (MHStu)
- Foreign Language Diversity (MHStu)
- Communications (MHStu)
- Technical Support (MHStu)
- Wildlife programs (MHStu)
- Direct training to enter all jobs/positions at Baxters (MHStu)
- Business Relations (MHStu)
- Pre Law (All Pre Professional programs) (MHStu)
- More computer offerings, including computer repair (MHStu)
- More online courses (MHStu)
- More health fitness classes (MHStu)
- Swimming classes (MHStu)
- Agriculture (MHStu)
- Culinary arts (MHStu)
- Other service industries (MHStu)
- Medical (Allied Health) courses (MHStu)
- Offer higher-level math courses (MHStu)
- More artistic and international activities (MHStu)
- More Foreign Language courses (MHStu)
- Business Relations Training (MHStu)
- Develop better awareness of how and what is going on elsewhere that either helps us or hurts. It is a competitive world! (IND)
- Develop a real world appreciation of the give and take of running a business, the pro’s and con’s of overtime, and many other topics (IND)
- Provide help with non-English speaking employees (IND)
- Promote “lifelong learning” all over (IND)

- Teach personal finance – things like stocks, 401-K, checking, saving for retirement, and decision-making. Ms Doggett noted that this is being done in curriculum on campus and taken to plants in continuing education version. Continuing education version needs more time and we need to do better in getting the word out about what we are doing. (IND)
- Parenting Classes/Training and Survival Skills Classes/Training. Work with the public schools and different agencies with these classes. (MCSEmp)
- Working w/the ESL population (MCSEmp)
- Allied Health programs, other than nursing (MCSEmp)
- Parenting Skills Training...use county channel (MCSEmp)
- Bring different classes to the different schools in the county...computer/parenting/social issues. (MCSEmp)
- Need more Health/Allied Health Technology programs (MCSEmp)
- More nursing. Demand is greater than supply. 4p, 1s (BT/Fd)
- Continued interest in correctional and law enforcement training. (BT/Fd)
- Occupational Therapy program (COTA – Certified Occupational Therapy) (BT/Fd)
- ALL medical related fields 5p, 2s (BT/Fd)
- Updated manufacturing technology such as LEAN, SIX – SIGMA, etc. 2p, 7s (BT/Fd)
- Expand RN nursing program to be offered fully by MTCC. Bryan Wilson explained that the program is in the process of increasing the available number of slots to increase student numbers. (TePr)
- Any service industry will do well (TePr)
- Meet needs of future industry and business. (TePr)
- Be ready to retrain workers where needed. (TePr)
- Look at ways of preparing future teachers (not just teacher assistants). This will challenge the college to provide space and teaching staff to provide a 2 + 2 program for teacher education. Note: 2 + 2 means that students get the first two years at a community college and the last two years of a four year degree at a four year college, sometimes with classes being held at the community college. (TePr)
- Work on providing 2 + 2 programs also in Special Education and Middle School Education. Note: 2 + 2 means that students get the first two years at a community college and the last two years of a four year degree at a four year college, sometimes with classes being held at the community college. (TePr)
- Work on literacy! (TePr)
- Expand ESL (English as a Second Language) program (TePr)
- No response / out of time. (CCG)
- Basic Skills: Reading, math, writing, science, etc. (CCG)
- Literacy(CCG)
- Provide special computer literacy classes to seniors so they won't be intimidated. (CCG)
- Medical / Allied Health (CCG)
- Service based programs (CCG)

**Other optional questions, used at the high school:**

**What support would you like to have as you enter / attend college?**

- Scholarships/Scholarship Guide (MHStu)
- More Huskins Classes (MHStu)
- College Prep Classes (MHStu)
- Study Skills Classes (MHStu)
- College Survival Classes (MHStu)
- Financial Management (MHStu)
- Time Management (MHStu)
- College/Curriculum Guide (MHStu)

**Are you planning on attending MTCC, and if not, why not?**

- No...
  - Move away from home; parents (MHStu)
  - Need to go to bigger places (MHStu)
  - No engineering programs (MHStu)
  - Attend four-year school (MHStu)
  - No sports teams (MHStu)
- Yes...
  - College transfer (2 responses) (MHStu)

# McDowell Technical Community College

## Focus Groups for Strategic Planning; Input by Group

<b>Group Name</b>	<b>Date of Meeting</b>
MTCC Employees, Current and Past	October 29, 2001
MTCC Students, Current and Past	October 29, 2001
Businesses	October 29, 2001
McDowell High Students	October 31, 2001
Industries	October 31, 2001
McDowell Co School Employees	November 7, 2001
MTCC Trustees / MTCC Foundation	November 8, 2001
Tech Prep Committee	November 9, 2001
Community / Civic / Government	November 14, 2001

*Office of Institutional Effectiveness  
November 28, 2001*

## **Methodology:**

During Fall Semester 2001, McDowell Technical Community College set out to gather input to assist with the college's strategic (long range) planning.

Through the cooperative efforts of Dr. Virginia R. Mitchell, college President; Michael McIntosh, Coordinator of Resource Development; and Barbara Morgan, Director of Institutional Effectiveness a variety of focus groups were set up to provide input into the Strategic Plan. Nine focus groups were organized to represent constituent views internal and external to the college. A total of 155 individuals were invited to participate in single sessions of approximately 90 minutes each. This resulted in input from 90 individuals.

Moderators were chosen from MTCC staff members and the community to help solicit information from focus group participants. They were given training and standard set of questions prior to the group meetings. Each group was assigned a facilitator to take care of facilities, refreshments, and notetaking. Facilitators also assisted in choosing which questions were to be addressed by particular groups. This enabled the college to gather information pertinent to each group's viewpoint without making the sessions unnecessarily long.

Following the conclusion of all meetings, the facilitators typed the comments by groups as seen in this report. Following actions will include summarizing comments to each particular question, determining common and repetitive ideas, merging this information with other available input, and planning ways to address the priorities indicated by the comments. The proposed Strategic Plan should be available to share with the Board of Trustees by early spring, 2002.

### **MTCC Faculty and Staff, current and past**

Ann Coleman, Moderator  
Barbara Morgan, Facilitator  
Invited: 17, attended 11  
Location: MTCC, 4-2  
Monday, October 29, 2001, 3:00 – 4:15 pm

Participants: Pam Silkwood, Rhonda Culbreath, Clyde Hollifield, Jan Alms, Barbara Horne, Denise Greenway, Gwen Reeves, Sondra Smith, Susan Long, Freddy Bradburn, and Terry Andrews.

### **Starter Question: What do you value about MTCC?**

- Our students!
- Small, close atmosphere of MTCC
- Inviting MTCC campus
- MTCC's openness to new ideas of what we can do.
- Our co-workers at MTCC. They are supportive, caring, and willing.
- Sense of unity.
- Our image that we present to the community and that this is an accurate image.
- That we can offer skills relevant to the workforce needs through vocational and technical programs.
- The collaborative nature of cooperation between curricula offered at the college.
- Sense of family values present at MTCC.
- Sense of community values present at MTCC.
- That we start with the student where he is and go from there.

