



# Strategic Planning Committee

(Monitoring Report Review Team Planning Meetings)  
Academic Year 2021-2022

**January 12, 2022**

## **Preparation for College Level Studies**

Attending: Chris Bailey, Becky Connolly, Michal Ann Watts, Kristen Finnel, Serena Murray, Steven Boyer, Catie Graham, Terri Skeie, Ariana Muro, Jill Yates, Chris Tower, Sue Orchard, Angel Ruvalcaba, Theresa Stalick, Emily Gardner (Foundation Board), Nolan Wheeler, Kendra Sprague, Angie Rogers (recorder), Wendy Hall (recorder)

What's one thing we do well in terms of Preparation for College Level Studies?

- We have a lot of different opportunities for different students, different tracks, to meet them where they are and help them move toward their goals.
- We have an opportunity to be competency based, which helps students complete their courses in a timely manner.
- Huge shift to being online, and providing the resources (technology, online staffing resources, online forms, etc.) to help our students be successful.
- General flexibility; there's really no reason for someone not to go to school right now. Like what we're doing with the One-Stop as a central place for students who are getting started.
- ABE class that's being offered to help teach students about technology is really helpful for students who need that preparation to get started with college classes.
- Have been doing a lot of work in math recently to help students transition even more than they have; have been working a lot on the STEM pathway. Have also been working on tweaking the non-STEM pathway. This is critical because we have condensed the pre-college pathway, so we need to make sure students are prepared with all the skills they need.
- Innovation and collaboration, particularly in regard to math and English redesign (and helping students get through their courses). Also special programs that focus on case management and wrap-around support, such as I-BEST, CEO and Open Doors (and how they ensure a warm hand-off to college level programs).

- Seeing the math reform of the STEM and non-STEM pathways change over the years, bringing improvements for our students. A willingness to always adapt to the initiatives we have on campus.
- Placement reform - students can now place into the non-STEM math pathway after the second pre-college math module.
- I-BEST is a strength for LCC.
- Open enrollment in Transitional Studies classes is a benefit to students. Students can start when they want with a lot of help and guidance from the college. A really good use of this system is when students happen to come to campus after classes have started and we can get them into classes right away (before their financial aid has come through).
- New COLL 101 (College Success) course is a great way to support students who need help with study skills, computer skills, writing, career exploration, etc. The course is offered either in eight or 10 week segments. It's our "how to college" course. The course continues to evolve each quarter to better meet student needs.
- Collaboration between different departments is something we do better than other colleges in the state (Transitional Studies, math, English).
- Shift in advising to get our students to get their math courses done (in addition to English) earlier is something we do well.
- We received big kudos from the state board this year for our ABE instruction. There is also great collaboration in terms of other departments sending students to I-BEST.
- The college does a good job of identifying the support students need early on and providing them with resources.

What's an opportunity for growth that we can highlight and work on over the next year and beyond?

- Lack of budget has impacted our ability to expand I-BEST programs.
- One of our weaknesses is technology - now that students have two different logins, that has created some confusion. Sometimes our technology is a little too complicated.
- A struggle is always retention, and getting more students into our program (Transitional Studies).
- One thing we could improve on is how we do Global Skills at LCC. With adjuncts and new hires, if we could add it to the hiring process or support it in another way (to get more faculty to integrate it into their curriculum), that would be helpful. Example: how to integrate data analysis into English courses.
- A weakness at our institution and every college in the state is doing a better job of serving our BIPOC (Black and Indigenous People of Color) population, including those whose native language is not English. Also collaborating with businesses to provide needed workforce training in different languages.
- Focus on getting more Transitional Studies enrollment at the beginning of the quarter so students can benefit from the whole term.
- Bring back math boot camps.

