



Customized
Training &
Continuing
Education
Strategic Plan
Summary

We build futures.

2010-2011



Customized Training & Continuing Education Plan Summary

The Customized Training and Continuing Education Division of Central Lakes College is committed to providing the best in Customized Training and Continuing Education for corporate, professional, and personal development. It is recognized in the Brainerd-Baxter and Staples area and the broader region as an innovative, professional learning organization offering courses in several major areas.

Central Lakes College is located in the upper middle region of the state of Minnesota. The region served is currently facing economic challenges with many of the jobs being part-time or seasonal. However, the area does have a diversified economy of industries which includes manufacturing, construction, financial services, forest-wood products, healthcare, printing, publishing & marketing, specialty firms and tourism. Public schools and colleges along with the healthcare system and tourism are the major employers in the area.

The Strategic Plan was developed using a highly collaborative, participative process beginning with the Customized Training and Continuing Education Administration, business and community leaders, including non-profit organizations, and private and public industries and organizations. On Tuesday, December 15, 2009 the Customized Training and Continuing Education Division of Central Lakes College conducted a Market Scan and Gap Analysis meeting, with a number of service organizations and non-profits presenting. In addition to this meeting several “focus groups” were conducted with partners throughout the service area. Valuable feedback was received and has been used as a basis for developing this strategic plan.

As a result of the broad collaboration and participation in the planning process, broad goals have been developed for the Division along with objectives and specific action plans to accomplish the objectives. This plan will provide the direction to achieve the mission and vision of the Customized Training and Continuing Education Division, thus becoming a stronger partner in the economic development process for the region.

Central Lakes College Strategic Plan

CLC, Minnesota’s leading Community and Technical College for lifelong learning.

At Central Lakes College, we –

- are committed to a supportive environment for the growth and development of students from diverse cultural, ethnic, economic, and educational backgrounds
- offer liberal arts, technical education, and customized training programs of proven



high-quality that are accessible and affordable and that lead to employment, skill enhancement, or transfer to other institutions of higher learning

- anticipate and respond to the needs of business and industry in a globally competitive economy
- encourage and support cultural enrichment, life-long learning, civic responsibility, and community development

These values guide individual and organizational behavior at Central Lakes College. We –

- Act with integrity
- Embrace diversity
- Act responsibly
- Communicate effectively
- Foster Relationships
- Demonstrate fairness
- Celebrate achievement

Central Lakes College Strategic Goals

Goal 1:

Achieve consistent enrollment growth and improved retention rate.

Goal 2:

Offer flexible, accessible programs and services that are responsive to the changing employment and educational needs of the region and that foster successful transition to education and career advancement.

Goal 3:

Serve as a recognized leader in the region for innovation in community and economic vitality.

Goal 4:

Achieve institutional effectiveness through linkages in planning and resource allocation, assessment and continuous and enhanced communication.



Central Lakes College Customized Training & Continuing Education

Our Mission:

Central Lakes College Customized Training and Continuing Education provides lifelong learning opportunities which enable our partners to be successful.

Our Vision:

We are the preferred partner in creating and delivering innovative, high quality, cost effective training and services.

Customized Training Strategic Goals

Goal 1:

Be recognized as a major partner in the region economic development efforts and activities.

Goal 2:

Offer flexibility, accessible training and services that meet community partner's schedules.

Goal 3:

Increase Training hours delivered to partners while also increasing revenues.

Goal 4:

Develop and implement a new training/services delivery model that provides increased face-to-face contact with partners and enhanced delivery system.

Goal 5:

Develop new partnerships while strengthening and expanding current partnerships.

Goal 6:

Implement a process to identify, develop, and deliver new training programs for emerging technologies such as green and alternative energy.