### **1. What is the most pressing issue that McDowell Technical Community College (MTCC) faces right now?**

- How to continue as we are with the budget cuts.
- Will some smaller programs be eliminated.
- We have a challenge in getting our perception of ourselves and the community's perception of us to match.
- Do we have enough publicity out about what we are; that we are creditable and good?
- Lack of money and equipment
- Need to pay faculty what they are worth
- Need to treat faculty well – look for ways to reduce aggravations.
- Gather information on what the community wants us to do to serve their needs.
- Recognize that the older population has special retraining needs.
- We need to do something to make sure we keep younger students.
- Space problems and facility issues are critical.
- Make the best use of existing space and facilities for now.
- Need to use Internet courses in greater number.
- Need to use Internet and computers better as a teaching tool in traditional classes.
- Curriculum advisory committees must be ACTIVE and USED.
- Need to continue to keep a good relationship with businesses and industries in McDowell County. This would result in more support from them.

### **2. If you could change one thing about MTCC, what would it be?**

- Parking situation! It adds an aggravation to students and staff.
- Expand campus to include the Universal property.
- Increase / make better use of advertising.
- Show liveliness of college through testimonials in the newspaper.
- Use college facilities to increase outreach to the community.
- Give faculty more choice about teaching day / night.
- Make courses more available to fit student needs. Be creative about this.
- Treat night students as well as day students.

- Provide nametags for all employees and wear them.
- Provide better communication channels between students and faculty.
- We need caps on class enrollment and these need to be enforced.
- Quit run-around about caps on class enrollment.
- Enforced caps on class enrollment will also help Bookstore have sufficient texts.
- Change the way that faculty is administered. Focus on doing things that benefit students, and use this as the criteria for decisions that are made. This is where the “rubber meets the road.”
- Be consistent in fair in dealing with faculty.
- Faculty must feel the support of their direct supervisor.
- Supervisors need to be knowledgeable.
- Need a full-time college recruiter.

**3. How well does MTCC prepare students to enter the workforce?**

There was no discussion of this question.

**4. How well does MTCC prepare students for transfer to other colleges and universities?**

There was no discussion of this question.

**5. What trends / developments will likely impact MTCC over the next five years?**

- The economy
- Older population
- Retraining needs
- Fewer jobs available in the county
- Security is becoming a greater issue, and this may increase greatly.
- Need to be more aware of upcoming program needs.
- Curriculum will need to change.
- Manufacturing is declining and this will affect future college programs.
- Recognize changes in family life – more single parent families.
- Increase on-line classes.
- Be able to shift more rapidly to meet changing needs.
- Need more cooperation between public schools and MTCC beginning with 8<sup>th</sup> grade.
- Need to provide Adult High School as an alternative to the GED.

**6. What future demands will be made of our workforce that will involve MTCC in preparation?**

- Provide ways for older students to improve skills in technology and other areas.

**7. What other developing needs do you (your organization) have that you look to MTCC for assistance?**

There was no discussion of this question.

**8. You received copies of MTCC’s Vision Statement and MTCC’s Institutional Mission and Goals. What is your reaction to those documents?**

There was no discussion of this question.

**9. How are you informed about what is happening at MTCC?**

There was no discussion of this question.

**10. What would improve communication between you (your organization) and MTCC?**

There was no discussion of this question.

**11. What other issues / concerns would you like MTCC to consider as we plan for the future?**

There was no discussion of this question.

## Technology Questions

### **1. What technologies should MTCC be investigating in preparation for the future?**

- More emergency management training.
- More medical technology classes

### **2. What would be the most beneficial application of these technologies within the mission of the college?**

- Provide technology training that is keyed to workforce needs.
- Curriculum should involve students in using technology.
- Be innovative in using technology in student instruction.
- Technology needs to be humanized.

### **Other:**

**What curricula and/or training should MTCC offer that would especially serve our area and would help the county move forward?**

There was no discussion of this question.

## **MTCC Students, current and past**

Jim Robinson, Moderator

Michael McIntosh, Facilitator

Invited: 14, attended 6

Location: MTCC,14-3

Monday, October 29, 2001, 3:00 – 4:15 pm

Participants: Sharon Clark, Nathan Wilson, Brenda Morrow, Aletha Duncan, Michael Golowo, and Flynt Sarra

### Focus Group Questions

#### **Starter Question: What do you value about MTCC?**

- The people here...friendly, accessible.
- Like a small community.
- The small size of the college.
- Appealing, close to home.
- Costs.
- Diversity of course offerings.
- Transferable courses.

#### **1. What is the most pressing issue that McDowell Technical Community College (MTCC) faces right now?**

- Expansion
- Parking
- Unemployment Situation in McDowell Co.: Meeting the needs of the individuals laid off from their manufacturing jobs. Creating programs where once they graduate, there will be jobs available. (Mainly concerned about what type of industries will take the place of the ones that have shut down or relocated.)
- Developing programs that will assist in the education of Latinos/Hispanics and other nationalities.

#### **2. If you could change one thing about MTCC, what would it be?**

- Evening childcare and childcare for older children.
- Library Expansion
- Better communication on campus (Different Depts., Advisor/Faculty/Student)
- More instructors available to teach same subject. (Example: There is only one instructor to teach Biology; for English, there are several instructors. If a student has a communication/personality problem with a specific English instructor, the student can switch classes. In Biology, this is not possible.)
- A Shuttle Service...transportation would help.
- Food Service Diversity
- Casual lounge. Bean bags, juke box, video games...possibly in Building 17.

#### **3. How well does MTCC prepare students to enter the workforce?**

- Wasn't sure but had several ideas...
- Incorporate coop's/ work experience and work ethic into different programs of study.
- This came about because there are times students aren't sure what the jobs, they're studying for, entail.
- Coop's/Work Experience would give the students the opportunity to test the waters...so to say.

#### **4. How well does MTCC prepare students for transfer to other colleges and universities?**

- Occasionally, there is coursework that is not accepted for transfer...even if in the college transfer program.

- Advising. There is concern advisors do not know what courses will transfer and will not transfer. Advising plays a key role in the student's enrollment in a course and if the suggested course will not transfer, then the course isn't benefiting the student.
- Class ceilings...too many students in a class. Maybe not enough individual attention and maybe not a complete understanding of the course will hurt once student has transferred.
- Follow-up/Study/Research transfer students...what courses transferred/what didn't.
- Do believe the seven-point grading system helps when transferring.
- Good facilities at MTCC

**5. What trends / developments will likely impact MTCC over the next five years?**

- Keeping up w/ Technology...the Material we teach and the Equipment we teach with.
- Telecourses. Distance Education.