- There are additional opportunities for improvement in terms of onboarding, could do some additional collaboration to make things more seamless for students (example, Student Services and Transitional Studies - students can come in either “door”).
- Right now, students have very few choices for math courses (most options are distance education right now). Would like to have more students in synchronous math classes.
- Would like to see us do a better job of supporting our refugee population in terms of support for preparing for college level studies (both ESL and ABE). We have an opportunity to grow this population.
- We could make additional improvements in terms of communication with staff and faculty. Particularly in terms of resources available. Example: when a faculty member says they wish we had a particular resource available, but we already do. Perhaps we can find a better way of sharing information about the resources we do have available for students.
- Technology - we could use some extra support in this area (example: new online admissions application; sometimes students select the wrong one).
- We could definitely have more opportunities for Transitional Studies students to do hands-on things in our professional/technical programs. Hopefully the new VOC building will create additional opportunities to expose Transitional Studies students to their options.
- A lot of pre-college students think they want to be in an online course because it’s more flexible with their schedules, but they are less successful in that environment. Would like more synchronous options for pre-college students. COVID disruptions are also impacting student success. Moving forward, we need to do a better job of addressing student needs such as mental health, self-esteem, self-confidence, etc. In some ways we are setting students up for failure in this environment, and over the next few years we have a lot of work to do to pick up the pieces for our students (particularly those who have not been successful). There are also mental health issues for faculty and staff who have been working with our student population, who have been providing a lot of extra layers of support throughout the pandemic.

#### Other comments?

- We’ve lost a number of students due to the vaccine mandate (in specific fields, such as early childhood education). We don’t know what this is going to look like going forward. Note: the mandate has only affected students with clinical requirements that include vaccine mandates (nursing, medical assisting, early childhood education, education). Perhaps we need to do a better job of advising students who wish not to be vaccinated to make sure they look at options that don’t require vaccines.
- The pandemic has definitely impacted credit accrual at the high school level, which may have some implications for dual enrollment programs. This may open the door for Open Doors and Running Start. We may want to focus on this over the next year.

**January 13, 2022**

## **Academic Transfer**

Attending: Chris Bailey, Dawn Draus, Alex Brehm, Allison McCrady, Kristin Finnel, Sue Orchard, Kendra Sprague, Nolan Wheeler, Jim Stanley, Cathy Backamus (Foundation Board), Mary Hebert, Rob Davis, Stefanie Gilberti, Joanna Mosser, Devin Hendricks, Ian Triana, Karen Joiner, Angie Rogers (recorder), Wendy Hall (recorder)

What's one thing we do well in the area of Academic Transfer?

- Transfer students have a good idea of the number of colleges they could be transferring to, and get the support they need to make a meaningful transfer that they want.
- We offer a plethora of opportunities for our transfer students, including the University Center, our BAS programs, even our pathways for Industrial Trades.
- Our BAS programs have been very successful and is keeping students local at LCC to work toward their bachelor's degree.
- College level English completion in Year 1 - we are above the system average in nearly every quarter even when disaggregated.
- Math and English faculty have been doing so much work and that really shows in the data.
- Our graduation rate is above the stretch goal.
- One of our greatest strengths is the level of digital literacy that our students are obtaining. They are really understanding how to use a lot of different platforms and communicating with instructors through non-face-to-face means. The resources provided for students really helps grow self-confidence.
- Very impressed with the academic transfer rate, the transfer readiness rate, and the variety of colleges that our students transfer to.
- Shout out to the folks working in College Success, COLL 101. Excited to see how well it helps prepare students for success in the future.
- Also want to acknowledge the instructional supports available for students, such as eLearning and tutoring.
- We have good relationships with our transfer institutions, particularly WSU-V.
- Also excited about the new advising model, which should free up more time for faculty to work with students on transfer options.
- There is an upward trend in terms of transferring students to four-year institutions. Trending up is good and beautiful. Like that students are encouraged to transfer and go for their dreams.
- In our advising model, we are focused on advising students for long term success as far as what their goal is, vs. just getting their degree. We can really cater their degree and what they're taking to really help them get to their goal.
- Besides being a well-oiled machine, communication is a strength in terms of phone calls, texting, drop-in hours, One-Stop.
- Impressed by the quality of instruction seen by other faculty. Not just quality, but dedication to helping their students.

- There is a lot of dedication to helping students transfer without spending extra time or money.
- LCC does a tremendous job with advising and mentoring, particularly in terms of helping students understand how the skills that they're learning translate to a longer term pathway.
- We really try to support each and every student in their needs, however unique that may be.
- LCC does well in terms of providing a smooth transfer process for students.

What's one area where there is an opportunity for improvement in regard to Academic Transfer?

