Memorandum

To: Members of the New Vision Council
From: Peter Klingman
Date: September 14, 2010
Subject: Where Do We Go From Here?

GOALS AND STRATEGIES PER RECOMMENDATION #3

While there are variations on the approach, there are basically two options for pursuing the areas recommended by the New Vision Council (NVC). One way is task-force by task-force whereby small groups could tackle issues and the other is by operating as a committee of the whole, taking one or more issues in sequence.

Issue I. -- Branding, Marketing of Partnership Integrated Model (PIM)

Goal I. Recommend a name change, tag line and logo for LSCC.

Strategies for Goal I: Invite proposals for consideration from Lake and Sumter companies; sponsor a community wide contest; submit no more than three proposals to the NVC to consider recommending to the college.

Goal II. Determine what new elements need to be branded and marketed in a new fashion and to whom.

Strategies for Goal II: Invite proposals or sample items - stationery, signage, pens, etc. - storyboards, media ads, etc. Provide a cost analysis for same.

Issue II. – Fundraising

Goal I. Decide if this is one or two different campaigns -- emerging technologies and/or four year scholarships.

Strategies for Goal I. Develop a campaign plan for one or both; carry out and/or support.

Issue III. - Degrees and Programs

Goal I. Review and research four-year degrees.

Strategies for Goal I. Request from the college a research methodology for assessing degree options; gather research data as required; recommend choices to the NVC for the college to consider
Goal II. Review programs in need of realignment to meet 1+1, 3+1 in PIM.  
**Strategies for Goal II.** Request from the college a listing of the needed realignments; hold a seminar with appropriate individuals from institutions that impact any realignment (i.e. LCSD, SCSD, Lake Vo-Tech) for discussion purposes; identify possible solutions; make recommendations to the NVC for the college to consider.

**Issue IV. Community and Political Advocacy**

**Goal I.** Develop Community Support for PIM.  
**Strategy for Goal I.** Identify and communicate the importance of PIM to the Lake and Sumter communities by letter, email, personal appeal, and speech-making; identify key groups; develop a NVC speaker’s bureau schedule and volunteers.

**Goal II.** Develop a legislative lobbying campaign.  
**Strategy for Goal II.** Request the college to provide appropriate specific legislative requests for lobbying effort; contact and communicate with appropriate legislative representatives; engage in follow-up.

Finally, I think it’s important that we also establish timelines, be ready to disband task forces not working successfully, and also disband task forces once their tasks have been completed. Again, I think the worst thing we can do is to allow the NVC enthusiasm to dissipate through inaction, unwillingness to continue, or develop a sense of uselessness or futility.