**6. What future demands will be made of our workforce that will involve MTCC in preparation?**

- Help prepare the workforce to be more Computer/Technology Literate.
- Instructors need to be prepared to teach, in all programs of study, with the new technology. Need continued training to do this.
- Service Industry preparation.
- Beef up Basic Skills offerings
- MTCC needs to be involved in Economic Development, Community Development and Workforce Development in McDowell Co.

**7. What other developing needs do you (your organization) have that you look to MTCC for assistance?**

- PTK Organization: Need an office or a file cabinet; also need space to meet for a quick meeting to get organized. Continued moral and financial support.

**8. You received copies of MTCC's Vision Statement and MTCC's Institutional Mission and Goals. What is your reaction to those documents?**

There was no discussion of this question.

**9. How are you informed about what is happening at MTCC?**

- We need to be more informed about what is happening on campus...there are times we do not know about it until it is occurring or has occurred.

**10. What would improve communication between you (your organization) and MTCC?**

- MTCC should be more involved in things happening in the county.

**11. What other issues / concerns would you like MTCC to consider as we plan for the future?**

- Start a sports program...build school spirit, moral and support.
- Assist with housing for students.
- Continue to grow/expand...we're the only college in the county.

Technology Questions.

**1. What technologies should MTCC be investigating in preparation for the future?**

- Computers
- Computer Based Communications
- E Business
- Internet Education
- Expand curriculum offerings that interact w/ internet
- With the Placement Tests each student takes, incorporate a Computer Skills test.

- Intro to Computers Class...need a class to teach basic computer skills, not a class that teaches how a computer operates.
- Incorporate computer class into a programs of studies...all jobs will require computer skills. Intro to Computers class could be program specific.

**2. What would be the most beneficial application of these technologies within the mission of the college?**

There was no discussion of this question.

**Other:**

**What curricula and/or training should MTCC offer that would especially serve our area and would help the county move forward?**

There was no discussion of this question.

## Businesses

Dean Kanipe, Moderator  
Barbara Morgan, Facilitator  
Invited: 17, attended 8  
Location: Bruce's Fabulous Foods  
Tuesday, October 30, 2001, 7:00-8:30 am

Participants: Warren Hobbs, Chuck Abernathy, Mark P McGuire, Linda Cloherty, Bruce Brown, Margaret Love, Nancy Spencer, and Suzie Painter.

### Focus Group Questions

#### **Starter Question: What do you value about MTCC?**

- It gives local high school students a chance to get ahead
- It has a lot of value for the money
- It rounds out the community – you don't have to leave McDowell County to get an education
- It serves as leadership in the community
- Community has accessibility to facilities and entertainment. We need to do more in this area, like traveling shows and art
- Provides lifelong learning as our population ages
- It is responsive to specific needs of businesses
- College is part of the means of coping with the transition happening in the state and in the nation
- We can help people change careers in order to be able to stay here
- MTCC is small, approachable, and has continuing education offerings that give people many reasons to come
- MTCC enabled me to be where I am today

#### **1. What is the most pressing issue that McDowell Technical Community College (MTCC) faces right now?**

- There was no discussion of this question..
- Written input was submitted to ask how well is MTCC doing in counseling students about career opportunities. So many people just choose the most popular careers and haven't been introduced to the other choices.

#### **2. If you could change one thing about MTCC, what would it be?**

- There was no discussion of this question.
- Written input was submitted to ask how well the college does in [job] placement after students' education is over. What are we doing to keep talent in the community?

#### **3. How well does MTCC prepare students to enter the workforce?**

- Specific training leads to successful employment
- Healthcare programs are successful, like employment at McDowell Hospital
- Students get a good "base" of learning
- Identify students early that would benefit from vocational – like down in the public school years
- MTCC has a weakness in preparing students due to equipment and other resources
- Look at the curriculum program mix. Some old programs may have to give way to new programs. Need ones that are modern and fit the needs of the community.
- Offer something dealing with horticulture
- Assess jobs that are available and make programs for those jobs available
- Provide programs that fit area tourism, like welding art
- Do more to teach business etiquette, interview skills, and work ethic
- JobLink teaches work skills – support this more.
- Written input was submitted to ask what MTCC is doing in identifying business opportunities not available here.

- 4. How well does MTCC prepare students for transfer to other colleges and universities?**
- There was no discussion of this question.
  - Written input was submitted to say that we need to keep the intimidation issues always on our minds. A great many people don't think they are college material and don't have what it takes to walk into the college and inquire.
- 5. What trends / developments will likely impact MTCC over the next five years?**
- There was no discussion of this question.
- 6. What future demands will be made of our workforce that will involve MTCC in preparation?**
- Technology, computers, math, and reading
  - Even "non-technical" businesses require workers to have computer skills
  - Food preparation, restaurant equipment repair, funeral services, motel management – look at areas like these that address basic services to people.
  - Make MTCC attractive to students
  - Improve college's communication with small businesses
  - Find ways to find out area needs in an effective, organized way. Look at what are we going out of the county for because we don't provide it here. Might be task of Chamber group.
  - Address mental health, life skills, remedial services
  - College should advise students toward the best programs. One part in doing this would be to make the Meyers-Briggs part of the placement testing process.
  - Structure skills for students' flexibility in moving into other areas. Providing a good "base" helps this.
  - Plan ways to help that group of county / area residents that traditionally aren't motivated, have low self-esteem, and have little sense of self worth. Recognize that these people fear entering our doors.
  - Bring students on campus, especially those not traditionally college-bound. Once there, provide meaningful activities that help them to be comfortable on campus.
  - Emphasize to prospective students (during visits or otherwise) that resources are there to help them come to college.
  - Spend time at the schools by 4<sup>th</sup> grade and target former Headstart kids to get them thinking about MTCC.
  - Utilize Bob Hunter's information to bring in history, etc. of local government.
  - Let MTCC participate in the elementary school curriculum and use community leaders, attorneys, etc to work with elementary students.
  - Make a better link to the Job Ready program.
- 7. What other developing needs do you (your organization) have that you look to MTCC for assistance?**
- Hospital is expanding community involvement and cooperation with MTCC is essential
  - Provide more in computer skills.
  - Provide more in management skills. Build this into every curriculum, not just the Small Business Center.
  - Teach people to get involved; to contribute to the community
  - Community is weak in developing leadership. A few are wearing many hats and others stay away from community responsibility.
  - Local leadership is polarized into "angry" management or "I'll help" style. There needs to be a better way. Negativity makes it difficult to get the leaders we want.
  - The county needs to help students keep involved after elementary school.
  - Address the "There's nothing to do in McDowell County." A media curriculum (TV, radio, advertising, photography, and journalism) can feed local TV, college radio stations. TV and radio production adds to the community. Provide more entertainment.
  - The economic level of the county must be raised. That keeps businesses working!

**8. You received copies of MTCC's Vision Statement and MTCC's Institutional Mission and Goals.**

**What is your reaction to those documents?**

There was no discussion of this question.

