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| CCC 2013-16 Strategic Priority 4:**Improve community connections.**College Values: Community, Students, Staff, Diversity, Environment, Decision-making, Instruction |
| **Institutional Activities****2014-15** | **College-Wide Targeted Tasks 2014-15** |
| 1. **Develop a 5-10 year Academic Master plan.**
 | * Use blueprint data from instructional departments to inform a short- and long-range master plan based on community and projected labor market needs.
* Clarify short and long range, intentionally responsive programming for activities, outreach, and communication for each community in our service district.
* Utilize draft master plan information to inform CCC branding discussions.
* Continue to refine employer engagement and program review processes that strengthen alignment between program outcomes and needs in the field.
* Bolster and enhance CTE offerings that meet regional employment needs.
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| 1. **Implement the Strategic Outreach Plan based on Imagine Clackamas/ Community Engagement findings.**
 | * Invite and train a broader Imagine Clackamas oversight team to guide the community and college engagement.
	+ Identify and increase use of low cost, high impact ways to improve CCC name recognition.
	+ Develop a common purpose for activities in each community and a coordinated plan for outreach, communication, and service.
	+ Participate in multiple community activities or events, such as the Molalla Buckaroo Rodeo and the County Fair.
* Analyze and implement recommendations from the Culture, Communication and Engagement Assessment (CCEA).
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| 1. **Implement CCC rebranding processes and prepare for CCC’s 50th anniversary.**
 | * Present brand recommendations and begin rebranding process.
* Coordinate CCC Anniversary Task Force
* CCC fundraising campaign
* Develop plan and development strategy for the 50th anniversary fundraising gala.
* Begin gathering testimonials for CCC 50th anniversary.
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