

Vision 2012 Summary

During May 2007, employees and college board members attended a SWOT session to review and comment on the Vision 2012 paper developed by Dr. Bordner. This paper was segmented into the following six areas: demographics; program mix; e-learning; facilities; equipment; and finances. Participants were grouped into parties of 4-6 and asked to comment on the following:

- ◀ S = Strengths: What seems likely, from your point of view, to be true in the *Vision* paper?
- ◀ W = Weaknesses: What do you think has been left out? What do you think is likely not to occur? What percentages, throughout the paper, would you suggest to be something different?
- ◀ Opportunities: What opportunities have been missed and are not included in the *Vision* paper?
- ◀ T = Threats: What threats are not accounted for in the *Vision* paper?

Demographics

High School Population

- Increase in students due to CORE (S)
- Increase due to STEM scholarship funding (S) – some question timing (it may take longer to see large increases) (W) – also pointed out that there are more jobs available in service areas than science and math (W)
- Additional PSEO students due to ability to receive college credit and may attend classes either on-campus and off-campus or both (S) – also considered was the question of state funding and how it may affect the number of PSEO students and credits taken (T)
- Tech Prep students currently funded 50% by Vanguard Sentinel School District – questioned future changes with funding (W)
- Need to address the growth of students coming from the high school career-technical programs (W)
- Increase due to ease in transfer (S) – also due to starting here to save costs (tuition, fuel, living) – versus question on decreased transfer student enrollment (W)
- Question how many will come to Terra to take their bachelors (W), although others concluded that it would be a strength and an increase in students on campus(S)
- Establish additional baccalaureate degree completion programs, expanding programs and partners. (O)
- 1st generation students of color may not be growing due to economics, need increased targeted marketing and a plan developed to accomplish this. (W, O)
- Improve efforts to prepare citizenry to attend college and continue their learning. Help each individual reach personal next level. (O)
- Workforce will understand that they need to have a minimum of an associate's degree (S)
- Set specific objectives for increasing enrollment, i.e. increase ethnic minority enrollment by 5% (W)
- Capitalize on fact that Terra's labs are more hands-on as opposed to UT and BGSU (O)

Adult Population

- Governor's support for higher education (S) – will funding follow the support (will education be used to balance the budget)? (W)
- Returning veterans from IRAQ needing further education with their GI Bill – may want to utilize weekend college classes (O)
- Growth in workforce training (S) – especially in future high-skilled jobs (such as at Davis-Besse) (O)
- Economic picture may become worse and affect enrollment growth in both credit and non-credit – not sure of 20% growth in this area (T)
- Review facility usage and consider utilizing resources on weekends, when space is available and potential students have time (O)
- Noted that the percentage of older adults continue to increase: in 2005, 23.3.% of Ohioans 25 years or older have a bachelors degree compared to the national average of 27.2% (W)
- Question concerning 3000 student headcount considering service area has steady or declining population and that we are getting our share of the market (W)

Program Mix

Engineering and Industrial Technologies

- Stable growth in HVAC (S)
- Need to combine technologies to promote new students/businesses – current focus is too narrow (O)
- Retirements in skilled trade areas will be on the rise – possible labor shortage (O)
- Nuclear power technology/partnership with FirstEnergy Nuclear Operating Co. (FENOC) (O)
- Partnerships for bachelor's completion degrees with Miami University (Electro-Mechanical degree) and BGSU (Degree in Technology)
- State of Ohio indications to fold adult education at career centers into community colleges. Possibility to share equipment with career centers. (O)
- Outsourcing of jobs including high tech jobs (T)
- Advanced laboratory technology at career centers, e.g. EHOVE auto tech program, is superior to older college technology (T)
- Consider how to "glamour up" technology areas (O)
- Consider developing a plumbing course of study, possibly blended with HVAC certificate (O)

Other Technologies (Law Enforcement, Early Childhood Education, Social Work, Business Technologies, etc.)