**9. How are you informed about what is happening at MTCC?**

There was no discussion of this question.

**10. What would improve communication between you (your organization) and MTCC?**

There was no discussion of this question.

**11. What other issues / concerns would you like MTCC to consider as we plan for the future?**

There was no discussion of this question.

Technology Questions.

**1. What technologies should MTCC be investigating in preparation for the future?**

There was no discussion of this question.

**2. What would be the most beneficial application of these technologies within the mission of the college?**

There was no discussion of this question.

**Other:**

**What curricula and/or training should MTCC offer that would especially serve our area and would help the county move forward?**

There was no discussion of this question.

## **McDowell High School students**

Mary Beth Ledbetter, Moderator

Michael McIntosh, Facilitator

Invited: 14, attended 12

Location: MHS Auditorium

Wednesday, October 31, 2001, 1:45-3:00 pm

Participants: Pazoo Xiong, Three Rayburn, Charisse Gibbs, Stephen Whiteside, Nick Patel, Patrice Smith, Marrison Evans, Rosemary Langley, Rosalyn Jackson, Bret Harris, Judson Elliott, and Morgan Early.

Focus Group Questions , prepared for students at McDowell High School

### **Starter Question: What do you value about MTCC?**

**1. From what you know about the college, how well is MTCC doing now in getting people ready for jobs in the area?**

There was no discussion of this question.

**2. What changes do you see coming in the next five years or so that will affect what MTCC needs to do to prepare people for jobs in the area?**

- Allied Health
- Technology
- Agriculture
- Culinary Arts & other service industries
- Increase international opportunities
- Arts & Drama

**3. From what you know about the college, how well is MTCC doing now in getting people ready for going on to more schooling after getting a two year degree?**

- Works well, my mother was prepared
- Pretty good...helps save money before going to four-yr. School
- Pretty good...my cousin was prepared to enter ECU

**4. What changes do you see coming in the next five years or so that will affect what MTCC needs to do to prepare people for going on to more schooling after getting a two year degree?**

- Offer higher-level math courses
- More artistic and international activities
- More Foreign Language courses
- Business Relations Training
- Updated and new technology
- Architecture
- More jobs that require higher education/training...better pay which means more graduates will decide to stay here or return to McDowell County.

**5. What is the most pressing issue that McDowell Technical Community College (MTCC) faces right now?**

- Budget
- Losing students to other schools

**6. If you could change one thing about MTCC, what would it be?**

- More four-year degrees that is offered on campus
- Gymnasium
- On campus living...stores for supplies (Grocery, etc.)
- More online courses

**7. How are you informed about what is happening at MTCC?**

- The sign at MTCC
- The few things I hear at MHS
- “I don’t believe I am informed.”
- Friends who go to MTCC
- “Newsletters if you’re enrolled in a class there.”
- Friends

**8. What would improve communication between McDowell High School and MTCC?**

- Send information
- Email (List Serve)
- Announcements (School News)
- Take over the McD. County TV channel
- MTCC Representative on MHS campus

**9. What other issues / concerns would you like MTCC to consider as we plan for the future?**

- Hosts Forums: Community Issues
- Swimming Pool (Classes)
- More Health Fitness Classes
- Bring in more cultural events to the county...hosts these events. Cooperation with Foothills & MACA
- Hosts more festivals
- MTCC needs more of a campus environment...parks, coffee shops, dining facilities.

**10. You received copies of MTCC’s Vision Statement and MTCC’s Institutional Mission and Goals. What is your reaction to those documents?**

- Positive
- Pleased/excited that you want student’s opinions
- Excellent way to inform students and the community on what you want to do

Technology Questions.

**1. What technologies should MTCC be looking into in preparation for the future?**

- Continuous Improvement of Computer Systems
- Agriculture Engineering/Technology

**2. What would be the most beneficial application of these technologies within the mission of the college?**

- To prepare students for additional education/job training

**Other:**

**What curricula and/or training should MTCC offer that would especially serve our area and would help the county move forward?**

- Engineering (All fields)
- Arts
- Architecture
- Foreign Language Diversity
- Communications
- Technical Support
- Wildlife programs
- Direct training to enter all jobs/positions at Baxters
- Business Relations
- Pre Law (All Pre Professional programs)

- More computer offerings, including computer repair
- Medical (Allied Health) courses

Other optional questions, used at moderator's discretion:

**What support would you like to have as you enter / attend college?**

- Scholarships/Scholarship Guide
- More Huskins Classes
- College Prep Classes
- Study Skills Classes
- College Survival Classes
- Financial Management
- Time Management
- College/Curriculum Guide

**Are you planning on attending MTCC, and if not, why not?**

- No...
  - Move away from home; parents
  - Need to go to bigger places
  - No engineering programs
  - Attend four-year school
  - No sports teams
- Yes... College transfer (2 responses)

## Industry

Juanita Doggett, Moderator

Barbara Morgan, Facilitator

Invited: 10, attended 5

Location: Bruce's Fabulous Foods

Wednesday, October 31, 2001, 7:00-8:30 am

Participants: Chip Cross, Jeff Wakefield, Kevin Hall, Doug Long, and Mark Tilsen.

### Focus Group Questions

#### **Starter question: What do you value about MTCC?**

- MTCC's flexibility to meet changing industry needs
- Focused Industrial Training (FIT) type programs at "more than a reasonable price"
- Providing locally trained employees that make for a more stable workforce
- High standards at college produce quality graduates

#### **1. What is the most pressing issue that McDowell Technical Community College (MTCC) faces right now?**

There was no discussion of this question.

#### **2. If you could change one thing about MTCC, what would it be?**

**There was no discussion of this question.**

#### **3. How well does MTCC prepare students to enter the workforce?**

- MTCC grads "develop" much more quickly
- Machining students have a good skill base.
- However, Machining students have poor skills of working and production needs. They need to be able to work more efficiently
- Must be able to keep jobs in a competitive world
- Electronics students lack "hands on" experiences
- Computer Programming grads are not ready to just come on the job and begin to program. Students need practice in digging in from the start rather than completing pre-started programs.
- Sometimes in Computer Programming pre-requisites are bypassed, resulting in missing skills. Visual Basic.
- Computer Programming students need more "real world" practices. If instructors would go to industry and see specifically what programs they are needing to be developed. Students can then work to develop those programs. This would help develop confidence in the students. Maybe this work could be done through a co-op, but working as an apprentice would be better.

#### **4. How well does MTCC prepare students for transfer to other colleges and universities?**

There was no discussion of this question.

#### **5. What trends / developments will likely impact MTCC over the next five years?**

There was no discussion of this question.

