

Strategic Planning Workshop Survey

Below are some notes about the survey:

- Please kindly prepare (at least one) person from each college who is able to summarize their President's and BOD's answers to these survey questions at our strategic planning meeting (no need to submit in advance).
 - o It doesn't matter to me how each school collects the survey results. It can have each BOD member and president submit their surveys for one person to summarize at our workshop. It can have a group discussion after which one person summarizes the comments and presents at our workshop, and everything in between.
 - o The most important thing for me is that each school's board members and president are well represented.
- Please kindly have (at least) one person bring your college's strategic plan to our workshop and be able to speak to it. Whatever we come up with should not conflict with any of your strategic plans.
- For any survey questions concerning new projects or budget increases, please assume that any new project or budget increase would be properly researched and justified, backed by data, and approved by the BOD and presidents in advance.
- I am not a statistician, nor am I an expert survey writer. Implicit biases likely exist in this survey, and I definitely don't know the statistical margin of error, so I kindly ask the brainiacs on our team to relax and not focus on the survey itself, but rather the (imperfect, but better than nothing) information we gain from it.
- Please know that these survey questions are not necessarily a reflection of my observations, or indicative of my opinions. I simply want to gain a better feel for where our team stands on a multitude of issues.
- Please be HONEST. None of your answers will hurt my (or anyone else's) feelings! We need to understand our current state as it is today. If we don't properly understand our current state, we can't create an effective future state and action plan!
- I know this is a relatively long survey, but please bear with me! I need a better picture of your opinions on these topics. Thank you for your patience!!

1) **SWOT Analysis of the NCCA and its member schools, collectively.**

If you need any guidance on how to do a SWOT analysis, please see the following website as an example: https://www.mindtools.com/pages/article/newTMC_05.htm

Internal (<i>within our control</i>)	Strengths What are the NCCA and its member colleges (combined) good at?	Weaknesses What are NCCA and its member colleges (combined) not good at? Where can we improve? What are we lacking?
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External (<i>Outside of our control</i>)	Opportunities Where do we see big (and small) possibilities for the NCCA and its member colleges, collectively? What do we see happening in the future?	Threats What do we see on the horizon as being potentially harmful to NCCA and its member colleges, collectively? What do we see as a threat? What obstacles do we anticipate? What is changing that could hurt us?
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2) What do you think the mission of the NCCA should be?

3) Please list (at least) one thing that the NCCA and its member colleges, collectively, do well.

- 4) Please list (at least) one thing that the NCCA and its member colleges, collectively, need to improve upon. Please explain.
- 5) Does the NCCA and its member schools, collectively, have a “brand”? If so, what is it / please describe.
- 6) How often have you visited the NCCA website? (circle one)
 - a. Weekly
 - b. Monthly
 - c. Quarterly
 - d. Yearly
 - e. Maybe once or twice
 - f. I have never visited the website
- 7) How do you think the NCCA website compares to websites for similar organizations?
 - a. Significantly worse
 - b. Slightly worse
 - c. About the same
 - d. Slightly better
 - e. Significantly worse
- 8) How do you think the NCCA website is received by the business community and companies considering investing in / moving to Nebraska?
 - a. Significantly worse
 - b. Slightly worse
 - c. About the same
 - d. Slightly better
 - e. Significantly worse
- 9) How do you believe NCCA member schools, collectively, are perceived in the NE business community?
- 10) How well do you believe the business community and NCCA member colleges work together? What, if anything, could be improved?
- 11) Do you feel that the business community adequately supports NCCA member colleges (non-financially)? If not, what could be improved?
- 12) Do you feel that the business community adequately supports NCCA member colleges financially?
- 13) Do you believe NCCA member colleges are meeting local companies’ current and future needs in terms of curriculum, training, and programs offered?