- Restructuring of OAD program to meet the new demands of area employers (O)
- Terra should be looking at alternative energy technology, renewable technologies & programs (nuclear, bio-mass, clean burning technologies, solar-photo electric, and geo-thermal new technologies) (O)
- Explore academic programs related to alternative energy solutions and green industries (O)
- More advertising for students to begin a career in security/intelligence then move from associate to bachelor programs with articulation (O)

Information Technologies

- Continued growth (S)
- Two new IT programs (S)
- Need to monitor IT jobs in health field (O)
- Additional monitoring needed for lifelong learning needs in IT field (O)
- Outsourcing of jobs including high tech jobs (T)

Health

- Additional health-related programs (S)
- Multiple-entry points for allied health (S)
- Cost of Health programs versus number of student headcount that would be added (W)
- Need to consider more summer or fast-track for medical, as opposed to certificates (W, O)
- Need feeder program for nursing students that do not graduate (O)

Arts and Sciences

- Music growth (S)
- Need to utilize data and facts in marketing transfer classes/credits (O)
- Need for international communication skills and classes helping students understand other cultures (W)

Developmental Education

- Growth in number of students, both for adults and high school students (S)
- Need to evaluate keyboarding and technical competence of students similar to math and English testing. Develop these skills in deficient students (O)

Non-Credit Work

- Need to involve local industry in non-credit workforce needs (O)

E-Learning

- Growth in number of students using e-learning (S) – question on number of students – 45% may be more typical of a distance percentage (W)
- Compatibility of online software (O)
- Growth in number of online degree classes and programs (CAD certificate?) (S,O)
- On-line competition (T)
- Need to create variety of learning opportunities for students of diverse backgrounds and with diverse schedules (O)
- Need to employ a person in charge of online learning (educational technologist). This person will assist faculty with how to teach online, implementing teaching/learning methodologies into online learning in a consistent manner. (W)
- Striving to keep up with technologic advances, i.e. podcasting (S)
- Offering all English classes in computer lab (S)
- Need to identify percent of lectures offered in a distance format (W)

Facilities

- Many questioned usefulness of student-centered area in terms – will not help in increasing enrollment and much cost involved (W)
- Question on comprehensive resource center since numbers for Math Lab and Writing Center have decreased while online tutoring (Smart Thinking.com) has increased
- Include student services all in one building (admissions, financial aid, registration, bookstore, etc.) (W)
- Review facility usage and consider utilizing resources on weekends, when space is available and potential students have time (O)
- Utilize the Early Learning Center more for non-traditional male and female students on the evenings and weekends (O)
- Addition of performing arts center (S)
- Smart classrooms (S) – question if only five needed (W)
- Wireless campus (S)
- Need seen for large classrooms (W)
- Library – is there a plan to continue to add to its collections and services (W)
- Cost of 400 seat auditorium may not be justified when considering service district participation for Music and Theatre programs (W) – also increase in STEM classes will cause decrease in opportunities to take arts (W)
- As opposed to a performing arts center, see need for multi-purpose auditorium/convention/ banquet facility (W, O)
- Cluster offices around technologies and/or services provided (S)

Equipment

- Need to look to see what we can do with industry in terms of sharing equipment (O)

Finances

- Is there a plan to obtain a Title III grant considering past efforts? (W)
- Is there a plan in case the Foundation doesn't get needed funds? (W)

Other

- Personnel – need professional development plan for college personnel and stakeholders and succession planning guidelines for impending retirements (O)
- Personnel – need to consider how tuition reimbursement adds to credentials of faculty and staff (O)
- Relationship Building – need plan to focus on building relationships with employers, employees, schools, community service partners, social service agencies, alumni, public, etc. (O)
- Student Development – need to focus on student development and talent development (O)
- Student Advising – need to focus on transfer student advising (O)
- Student Advising – need to inform students concerning job market expectations and the need to consider relocation for future jobs (O)
- Student Advising – by faculty as a recruitment/retention tool (O)
- Competition – Higher education competitors in area, especially Owens in Findlay (T)

- Personnel – consider additional fulltime faculty to maintain consistency, be competitive with the market, and to assist in college activities (W)
- Marketing benefits of college – safe, beautiful campus, great parking, hands-on faculty, small classes (W)
- Student rental of laptops (O)