#### **6. What future demands will be made of our workforce that will involve MTCC in preparation?**

- For Machining students, prepare them for more automation / robotics.
- For Machining students, prepare them for more technical demands. Graduates need to be capable of running a bank of machines
- Instructors must be technically-trained in order to train their students
- Instructors need to spend time "on the floor" in the industries for which they are training students
- MTCC needs to teach new concepts in manufacturing – Sigma, LEAN, ISO, manufacturing technologies
- Operations Management program – tie this in tightly with industry survival

- Teach “process management” like understanding charting, reading metrics, using control charts, SPC
- 7. What other developing needs do you (your organization) have that you look to MTCC for assistance?**
- Think of industry employees as three types: operators, mechanics, and supervisors. This is helpful in planning training
  - Work to address turnover of people once they get into industries. Better communication with JobLink services is a help.
  - Recognize that many needs are specific to a single plant.
  - Need to provide local continuing education to supervisors.
  - Provide industry training in multiple sessions since all cannot come at the same time.
  - Provide help with non-English speaking employees
  - Expand childcare options, both day and night
- 8. You received copies of MTCC’s Vision Statement and MTCC’s Institutional Mission and Goals. What is your reaction to those documents?**
- There was no discussion of this question.
- 9. How are you informed about what is happening at MTCC?**
- There was no discussion of this question.
- 10. What would improve communication between you (your organization) and MTCC?**
- There was no discussion of this question.
- 11. What other issues / concerns would you like MTCC to consider as we plan for the future?**
- Get involved with the school system early
  - Teach personal finance – things like stocks, 401-K, checking, saving for retirement, and decision-making. Ms Doggett noted that this is being done in curriculum on campus and taken to plants in continuing education version. Con ed version needs more time and we need to do better in getting the word out about what we are doing.
  - Making MTCC “the center” is a plus. Illustrate some “shining stars” that bring people in
  - Do a better sales job at promoting MTCC
  - Create a better image for the college
  - Advertise success stories of students
  - Promote “lifelong learning” all over
  - Promote fact that we have four-year college opportunities on our campus. Our tabloid and other advertising doesn’t show enough there.

Technology Questions.

- 1. What technologies should MTCC be investigating in preparation for the future?**
- Wood science technology program; wood products
  - Alternative energy technology
  - Robotics
  - Programming, and also website development by same individual that does programming
  - Recycling technology
- 2. What would be the most beneficial application of these technologies within the mission of the college?**

There was no discussion of this question.

**Other:**

**What curricula and/or training should MTCC offer that would especially serve our area and would help the county move forward?**

- Develop better awareness of how and what is going on elsewhere that either helps us or hurts. It is a competitive world!
- Develop a real world appreciation of the give and take of running a business, the pro's and con's of overtime, and many other topics

## **McDowell County Schools staff**

Mary Beth Ledbetter, Moderator

Michael McIntosh, Facilitator

Invited: 14, attended 13

MTCC, Bldg 17 Conf Rm

Wednesday, November 7, 2001, 3:00-4:15 pm

Participants: Kathy Horn, Nancy Guthrie, Shelly Graham, Lynn McNeil, Christy Neal, Jim Washburn, Bill Chapman, Carolyn Kanipe, Vickie Yarbrough, Pat Faulkner, Candie McPherson, Becky Davis, and Bill Morgan.

### Focus Group Questions

#### **Starter Question: What do you value about MTCC?**

- Concurrent Enrollment
- Accessibility
- Huskins Bill
- JobLink location

#### **1. What is the most pressing issue that McDowell Technical Community College (MTCC) faces right now?**

- Funding
- Lack of Allied Health programs
- Failing Industries
- Diverging needs of population
- Competition w/other community colleges
- ESL Issues
- Keeping our students here in McD Co.

#### **2. If you could change one thing about MTCC, what would it be?**

- Need to change campus environment...not appealing
- Acquire land and/or buildings...the need to expand
- Better publicity... need to let the public know what is going on here on campus
- Need to improve communication with the public schools
- More programs to attract more students
- Communication was brought up several times during the meeting...there is a feeling we do not do a very good job communicating with the public, school system and other agencies. They want to know what is going on here.

#### **3. How well does MTCC prepare students to enter the workforce?**

- "Do a good job, but there's a question of how up-to-date our technological equipment and material is? Are we using equipment/software that is now being used by business/industry? If not, then we (MTCC) will have a problem.

#### **4. How well does MTCC prepare students for transfer to other colleges and universities?**

- Extremely well
- Positive...individuals well prepared
- Students do well. With Huskins & Concurrent enrollment, students can earn a four-yr. Degree at an early age.

#### **5. What trends / developments will likely impact MTCC over the next five years?**

- Large enrollments in the middle schools of McD. Co. will pose a problem for us eventually.
- Technology
- Changing economy

- The industrial base will change
  - Population diversity
  - Increased enrollment
  - Meeting the needs of the unemployed
  - Teacher shortage...finding and keeping qualified instructors
  - Funding to keep pace w/technology and the space needed to secure the increased number of students
  - Meeting the needs of increasing numbers of senior citizens
- 6. What future demands will be made of our workforce that will involve MTCC in preparation?**
- Teacher Education... bring in more teachers and keep our better students here.
  - More specific/less generalized courses
  - Teachers Aide education
  - Service oriented courses
  - Increased admissions to the Nursing program
  - Early Childhood Education...more courses in the program that will transfer to four-year schools
- 7. What other developing needs do you (your organization) have that you look to MTCC for assistance?**
- Communication w/the public
  - We need help in securing teachers
  - Working w/the ESL population
  - Concurrent enrollment w/MTCC & MHS
  - Getting the message out to the public about the need for education beyond high school. "We tell the parents but they don't seem to get the message."
- 8. You received copies of MTCC's Vision Statement and MTCC's Institutional Mission and Goals. What is your reaction to those documents?**
- Sounds good but don't put the students' needs and wishes ahead of quality teaching.
  - Well developed and comprehensive
  - Really good and excellent goals for the future
  - "How do these goals impact your daily goals?"
- 9. How are you informed about what is happening at MTCC?**
- JobLink
  - Front page of McDowell News
  - Sign at MTCC
  - Fliers in mail
  - It was stated here, *communication/informing the public* was our biggest weakness.
  - Newsletter should go out to the public more often than it is now.
- 10. What would improve communication between you (your organization) and MTCC?**
- Bring more programs to the campus so students and children of the county could attend.
  - Make communication more effective
  - Asheville Citizen
  - One specific person at MTCC to contact
  - A community bulletin board
  - Make the public schools a part of the team
  - McDowell County channel and why we cannot have more announcements on TV
  - There is communication w/the public schools but it is not effective. Somehow/someway, there has to be effective communication
- 11. What other issues / concerns would you like MTCC to consider as we plan for the future?**
- Allied Health programs, other than nursing

- Better communication/relationship with parents of students
- Effective communication must be addressed
- Parenting Skills Training...use county channel
- Need to address ESL population needs and issues
- Bring different classes to the different schools in the county...computer/parenting/social issues.
- “Staff at MTCC has said, in meetings, that things (different issues) would be taken care of and these things have not been taken care of or addressed. This has to change.”

