

**Southwestern Community College**  
**VISION 2017 Strategic Planning Steering Committee**  
**Tuesday, October 18, 2011**

**Members Present:**

Scott Baker	Vance Davidson	Libby Knight	Scott Sutton
Steve Baxley	Rose Garrett	Barb Putman	Julie Voorhees
Tony Belcher	Elizabeth Haynes	Chuck Reece	Phil Weast
Thom Brooks	Sonja Haynes	Ryan Schwiebert	Lambert Wilson
Janet Burnette	Bob Holt	Ryan Sherby	Sharon Grasty, Recorder
Cheryl Contino-Conner	Duane Hooks	Kimi Stevens	

The Vision 2017 Strategic Planning Steering Committee met at 2:00 p.m. on Tuesday, October 18, 2011 in the Bradford Hall Conference Room.

Vice Chairman Bob Holt called the meeting to order at 2:05 p.m. and facilitated introductions.

Tony Belcher made a motion to approve the minutes of the September 20, 2011 meeting. Chuck Reece seconded the motion which carried unanimously.

Dr. Tomas provided a report on the joint community forums held in collaboration with Western Carolina University. Forums have been held in Jackson and Macon counties and a forum is scheduled in Cherokee on October 20. He noted the forums were identical in format but the outcomes were different. The Macon forum gave the two schools a good opportunity to have an exchange of dialog. The Jackson forum received a lot of external input from the community. Comments received at the forum indicated the need for SCC to market itself to inform the community about the college and its offerings.

A list of potential questions to be used in gathering feedback from key constituents was identified at the September meeting. Barb Putman distributed the revised list of survey and focus group questions for the group to review. Ryan Sherby suggested adding a question specific to the business community regarding internship opportunities available for SCC students.

Reports were received from each of the five teams assigned to key constituent groups:

Educational Providers - Scott Baker

The team has been waiting for the finalized questions before proceeding. It plans to meet following the Strategic Planning meeting.

Community Groups - Vance Davidson

The team plans to use a combination of survey and focus group questions. It will address civic organizations such as the local Rotary and Kiwanis clubs and conduct mini focus groups. Vance will ask that the survey be placed on the agenda for the next Regional Library System Board meeting and possibly use the next Smart Board meeting as a focus group opportunity. Surveys will be sent to a representative group of the faith community. The group will also gather information from the scouting

community and senior citizen groups.

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### Major Employers (Healthcare/Others) - Thom Brooks

It is anticipated that over 200 representatives of the business community will attend the college's Advisory Committee event in November. This event will give the college an opportunity to distribute the written survey to the individual advisory groups and follow up with a focus group session during the meeting. If more data is deemed necessary following the Advisory event, the team will do a follow up.

### Government- Ryan Sherby

The team plans to send a questionnaire to elected officials, county managers, and department heads in Jackson, Macon and Swain counties. A suggestion was made that representatives from the college make a yearly report to each county's elected board of commissioners.

### Internal (SCC) - Cheryl Contino-Conner

The team has met and plans to conduct focus groups with faculty and staff. They also will do four focus groups with a representative group of students.

Dr. Tomas noted the deadline for the completion of data gathering would be January 31, 2012.

Following discussion, it was agreed the next meeting of the steering committee would be held on Tuesday, November 29, at 2:00 p.m.

Julie Voorhees made a motion that the meeting be adjourned. Sonja Haynes seconded the motion which carried unanimously.

The meeting was adjourned at 2:40 p.m.