- In terms of transitioning from faculty advisor to mentor, always wish more information was available about what will be waiting for students on the other side of the transfer process.
- The real opportunity is to continue to fortify the development of programs that resonate with the Cowlitz (and Wahkiakum) area. Example: our BAS programs.
- Our community is a big opportunity in terms of returning students and getting them going again.
- The ability to track individual students a little more closely, to prevent them from falling through the cracks (such as when they start to fall off their track).
- We need to do a better job of tooting our own horn, such as someone who went from LCC to being a vice president at Canvas. This is a message of positive growth for students.
- There is still some work to do getting our students to and through college level math and English within their first year. Our math and English departments can't do it alone. Need to work on messaging the importance of advising students into math sooner.
- An ongoing opportunity for growth is a greater connection with the community, especially crossing the Cowlitz county line. Especially because we have WSU-V as such a great partner. More help for our students to experience life outside of Cowlitz county would be great.
- Our female students are outperforming our male students across nearly every metric. We need to look at getting the support we need for our male students to help them be more successful.
- Advising redesign is a strength. We have an opportunity to scale up what we're doing to ensure that all of our students receive wrap-around support. Navigate can support more individual student tracking, so we need to make sure the technology is really working for us.
- We need to make sure that we're looking at all courses in our programs to make sure they truly transfer. We are working on this through Guided Pathways in terms of what's in the best interest of our students.
- We need to acknowledge that COVID is affecting nearly everything, particularly in terms of students taking "gap" years and how that affects their overall trajectory.
- Need to streamline the transfer information available online to make it easier for our students.

- We can do a little bit better with consistent messaging. Particularly challenging during COVID. One of the things that comes to mind is waitlists, and students enrolling late in classes. We want to allow them in, but we really do them a disservice when we allow them to start late.
- One of our goals in the past was to expand our eLearning capacity to better serve students. With the pandemic, everybody is doing this. We need to keep an eye on this, because it gives students a bigger opportunity to not select LCC (since they have more choices now) and bring our 'A' game everyday.

What are some of the longer term opportunities and threats in regard to Academic Transfer?

- We are moving from a period of “enrollment management” to a period of “enrollment recovery.” We may need to be more creative with students who have stopped out, to get them back to complete an associate degree with us.
- Should be looking at students whose degrees are either complete (or very close) and reach out to them. When we do reach out, we find that many students successfully transferred so don't necessarily see the value of completing their associate degree. We should work on this. Concept of “reverse transfer.” Need to reduce or eliminate cost and barriers for students to make this easier.
- We have a huge opportunity right now to rebuild our clubs and activities at LCC. The COVID fallout has really decimated our sense of community, which is so much a part of what our transfer students are looking for.
- The more dual credit opportunities we can provide, the more opportunities we will give students to get to completion. Maybe we can use Running Start, CEO and other programs to help students get through.
- Male students are not feeling as empowered as other students and we need to work on engaging them.
- Getting students to college level math is one of our biggest barriers. We see students switching to different degrees because of the math requirements (which isn't good for them in the long run). Really need to pay attention to our messaging (e.g., not tell students to put math off). With the GPA placement, there is a tendency to tell students to put off their math requirements, which is old messaging and doesn't help.

**January 20, 2022**

### **Institutional Excellence and Community Enrichment**

Attending: Chris Bailey, Nolan Wheeler, Terry Smith, Alyssa Milano, Kristen Finnel, Kendra Sprague, Jason Arrowsmith, Marie Boisvert, Brandon Ray, Amy Boultinghouse, Angie Rogers (recorder), Wendy Hall (recorder)

What is something in terms of institutional excellence that we're doing well?

- We do a good job of using the resources we have at hand. For example, we use our computers for a really long time, and after that they go to our IT program for students to use as part of their coursework before we surplus them.
- Really proud of the welding sculptures the welding program has placed around the community. Really showcases the talent and commitment in the program. We are now in the midst of creating a new squirrel bridge in partnership with our sister city, Waco, Japan.
- We hire really well. We don't just fill positions for the sake of filling them, we strive for the best quality in our candidates.
- LCC is flexible and has the ability to pivot as needed to fulfill our mission. Example: the Foundation has been very successful in supporting the changing needs of the college.
- Support from the Foundation to the institution as well as directly to students.
- The college and Foundation have very good relationships in the community. Example: our press coverage is very rarely negative.
- Support from the Foundation for faculty to improve the quality of their courses is exceptional.
- All the activities provided through our performing and visual arts programs are beneficial to the community.
- Valuing feedback internally and seeking input from internal constituents is something we do well; it's something that we can also strive to do better.
- We've handled the struggle of transitioning from Legacy to ctclink really well. We're doing a good job of working together to get through this huge change. We're a whole team, not just a team within departments.
- It's important to note that several of our ctclink subject matter experts are literally the experts in the state, which is impressive for a small college like ours.
- Surviving our first financial audit in the ctclink environment was impressive.
- Our facilities, once they are done, are dynamite (even though in the current environment projects are taking longer).
- Our campus grounds are among the best in the state.
- LCC Athletics are extremely successful both on the field as well as in terms of academics.
- The bookstore and fitness center provide excellent customer service.