Technology Questions.

**1. What technologies should MTCC be investigating in preparation for the future?**

- Share instructors (Distance Education) with public schools
- Health/Allied Health Technology
- Computer Repair courses

**2. What would be the most beneficial application of these technologies within the mission of the college?**

- On Line Courses...working w/different schools

**Other:**

**What curricula and/or training should MTCC offer that would especially serve our area and would help the county move forward?**

- Parenting Classes/Training and Survival Skills Classes/Training. Work with the public schools and different agencies with these classes.

## **MTCC Board of Trustees and MTCC Foundation Board**

Judy Young, Moderator

Barbara Morgan and Michael McIntosh, Facilitators

Invited: 34, attended 14

MTCC, Bldg 17, 216-217

Thursday, November 8, 2001, 7:00-8:00 pm

Participants: Andy Webb, Dean Walker, Dorothy Baldwin, J. Thurman Padgham, John Cook, John Roach, Gwen Conley, Joe Kaylor, John Harrill, Marshall Dark, Nancy Greenlee, Robert Taylor, Sharon Smith, and William Hayes.

### Focus Group Questions

#### **Starter Question: What do you value about MTCC?**

There was no discussion of this question.

#### **1. What is the most pressing issue that McDowell Technical Community College (MTCC) faces right now?**

- Need competitive salaries for qualified instructors.
- Need funding for industry programs.
- Need funding for expansion of buildings.
- Need funding for expansion of programs.
- Funding – qualified resources to stay ahead.
- Space.

#### **2. If you could change one thing about MTCC, what would it be?**

- Think outside the box.
- Define a 3-5 year plan that is manageable.
- Recognize that in five years or strategy will probably need to change.
- The college needs to keep communication going with those who provide jobs.
- Do a better job to teach liberal arts skills of reading, math, and problem solving. Employers say they can teach the specific skills required for the job if the graduate has these skills.
- Lawmakers should focus more on the western part of the state and not think the state ends at Gastonia.
- Foster a culture of working on “the right things.”
- Change the location of the college.
- College needs more space!
- College needs a wider variety of programs.
- College needs to change curricula to meet changing needs.
- College needs 400 to 500 acre campus.
- State needs to pay teaching staff at least on par with public schools.
- College needs adequate state and county funding.
- Get people in the community to know that education comes first.
- Address the needs of older people to learn new technologies.
- Think and spend “smart.”
- Expand programs
- Teach updated manufacturing technology programs.
- Expand distance learning capabilities.
- We (college people? Board?) need to visit other community colleges to learn “best practices.”
- Expand the college. Leave the current campus as it is and let it become a satellite site to the new main campus.

#### **3. How well does MTCC prepare students to enter the workforce?**

There was no discussion of this question.

**4. How well does MTCC prepare students for transfer to other colleges and universities?**

There was no discussion of this question.

**5. What trends / developments will likely impact MTCC over the next five years?**

- Increased concerns with safety.
- Global business development
- Increased demand for health-related jobs to serve the retiring / aged population.
- E-business
- Slowed economy.

**6. What future demands will be made of our workforce that will involve MTCC in preparation?**

- Keeping up with new types of jobs.
- Providing technology training to keep pace with developments.
- Being flexible and being able to change rapidly.
- Retraining – some jobs are becoming obsolete and we need to train for others.
- Flexibility
- Technical jobs are requiring advanced math and English skills.
- Computer skills programming.
- Social skills for societal problems.

**7. What other developing needs do you (your organization) have that you look to MTCC for assistance?**

There was no discussion of this question.

**8. You received copies of MTCC's Vision Statement and MTCC's Institutional Mission and Goals. What is your reaction to those documents?**

- It is good to have a common thread; something to focus on.
- It tells what we're already doing well – vision statement shows nothing new.
- Vision statement is outgrowth of SACS visit.
- Vision statement is not a lot different from what we are doing.
- Vision statement is too long. Who can remember it? It is not energizing so it doesn't mean anything.
- Vision statement should fit on one card.

**9. How are you informed about what is happening at MTCC?**

There was no discussion of this question.

**10. What would improve communication between you (your organization) and MTCC?**

There was no discussion of this question.

**11. What other issues / concerns would you like MTCC to consider as we plan for the future?**

- Added distance learning opportunities.
- Additional space!!!
- Liberal arts to teach them how to THINK.
- Determining employment
- Needs for the future
- Medical billing in hospitals, nursing facilities, and doctors' offices.

Technology Questions.

**1. What technologies should MTCC be investigating in preparation for the future?**

There was no discussion of this question.

**2. What would be the most beneficial application of these technologies within the mission of the college?**

There was no discussion of this question.

**Other:**

**What curricula and/or training should MTCC offer that would especially serve our area and would help the county move forward?**

- More nursing. Demand is greater than supply.
- Continued interest in correctional and law enforcement training.
- Occupational Therapy program (COTA – Certified Occupational Therapy)
- ALL medical related fields
- Updated manufacturing technology such as LEAN, SIX – SIGMA, etc.

*Note:*

*In addition to discussing the questions posed by the facilitator, this group also indicated their priority order of the discussion items. This prioritization is shown in the duplicate record, below.*

*The following notations were used to show this prioritization:*

*p = things of PRIMARY importance, that might be considered long term (might take 3-5 years to accomplish, or more!) priorities*

*s = things of SHORT TERM importance, that might be accomplished within 1 year*

*The number before the letter indicates how many group members indicated that item's importance. For example, "3s" means that it was considered of short term (1 year) importance by 3 group members.*

**Starter Question: What do you value about MTCC?**

There was no discussion of this question.

**1. What is the most pressing issue that McDowell Technical Community College (MTCC) faces right now?**

- Need competitive salaries for qualified instructors. 3p, 3s
- Need funding for industry programs. 3p, 1s
- Need funding for expansion of buildings.
- Need funding for expansion of programs.
- Funding – qualified resources to stay ahead. 3p, 2s
- Space. 1p

**2. If you could change one thing about MTCC, what would it be?**

- Think outside the box. 2s
- Define a 3-5 year plan that is manageable.
- Recognize that in five years or strategy will probably need to change. 2p
- The college needs to keep communication going with those who provide jobs.
- Do a better job to teach liberal arts skills of reading, math, and problem solving. Employers say they can teach the specific skills required for the job if the graduate has these skills. 1p 3s
- Lawmakers should focus more on the western part of the state and not think the state ends at Gastonia.
- Foster a culture of working on "the right things."
- Change the location of the college. 4p, 3s
- College needs more space!
- College needs a wider variety of programs. 2p, 3s

- College needs to change curricula to meet changing needs.
- College needs 400 to 500 acre campus.
- State needs to pay teaching staff at least on par with public schools. 3s
- College needs adequate state and county funding. 2p, 4s
- Get people in the community to know that education comes first.
- Address the needs of older people to learn new technologies. 1s
- Think and spend “smart.”
- Expand programs
- Teach updated manufacturing technology programs. 4p, 1s
- Expand distance learning capabilities. 1p, 1s
- We (college people? Board?) need to visit other community colleges to learn “best practices.” 3p, 4s
- Expand the college. Leave the current campus as it is and let it become a satellite site to the new main campus. 1p

**3. How well does MTCC prepare students to enter the workforce?**

*There was no discussion of this question.*

**4. How well does MTCC prepare students for transfer to other colleges and universities?**

*There was no discussion of this question.*

**5. What trends / developments will likely impact MTCC over the next five years?**

- Increased concerns with safety.
- Global business development 1s
- Increased demand for health-related jobs to serve the retiring / aged population. 2p, 2s
- E-business
- Slowed economy.

