**Board of Regents Responses**

**Strategic Plan Survey**

January 12, 2010

**(Total Respondents: 5)**

**VALUES** 1. Name up to 5 values that immediately come to mind when you consider what AC should hold most dear. (AC’s current core values are Quality, Integrity and Trust, Learning, Respect, Accessibility and Opportunity, and Creativity and Innovation.)

* **Opportunity, Inclusiveness, Equitable, Affordability (4)**
* **Excellence (2), Quality (2)**
* **Innovation (2)**
* **Integrity**
* **Respect**
* **Trust**
* **Teamwork**
* **Consistency**
* **Learning**
* **Accountability**

**VISION** 3. In five years, how should AC be different than it is now?

* **More diverse in student population, leadership, faculty**
* **Continue to meet the educational and occupational needs of business, industry and the community**
* **Focus on accelerating programs that are successful**
* **Providing a much wider variety of courses, including emerging technologies to satisfy student expectation.**
* **Construction of campus projects complete**

**VISION** 4. In ten years, how should AC be different than it is now?

* **More diversity on campus at all levels, including administration.**
* **Additional physical space to handle increased enrollment.**
* **Seamless transition from high school to college**
* **Our curriculum may include things we don't even know about**
* **More graduates in health care professions due to expansion of facilities.**
* **If not already there, be among the top ten in the nation.**

**MISSION** 5. What makes AC unique?

* **I'm not sure `unique` is the right word, but AC does things better than many community colleges. It has excellent faculty and programs, especially workforce development and developmental level courses.**
* **Dedicated leadership and faculty and community support.**
* **Having somewhat of a family atmosphere.**
* **Location**
* **Affordability**
* **Ability to address current needs**
* **Willingness to respond to community needs, especially work force training.**
* **Dedicated faculty and staff**

**CORE PURPOSE**

2 If AC did not exist, how would Amarillo be different?

* **Fewer affordable educational opportunities = lower college graduate demographic**
* **Could not attract business & industry (e.g. Bell Helicopter)**
* **Health care could not staff RNs, therapists, etc.**
* **There would be more difficulty in readily finding qualified people to do quality jobs or fill quality jobs.**
* **Unemployment would be adversely affected.**
* **There would be large gaps in access to education, certificate programs, job training and workforce development.**
* **Quality of life would be diminished if AC was not there in partnership with the Arts and Cultural entities.**

**GOALS (FINANCIAL)**

6. What financial expectations does AC’s Board of Regents have for the next five years?

* **Keep tuition and fees down to make college accessible to wide demographic expand programs to maximize use of new buildings**
* **Keep tuition affordable**
* **Increased tuition and fees**
* **Remain financially strong**
* **That funds continue to be budgeted and disseminated wisely as I think is the case today.**
* **Less money from state, but more from federal government**
* **Follow Strategic Plan.**

**GOALS (REQUIREMENTS)**

7. How should AC’s quality be measured?

* **Completion rate should not be the only factor.**
* **By graduation rates - tracking AC graduates.**
* **Look at success of transfer students, job placement for students not continuing at 4 year university, feedback from students, faculty and community.**
* **Job retention for certificate programs**
* **Don't know. I wish there was a standardized test. In the nursing school, passing the board exam is a great measure of the quality of that program.**
* **Pretty much on the current core values.**

**GOALS (TECHNOLOLGY)**

8. What emerging technologies will be required of AC within the next five years to satisfy student expectations?

* **We need to catch up with existing technologies.**
* **Every student and employee should have immediate internet access when they walk onto campus.**
* **More internet based curriculum**
* **Interactive teaching at all levels**
* **Our website needs some work to make it easier to navigate. Categories are sorted with some randomness and it's hard to find things online. Not sure how the students navigate to complete registration and pay, but maybe it's easier for them.**  **Improve technology deliveries for students and faculty especially online functionality.**
* **Computerized manufacturing. Computerized everything.**
* **Readiness to respond to marketplace innovations**
* **I don’t know what they would be, but keeping up as we are currently doing will be plenty sufficient.**

**GOALS (INTERNAL CONDITIONS)**

9. If AC had unlimited resources, what would you recommend AC do right now?

* + - **Build parking garage on WSC so students quit complaining about parking.**
    - **Provide transportation to ease parking**
    - **Update all our buildings/campuses**
    - **Make East Campus more inviting/construct state of the art buildings for core programs**
    - **Preliminary plans for a first class athletic program including athletic dorms.**
    - **Enlarge health sciences students (take more students)**
    - **Pay faculty more.**

**GOALS (INTERNAL CONDITIONS – CAPABLE OF ACHIEVING VISION)**

10. If AC had unlimited resources, what would you recommend AC do within the next five years?

* + - **Maintain excellent facilities and campus.**
    - **Ensure that all departments have the facilities they need to be most successful.**
    - **Extend physical campuses to underserved areas**
    - **Develop University Center to offer full degree programs as joint effort with 4 year institutions.**
    - **Provide transportation Make web access available to all students**

**GOALS (EXTERNAL CONDITIONS – ECONOMIC)**

11. How must AC change based on projected economic trends during the next five years?

* + - **Get rid of `that's the way we have always done it`**
    - **Create environment that is non-territorial**
    - **Expand services to lower economic population.**
    - **Become familiar with the projected economic trend and plan accordingly.**
    - **Be flexible to market demands.**
    - **Keep tuition as low as possible.**
    - **Raise more money through donations.**
    - **More hands on instruction to fill the needs of students who are `techies`**
    - **Let Faculty be creative, assuring that students are learning real life skills**
    - **Must have more diversity in leadership and faculty to better reflect the population of our student body.**
    - **Expand honors program and actively recruit high achievers from high school.**

**GOALS (UNMET NEEDS) & (MARKETPLACE)**

12. Where are AC’s unmet needs?

* + - **We won't be able to meet everyone's needs, but need to focus on what we do well, once we identify the needs**
    - **Ensure that all departments have the facilities they need to be most successful.**
    - **Probably need to provide more remedial programs to prepare students for AC.**
    - **Preliminary plans for a first class athletic program including athletic dorms.**
    - **Won’t know until we do strategic plan**
    - **I don't understand this question.**

**GOALS (UNMET NEEDS) & (MARKETPLACE)**

13. What are AC’s growth areas in our market?

* **Attract more students who intend to go onto 4 yr. universities.**
* **4 year degree programs for students. How do we accomplish that in conjunction with 4 year universities? Partner with Texas Tech, WTAMU, some schools in OK and NM?**
* **Health sciences**
* **Hispanic students**
* **Refugee population**
* **2nd generation children**
* **Low and moderate income communities**
* **In our market? The JUCO market? the AC market? Not sure I understand the question**

**GOALS (STAKEHOLDER EXPECTATIONS)**

14. What the expectations of AC from the AC Board of Regents?

* **Have a visionary plan and be ahead of the curve.**
* **That we all have a vision of what is important-with the changes over the last year, we do not have the road map yet. WE are at the end of the strategic plan. Our expectations will be based on what the new administration brings to the board. Clear and concise goals will need to be addressed, including communication on board and administration roles.**
* **Don't wait and react but be aggressive about new ideas.**
* **Take a creative and challenging approach to new programs.**
* **Improve Quality.**
* **Keep standards high**
* **Have the best faculty.**
* **AC is made up of a staff of outstanding people who do a very good job running the college and providing for student needs with the resources available. I would expect that to continue.**
* **Stay financially strong.**
* **Maintain facilities and campus.**