What is an opportunity where we could look to improve in terms of institutional excellence?

- We have a lot of older technology/equipment on campus, and some of it should be replaced. Some of the older technology/equipment could be better utilized, if we get a little creative.
- Becoming an instructor at LCC is more than just bringing in your knowledge and expertise from the workplace. There is a lot more to it, and it is not always clear how to access the resources needed to become a successful faculty member.

- We have done a good job of increasing our social media presence to engage with prospective students, and we could do even more there as time allows.
- We could have more professional development opportunities for staff, particularly in regard to onboarding. It might make transitions easier and better if we had more opportunities.
- There are opportunities to explore more in terms of diversity, equity and inclusion (with the monitoring process as well as elsewhere).
- There is a huge amount of opportunity with Continuing Education. We have the potential to be a real educating force in the community as far as continuing education opportunities given that we now have an opportunity to reinvent that area.
- The administration building is a focal point of the campus, and it is really ugly. It looks dirty and needs to be pressure washed. It's going to stand out more and more as we continue to build new buildings.
- We have beautiful facilities now, but we are sometimes our own best kept secret. How do we promote ourselves to get people back into our programs and our buildings?
- We could improve process efficiency between departments (in terms of technology).
- Instead of departments all using different vendors, can we centralize this to save money?
- We should show our appreciation for exempt staff as well as classified staff.
- We could make some improvements in terms of getting students through onboarding into classes.
- We need to provide more support for employees being onboarded in terms of financial planning (dealing with budgets, financial statements, etc.)
- The more we can all learn our new system (ctcLink), the better off we will all be. We just don't have the automated reporting system (for financial information) that we had before. The state board is working on some tools, but the timeline is really long. We just need to keep pushing forward and doing as much of the training as is offered in terms of ctcLink courses in Canvas. Would like to pinpoint better ways for staff to learn our new financial system.
- We've been in a steady enrollment decline since 2011. We just need to continue to strive to be better in terms of customer service. The best way to improve our enrollment situation is to improve customer service. Many students report that they get passed from person to person before they can get help.
- Part of the customer service issue is thinking about our new processes, including those that came in with ctcLink. Need to do more analysis about who's stopping out, where they are stopping out, etc.
- There are opportunities to reinvent ourselves in terms of customer service and the way employees work with the changes that have occurred during the pandemic (beyond the traditional 8-5, in-person scenario). Expectations have changed, and we need to change with them.



## Other opportunities or threats?

- We have an opportunity to really change our equipment mix (which is in need of an upgrade) with the new vocational building.
- Employers are looking for workers and competing in a way that perhaps they haven't before. Can we approach employers and propose partnering with higher education - example, work as Fibre Federal and get a 20% discount at LCC. We would have to work with the state to facilitate this.
- There are lots of cultural opportunities to explore in terms of continuing education, such as learning languages. There is already lots of cultural diversity in the county, and we may be able to do more.
- We are basically under constant attack from hackers, and we need to increase our vigilance. The danger of falling victim to something like ransomware is very real, and could take our network down for a month or more.
- How about "interaction" customer service surveys when students use Zoom or interact with us in other ways?

**January 28, 2022**

## **Student Access, Support and Completion**

Attending: Chris Bailey, Nolan Wheeler, Jennifer Houge, Adam Wolfer, Ale Sanchez, Nichole Seroshek, Donovan Tate, Marisa Geier, Brianna Purdy, Sue Orchard, Byron Ford, Brad Benjamin, Bruce Pollock (Foundation Board), Angie Rogers (recorder), Wendy Hall (recorder)

What's one thing that we do well in terms of Student Access, Support and Completion?

- It is not as easy to get students to the help they need as it once was, due to the pandemic. But it's still one of our strengths, such as the ability to send students to the One-Stop to get their questions answered.
- One of the things LCC has done a good job with is trying to foster growth among the people who get involved on campus. For example, a number of employees are former students. The culture and community we build on campus is a great testament to what we do.
- The cross-collaboration in support of students at LCC is a strength.
- LCC has done a good job in increasing the number and variety of non-academic supports for students.
- LCC does a good job of getting as much funding as possible for students (including a strong support structure for the financial aid appeal process - which helps us retain students).
- LCC is really good at meeting students where they are to create support systems that will help them be successful in college.
- There is always someone to help students along the way, no matter where they are in their life or what needs they have.