**6. What future demands will be made of our workforce that will involve MTCC in preparation?**

- Keeping up with new types of jobs. 2p, 1s
- Providing technology training to keep pace with developments. 4p, 1s
- Being flexible and being able to change rapidly. 1p, 2s
- Retraining – some jobs are becoming obsolete and we need to train for others.
- Flexibility 1p, 2s
- Technical jobs are requiring advanced math and English skills. 1p, 2s
- Computer skills programming. 2s
- Social skills for societal problems. 2s

**7. What other developing needs do you (your organization) have that you look to MTCC for assistance?**

*There was no discussion of this question.*

**8. You received copies of MTCC’s Vision Statement and MTCC’s Institutional Mission and Goals. What is your reaction to those documents?**

- It is good to have a common thread; focus.
- It tells what we’re already doing well – vision statement shows nothing new.
- Vision statement is outgrowth of SACS visit.
- Vision statement is not a lot different from what we are doing.
- Vision statement is too long. Who can remember it? It is not energizing so it doesn’t mean anything.
- Vision statement should fit on one card.

**9. How are you informed about what is happening at MTCC?**

*There was no discussion of this question.*

**10. What would improve communication between you (your organization) and MTCC?**

*There was no discussion of this question.*

**11. What other issues / concerns would you like MTCC to consider as we plan for the future?**

- *Added distance learning opportunities. 1s*
- *Additional space!!! 8p, 2s*
- *Liberal arts to teach them how to THINK. 1p, 2s*
- *Determining employment 1p, 1s*
- *Needs for the future 2s*
- *Medical billing in hospitals, nursing facilities, and doctors' offices. 1p 2s*

*Technology Questions.*

**1. What technologies should MTCC be investigating in preparation for the future?**

*There was no discussion of this question.*

**2. What would be the most beneficial application of these technologies within the mission of the college?**

*There was no discussion of this question.*

**Other:**

**What curricula and/or training should MTCC offer that would especially serve our area and would help the county move forward?**

- *More nursing. Demand is greater than supply. 4p, 1s*
- *Continued interest in correctional and law enforcement training.*
- *Occupational Therapy program (COTA – Certified Occupational Therapy)*
- *ALL medical related fields 5p, 2s*
- *Updated manufacturing technology such as LEAN, SIX – SIGMA, etc. 2p, 7s*

## **Tech Prep (public schools and MTCC admin)**

Jim Robinson, Moderator

Barbara Morgan, Facilitator

Invited: 11, attended 10

Harvest restaurant, upstairs room

Friday, November 9, 2001, 9:30-10:30 for focus group, followed by 10:30-12:30 for Tech Prep business

Participants: Dr. Sherron Crawford, Dean Buff, Gary Laney, Debbie Ledford, Nancy Guthrie, Larry Ramsey, Doug Gouge, Dr. Virginia Mitchell, Bryan Wilson, and Perry McKinney.

### Focus Group Questions

#### **Starter Question: What do you value about MTCC?**

- Easy access
- Open to everyone
- College Transfer program and the money savings of having students do the first two years of a four year degree here.
- Collaboration between public schools and college
- Options available for each child
- Vocational programs offer training that helps recruit businesses
- Role of college in meeting specific industry needs
- Individual attention to students, personal and caring climate, comfortable. Students speak of MTCC in loving terms.
- Builds self confidence
- Good at providing the financial means to attend
- Commendations from SACS (Southern Association of Colleges and Schools, our accrediting body)
- Helps students rise to their potential
- College may be helping minimize the negative effect of the current economy.
- Good community involvement, such as United Way and Fire and Rescue College
- Work with ESL (English as a Second Language) is good

#### **1. What is the most pressing issue that McDowell Technical Community College (MTCC) faces right now?**

- Financial needs!
- Space needs!
- Be able to visualize the needs of the future
- Be able to change quickly to meet future needs of the area
- Expand RN nursing program to be offered fully by MTCC. Bryan Wilson explained that the program is in the process of increasing the available number of slots to increase student numbers.

#### **2. If you could change one thing about MTCC, what would it be?**

There was no discussion of this question.

#### **3. How well does MTCC prepare students to enter the workforce?**

- We don't have enough information to really answer this question.
- Career Center (Student Enrichment Center) and JobLink are very helpful with things like resumes, interest inventories, and giving special attention.
- Technical skills are taught at a high level for curricula such as Heating and A/C, Machining, etc.
- Number of students who go on to a four-year college is good.

#### **4. How well does MTCC prepare students for transfer to other colleges and universities?**

There was no discussion of this question.

**5. What trends / developments will likely impact MTCC over the next five years?**

There was no discussion of this question.

**6. What future demands will be made of our workforce that will involve MTCC in preparation?**

- Any service industry will do well
- Meet needs of future industry and business.
- Be ready to retrain workers where needed.
- Technology training should increase to replace jobs lost in manual labor. Jobs are being consolidated into a single employee who supervises several computerized lines.
- Students in county must have a higher educational level.
- We lose good students to higher paying companies outside of the county.
- We are affected by economic slowdown resulting from September 11 disaster.
- County businesses must be financially strong
- Some parents are not supportive of the need for a high school diploma and this mindset discourages industry.
- Poor work ethic.

**7. What other developing needs do you (your organization) have that you look to MTCC for assistance?**

There was no discussion of this question.

**8. You received copies of MTCC's Vision Statement and MTCC's Institutional Mission and Goals. What is your reaction to those documents?**

There was no discussion of this question.

**9. How are you informed about what is happening at MTCC?**

There was no discussion of this question.

**10. What would improve communication between you (your organization) and MTCC?**

There was no discussion of this question.