- 14) Do you believe NCCA member colleges are responding to their local businesses' needs in the timeframe the businesses require?
- 15) How closely do the community colleges and local companies, economic developers, etc., work together to establish trainings, programs, curriculum, etc., to meet the market's current and future needs?
- 16) How do you believe NCCA member colleges, collectively, are perceived in the NE higher education community?
- 17) How well do NCCA member colleges, collectively, work together with the U of N and state college systems? (including, but not limited to, academic transfer)
- 18) How do you believe NCCA member colleges, collectively, are perceived in the NE government / political community?
- 19) In your opinion, what is the most important / critical issue facing the NCCA and its member colleges collectively:
- In the next year?
 - In the next 5 years?
 - In the next 10 years?
- 20) If we want to accomplish just three strategic initiatives in the next 12-18 months, what would they be?
- a. 1)
 - b. 2)
 - c. 3)
- 21) What should be our top three legislative priorities between now and the end of the 2023 legislative session?
- a. 1)
 - b. 2)
 - c. 3)
- 22) My initial impression is that we are often the “underdogs” when it comes to higher education support and funding in NE. Do you agree? Why or why not? If not, why do you believe this is the case?
- 23) Do you think the NCCA is adequately funded and staffed in order to achieve the mission you identified in question #1?
- 24) Do you feel that the current NE community college funding model is the optimal model? (Please explain why or why not.)
- 25) If not, what model do you think could be better?

- 26) If property taxes were no longer available to community colleges, what do you believe would be the best funding model and how would it work?
- 27) If property taxes were no longer available to community colleges, how do you think NCCA member colleges would be best organized and governed? How would the system work?
- 28) What is your tolerance for change, as it pertains to the NCCA as a whole? (Circle one and feel free to explain or add comments)
- a. Prefer no change – maintain status quo
 - b. Open to small, incremental change, and see how it goes from there
 - c. Open to moderate change
 - d. Open to transformational change
- 29) How important do you feel it is for Metro to be a member of the NCCA? (Circle one and feel free to explain or add comments)
- a. Actually, I would rather Metro NOT be included
 - b. It doesn't matter either way – I am indifferent
 - c. It would be nice, but it's not that big of a deal
 - d. Moderately important
 - e. Very important
- 30) What, if any, concessions would you be willing to make to entice Metro to join the NCCA?
- a. None. They can take the NCCA as it is, or leave it
 - b. Minor, insignificant concessions
 - c. Moderate concessions
 - d. Significant concessions
- 31) How well do you think the five NCCA colleges coordinate and work together? (Please circle one, but also explain, or provide examples, if possible).
- a. Not very well
 - b. Ok, but could be better
 - c. Pretty well, but there are opportunities for improvement
 - d. Great
- 32) How well do you think the NCCA and Metro work together? (Please circle one, but also explain, or provide examples, if possible).
- a. Not very well
 - b. Ok, but could be better
 - c. Pretty well, but there are opportunities for improvement
 - d. Great
- 33) What is your opinion on branding / advertising / marketing for the NCCA? (Not individual schools, but NCCA and member colleges, collectively.)

- a. Prefer no change – maintain status quo
 - b. Open to small increase in marketing / advertising
 - c. Open to moderate increase in marketing / advertising
 - d. Open to transformational change / increase in marketing / advertising
- 34) What is your tolerance for increasing the NCCA budget (provided it is justified with data, approved by the BOD and presidents, clearly itemized, etc.)?
- a. Actually, I believe the budget should be decreased
 - b. Prefer no change in budget – maintain status quo
 - c. Open to small, incremental increase in budget
 - d. Open to moderate increase in budget
 - e. Open to large increase in budget
- 35) To your knowledge, what is the current role of the NCCA and its member schools in recruiting new business / economic development to the state?
- 36) If the decision was solely up to you, what would be the NCCA's and its member colleges' role in recruiting new business / economic development to the state? Please explain.
- 37) How can the NCCA and its member schools help to resolve the current lack of labor crisis in Nebraska? (Note: I am referring to the general lack of labor in the state, not the lack of skilled / trained labor)
- 38) Do you believe the individual colleges in the NCCA ever have conflicting priorities?
- 39) If so, by what process do you believe they should be resolved?
- 40) What should the NCCA Executive Director's role be in resolving any disputes or conflicting priorities between colleges? What if the colleges truly can't agree?
- 41) Do you feel that the NCCA member colleges adequately reflect their communities' demographics?
- 42) Do you feel that the NCCA member colleges adequately reflect the demographic of their target and future students?
- 43) Do you feel that the NCCA Board of Directors adequately reflects the demographics of its member schools' target and future students?
- 44) Feel free to include comments on any additional topics that weren't covered.