- We're really good at helping to remove barriers for students, whether it's academic, financial, or something else to help keep them in school.
- LCC has a very student-centered staff and faculty.
- We are continually trying to improve processes for students.
- Our high school outreach is the best it's been for several decades.
- A strength is the willingness of LCC faculty and staff to meet students in the modality they need. An example is the collaboration in the Wi-Fi Hot Spot, an in-person option put in place for students during the pandemic.
- The fact that we frequently come together in mixed groups to discuss student success is a strength.

What's something we could improve on in terms of Student Access, Support and Completion?

- Customer Service is an area we could improve on. Although partially related to the pandemic, waiting in a Zoom room for 40 minutes to talk to someone is too long.
- We need a deeper dive into our equity work, moving from "the rising tide floats all boats" to a more equity-first approach. We need to empower people with the tools and resources they need to improve our equity outcomes.
- Perhaps this needs to wait until after the pandemic, but it would be nice to see more staff and faculty involvement in student activities such as sporting events and live performing arts performances.
- We need to look at whether there are any program offerings that we're missing that would help us bring in more students, such as more male students (given the enrollment decline with that population).
- We should strive to incorporate more equity into everything we do, so that faculty and staff can feel empowered to take it to the next level for underserved students.
- Continue to seek out alternative funding sources for students, whether it's through the Foundation, state or federal grants. The goal would be to move away from so much student reliance on student loans.
- Would like to see an improvement in the number of students coming directly from high school to LCC. We are implementing a number of things in our outreach area, including new technology tools, that should help with this.
- The pandemic has impacted the connectivity between students and faculty. Now that we're doing more things online, we need to do a better job of facilitating those connections in a different way.
- Too often we are held back by resource limitations, even though we may know what needs to be done and how we want to do it.
- We need to figure out how to serve more students more efficiently, since we're at the lowest enrollment we've been in several decades and will need to serve more students with the same staff support when enrollment rises.
- Acknowledging that we need to continue to increase efficiency with limited resources, we also need to prepare for incoming high school students who are not as well prepared as they've been in the past (due to the pandemic).
- Perhaps we can work as a system to leverage the state board to make improvements to ctcLink in order to better serve our students.

- There may be an opportunity for LCC to assist K-12 with high school completion and preparation for college.
- We should create how-to videos of how to do things in ctclink, for example, a how-to video for managers about how to manage budgets.
- Overall our faculty has been really flexible with students during the pandemic, in order to help them succeed. However, we need to be very deliberate in our advising with students about what the expectations are with different class modalities.
- We need to accept the fact that COVID is “here to stay” in terms of thinking about longer term planning.

**January 31, 2022**

### **Workforce and Economic Development**

Attending: Chris Bailey, Lesh Cromwell, Nolan Wheeler, Ann Williamson, Tamra Gilchrist, Elissa Loren, Vicky Soladey, Kristen Finnel, Merry Bond, Connie Ramos, Jamie Nelson, Stefane Bunn, Angie Rogers (recorder), Wendy Hall (recorder)

What’s one thing that we do well in terms of Workforce and Economic Development?

- Our curriculum across all of our professional/technical programs is solid.
- Internship opportunities in Industrial Trades are strong.
- We have a strong industry voice at the table in terms of our prof/tech programs.
- Outreach to students for financial aid, I-BEST, registration, One-Stop, is strong.
- We have good advisory board members.
- We do a good job of working with employers to find out what their needs are, and meet those needs through our curriculum.
- Our instructors are really good at being frugal and getting donations. They also do a good job of keeping our older equipment running.
- We are responsive to employers’ needs. We have historically done a good job of having a quick turnaround (although that will be impacted by ctclink).
- Employer satisfaction is high.
- The new BAS-OLTM provides a great new pathway for prof/tech students.
- I-BEST is a wonderful support program for students.
- The proportion of students receiving a “C” or better in their coursework has gone up in nearly every area.
- We have a pretty solid program mix overall in our professional/technical area, although there are some areas of opportunity for growth.
- We have strengthened our relationships with K-12 to strengthen the K-20 pipeline.
- As an institution, we really look at ways we can accommodate students. For example, some of the prerequisites students have taken for nursing can apply to Medical Assisting (if they don’t get into the nursing program).
- We are doing a better job of getting prof/tech students through English in their first year.
- Employer satisfaction of graduates is high.