**11. What other issues / concerns would you like MTCC to consider as we plan for the future?**

- Look at ways of preparing future teachers (not just teacher assistants). This will challenge the college to provide space and teaching staff to provide a 2 + 2 program for teacher education. Note: 2 + 2 means that students get the first two years at a community college and the last two years of a four year degree at a four year college, sometimes with classes being held at the community college.
- There is an excess of teacher assistants
- Ensure that courses are able to transfer to four year colleges
- Expand courses are able to transfer to four year colleges
- Make public more aware that courses can transfer to four year colleges
- Make public more aware of transfer of courses related to Teacher Assistant program.
- Work on providing 2 + 2 programs also in Special Education and Middle School Education. Note: 2 + 2 means that students get the first two years at a community college and the last two years of a four year degree at a four year college, sometimes with classes being held at the community college.
- Encourage Western Carolina University to send student teachers to McDowell County Schools
- Put more information in prominent places in the *MTCC Schedule of Classes* telling about program offerings like coordination with WCU, Gardner Webb, 2 + 2 programs, etc.
- Work on literacy!
- New high school graduation requirements will result in students coming from high school being more focused on college goals. MTCC needs to be prepared to receive these students and recognize difference from previous graduates.
- Expand ESL (English as a Second Language) program
- Public schools will provide some resources for EFL (English as a Foreign Language)

- Literacy: Public school system is working to elevate expectations of students, beginning with sixth graders. Every sixth grader should visit the college for a well-planned time of fun, interesting learning experiences.
- Find ways to reach parents of those sixth graders that recognizes problems they feel of being intimidated. Day and evening “sessions” need to be offered.
- Recognize that recruitment activities just at a table doesn’t get a lot of business. Try one minute ads on the in-house TV system to air on Monday through Thursday. Then on that Friday, bring students from MTCC to high school commons area to meet with current students and talk about MTCC.
- High school is very satisfied with cooperation with Cathy True’s work with placement testing.
- ASSET testing – continue to look into situation.
- High school is going to be doing ASSET practice on computers at high school to promote review and practice. It is hoped that this will increase interest in making good scores.
- High school appreciates cooperation on placement testing of their students.

Technology Questions.

**1. What technologies should MTCC be investigating in preparation for the future?**

There was no discussion of this question.

**2. What would be the most beneficial application of these technologies within the mission of the college?**

There was no discussion of this question.

**Other:**

**What curricula and/or training should MTCC offer that would especially serve our area and would help the county move forward?**

There was no discussion of this question.

## Community / Civic / Government

Dean Kanipe, Moderator

Michael McIntosh, Facilitator

Invited: 24, attended 12

Bruce's Fabulous Foods

Wednesday, November 14, 2001 7:00-8:30 am

Participants: Rhonda McFadden, Dr. Robert Boggs, Louis Wall (input by letter), Connie Curtis, A. Everett Clark, Rita Wooten, Rod Birdsong, Melissa Cooper, John Thompson, Bob Boyette, Bob Brackett, and Larry Ford (Charles Taylor's Rutherford County representative).

### Focus Group Questions

#### **Starter Question: What do you value about MTCC?**

- Students are given a chance out of high school to see what college and college life is all about.
- It is an industry...providing a service, education, to the county.
- Community involvement.
- Just that MTCC is *here*.
- The staff that is involved in community activities.
- The partnership w/JobLink.
- Resource for technology
- Diversity of classes/services.

#### **1. What is the most pressing issue that McDowell Technical Community College (MTCC) faces right now?**

- Physical facilities to handle increased enrollment
- Competent instructors ... to handle increased enrollment.
- Funds to handle increased enrollment

#### **2. If you could change one thing about MTCC, what would it be?**

- Large Private Endowments to sustain momentum toward fulfilling mission and to fund capital expansion.
- Come into the community and stay. Give a program a time to start before you walk out. (Need to build confidence in communities concerning MTCC)
- Meet the needs of the small communities. Find out what they need and address the issues they have.
- Increase the awareness of younger children toward MTCC.

#### **3. How well does MTCC prepare students to enter the workforce?**

- Doing well
- Ranks high
- Excellent
- Competes well w/other CC's and institutions
- Students do well compared w/other institutions.
- Good training of local workforce, but could look into work ethics.
- Keep doing the good job we're doing w/the students we have
- Concerning senior citizens...more and more are staying in the workforce and it would be could if we offered computer literacy only senior citizens. To help ensure they will not be intimidated.

#### **4. How well does MTCC prepare students for transfer to other colleges and universities?**

- Unknown

**5. What trends / developments will likely impact MTCC over the next five years?**

- Unemployment
- Economy
- Increased enrollment. More people wanting and needing training/retraining services...this leads to a critical issue of facility space.

**6. What future demands will be made of our workforce that will involve MTCC in preparation?**

- Technology
- Skilled trades: plumbing, etc.
- Retraining
- Offer services to the older population...bring the services into the different communities of the county.
- MTCC needs to be ready to meet the changing needs of the economy and community. Anticipate the changes.
- Medical/Allied Health demands
- Service based economy
- Basic Skills: Reading, math, writing, science, etc.
- Literacy
- Incorporate the services offered at JobLink into the different programs of the college.
- We have to be a partner in Economic Development, and we have to meet the educational component of Economic Development.
- Introduce technology to the younger children, either here on campus or out in the different communities.
- Be prepared...meet the influx of transfer students with adequate facilities and instructors.
- Training unemployed/underemployed workers.

**7. What other developing needs do you (your organization) have that you look to MTCC for assistance?**

- Volunteers. We need staff and faculty to volunteer with the different agencies in the county and we also need assistance in the recruitment of volunteers.
- Be ready for change...flexibility
- Support existing business/industries.
- Assistance with consumer spending. Educating the public with the benefits of shopping in the county...tax base.
- Hands-on-computer training...bring this out into the county.
- Assist in the education of Education
- Computer Literacy
- Internships...cooperation with local business/industries.
- Childcare needs...train workers, assistance with the childcare centers ensuring that they all become 5 Star programs.
- Incorporating work ethic into programs
- Continue Small Business efforts/Incorporate NC Coop into this.
- County Pride. Changing peoples' negative attitude.

**8. You received copies of MTCC's Vision Statement and MTCC's Institutional Mission and Goals. What is your reaction to those documents?**

- There was no discussion of this question.

**9. How are you informed about what is happening at MTCC?**

- Personal/Professional contact w/staff of MTCC.
- Tabloid publications
- News and articles in the newspapers.

**10. What would improve communication between you (your organization) and MTCC?**

- Newsletter
- Continue regular commitment of staff time to key community areas...Arts, Business/Community Development, Economic Development
- A contact person.

**11. What other issues / concerns would you like MTCC to consider as we plan for the future?**

- With the assistance of local funds, have a program where every citizen (High School/GED grad.) of McDowell Co. would be given an opportunity to attend MTCC for two years. No expenses for individual or family.
- Program to educate parents.
- Have more participation in the county...exposure, assistance w/other groups.
- Advance in the technical area of small business. We are falling behind in industry.

Technology Questions.

**1. What technologies should MTCC be investigating in preparation for the future?**

- In answering this question, need to determine industries most likely to locate here.

**2. What would be the most beneficial application of these technologies within the mission of the college?**

- Up-to-Date and continuous training.

**Other:**

**What curricula and/or training should MTCC offer that would especially serve our area and would help the county move forward?**

- There was no discussion of this question.