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New Martinsville Strategic Planning Session

Present: Dr. Vicki Riley, Larry Tackett, Dennis Bills, Ina Robinson, Bob Gibb, Jennifer Lantz, Lee Ann Blair, Debbie Bennett, Jason Woods, Charleen Stokes, Mark Goldstein, and Stephanie Kappel

New Martinsville Is Special...

- Community Involvement
- Is Valuable Community Asset
- Affordable
- Local option to start college
- Geographically accessible
- College “Family” atmosphere
- “Personal” student engagement
- Cross-trained staff
- Staff “in it” together
- Focus on whole student
- Small size

Increase Savings

- Reduced work schedule
- All evening classes end by 9 pm
- Scheduling efficiencies
 - “Block” scheduling
- Gen. Ed. “core” scheduling
- Cost comparison of intercampus connectivity
- Teacher programs & other academic program review
- Energy cost reduction - motion lights

Increase Revenue

- Scheduling efficiencies
- Technical programs
- Explore “transfer central” possibility
- Teacher programs
- CNA Program/nursing
- Medical assisting, billing & coding
- Maximize marketing opportunities for early entrance students
- Increase community education

Entrepreneur

- Internet access
- Rent office space
- Training Space
- Site for others (colleges)
- Better vending
- Needs evenings & weekends
- DNR trainings
- Northern "family" day
- Alumni day