- The support for students through programs such as I-BEST is strong. Support is available for both students and instructors.
- LCC's program course offerings are useful. Returning students in particular appreciate being able to go right into a program-specific course, which helps them stay focused on their goal.

What's something we could work on in terms of Workforce and Economic Development?

- Even though we offer a wide range of opportunities for our prof/tech students, we could look at broadening those experiences and looking at new program options for the future.
- The divide between our academic transfer and prof/tech programs is really black and white. It could be more gray, in terms of having greater transfer opportunities for prof/tech students. We should look at all of our programs to ensure that students, should they want to transfer in the future, have seamless transition.
- We are having difficulty finding students to enroll in Medical Assisting. Would like to develop a pathway from Medical Assisting to Nursing (right now the pathways don't align).
- We should be looking at new courses or programs, such as instrumentation.
- We need to increase alignment between transfer and prof/tech programs in regard to general education courses. For example, ensuring that our students going into BAS pathways have adequate preparation in English and math (and develop any needed interventions to help them prepare).
- There should be more blending of academic transfer and prof/tech courses to allow for more seamless transfer options for all students.
- How to add a course to introduce students to professional/technical fields without overloading their programs (in terms of courses).
- We should increase outreach to underrepresented populations (for our professional/technical programs).
- We need to look at strengthening continuing education by refreshing our options, querying the community about what they need, etc.
- We need to continue expanding our hours of operation (example: expansion of testing hours to include Saturday), etc.
- Increase the transferability of our professional/technical courses since students often end up wanting to transfer later.
- With the new vocational building, we have an opportunity to look at our program mix.
- Having our navigators out and about (in the community) should certainly help with recruitment of underrepresented populations.
- We need to look for ways to support our male student population, such as helping them to increase success in reaching college level English in the first year.
- We need to make sure that students have the required gear before they start the quarter, which means they need to have financial resources in hand before the term starts. For example, students need to be able to get their coveralls before the quarter starts so they aren't set back. *Note: we are just finalizing a program to get welding kits to all students before the start of the quarter.*

What are some future opportunities that might be available to LCC?

- For the CDS program, there aren't enough internships to go around. Facilities have to be state approved, and the number of people they do have coming in has dropped (due to the "Frank" law - which has reduced the number of lower level drug charges resulting in less court mandated drug treatment). Need to explore new internship opportunities for them.
- Right now, employers want to partner with us and we don't have enough students for them (the opposite of CDS). We need to explore alternative options such as accelerated options.
- We need to look for ways to engage eighth through 12th grade students, especially males.
- As we are starting a capital campaign for the new vocational building, we need all the support we can get from our community partners.
- Would like to see us work on developing information technology pathways for K-12 students such as by offering coding camps for kids.

We've seen some significant declines in enrollment over the past decade, especially for males.

What are some ways we can obtain higher enrollments in our professional/technical programs?

- How can we help students who need to work but also want to go to school? Schedules can be difficult to juggle. *In the BAS-TE program, they talked to employers and set up a fixed schedule of Tuesday and Thursday, 5-8 pm for the life of the program. This eliminates the need for students to have to request adjustments to their work schedules from quarter to quarter.*
- One of the things we're competing with right now is high wages for entry level jobs (as well as near-record low unemployment). How can we do more to help people understand the long-term consequences of earnings?
- There seems to be an increasing narrative about how expensive college is, is it really necessary, etc. There is an opportunity to really push how affordable LCC is, and help students understand the resources that are available to them.
- The popular narrative that "college isn't for everyone" is contradicted by the evidence that higher education leads to higher wages long-term, and better stability. Part of the reason we're adding an adult re-engagement navigator is to help promote this information in the community.
- Many high school students are feeling burned out from the pandemic right now, but there has never been a better time to go into the professional/technical field. Given the job market, quality employees can pretty much "write their own ticket" right now.
- One way to help K-12 students find out about funding opportunities for college is to hold financial aid workshops in high schools.
- Possible new prof/tech programs:
  - Digital marketing or related pathway
  - Mechatronics/robotics
  - Maritime programs/logistics (could be a pathway from Multicraft Trades) - also airport
  - CPA exam preparation