

# RC-2020 SPRING 2018 MEMBERSHIP REPORT



**Date:** 03-10-2018

**Location:** Miami

This report is a Membership position statement as of 03-10-2018.

During the first quarter of 2018, membership dues have been received from X Community Colleges

	<b>Active / Fee Paying Members</b>
1	Alamo Colleges
2	Belfast Metropolitan College
3	Borough of Manhattan CC
4	Central New Mexico
5	Chaffey College
6	CC of Philadelphia
7	Cuyahoga CC
8	Dallas County CC
9	Florida State College at Jacksonville
10	George Brown Community College
11	Los Rios CC
12	Maricopa Community College District
13	Miami Dade CC
14	Oklahoma City CC
15	SAIT Polytechnic
16	University of Hawaii CC
17	Wayne County CC

RC-2020 has reached out to:

- Houston Community College
- St. Louis Community College – thanks to Dr. Shannon.
- Tulsa Community College.

North East Scotland College has asked to put membership into abeyance for 2018 as there is a significant restructure program underway that will conclude during 2018.

Salt Lake City Community College has formally resigned from RC-2020 citing financial constraints as the reason.

## **MEMBERSHIP DEVELOPMENT**

Discussion took place during the Fall 2017 meeting with regards to developing a membership recruitment drive to extend the member base. Bylaws state that the maximum membership is 35 Community Colleges. Of the current member base, 10 are active with the remainder at varying degrees of risk.

During the meeting the debate centered on the vision for RC-2020 beyond 2020. Members were in full agreement that RC-2020 must continue, that it is their most valued CPD however there is a communication challenge. Members shared views that those members who attend meetings and engage in the network, benefit greatly from it and prioritise attendance above all others. The challenge remains:

- How to get less active members to engage and
- How to raise the profile of the benefits of membership among the 1100+ community colleges across the US?

## **MEMBERSHIP ORGANIZATIONS: ADVANTAGES AND CONSIDERATIONS**

Until recent years, membership organizations were a crucial aspect of a professional's career. They opened up opportunities for networking and professional development that simply weren't matched by other sources.

However, in this age of social media whereby a world of peers is only a tweet away, the benefits of joining a membership organization is rightly being questioned.

Discussion with member CEOs predicts a viable future for RC-2020 as it continues to meet their needs. CEOs view RC-2020 as a unique network, totally tailored to meet their needs. They have stated membership decisions boil down to return on investment: they feel that their membership provides them unique opportunities for such rich debate, opportunities to see leading practice and, a network of confidants who will challenge their proposals and suggest solutions for challenges.

For RC-2020 to grow we need to be relevant and to have a strong communications plan.

## **RELEVANCE**

For many larger membership organizations, the focus is on broad brush CPD and delivering wide reaching annual conferences. RC-2020 is not in this space. Its origins rest in creating a platform to bring together the most forward thinking urban Community College leaders to debate the environmental conditions, to consider emerging trends, new laws or regulations; to share leading practice and to provide a safe space to discuss major issues and to suggest support and solutions where possible.

## **WHAT MEMBERS SAID ABOUT THE BENEFITS OF RC-2020 MEMBERSHIP**

MT McGivern scheduled calls with members to understand the value that they get from being an active member of RC-2020.

Emerging themes include:

1. The BEST LEADERSHIP ORGANIZATION AS A CEO OF AN URBAN COMMUNITY COLLEGE – nothing compares to it.
2. A unique network. Brings together 30 of the most prominent, heavy weight, Community College Principals and Chancellors. Collectively they share decades of policy decision-making and a commitment to providing their communities with better skills for better jobs and better lives.
3. A unique network. All other networks are tailored to large numbers of members: this network is intimate and allows for discussion on issues that really matter. It provides time for everyone's issues to be aired.
4. A unique network. CEOs shape the program to suit their agenda.
5. The Chancellor/President role can be a lonely leadership role. This is a trusted, safe space. RC-2020 provides collegiality and a safe space to find solutions to common challenges.
6. Membership of RC-2020 has made my leadership better. It is a collegiate, collaborative, supportive network. Participation encourages me to challenge myself, to learn from others and, to translate all that I have learned from colleagues into improvements within my own institution.
7. Decades of expertise sitting round 1 table. The collective knowledge and experiences are immense.
8. Advice is better than could be provided by the most expensive, accomplished consultancies.
9. Large urban colleges. We have so much in common.

10. Colleagues are generous with their experiences. Often the challenges are common. RC-2020 offers new ways of addressing common issues.

## **COMMUNICATIONS STRATEGY**

Member CEOs represent the most forward thinking Community Colleges. They are highly respected and their opinions matter.

- Develop a testimonials' driven marketing campaign
- Purchase AACC database of community college presidents and mailshot (\$395 Or \$100).
- Develop a social media campaign and ask each member college to retweet, feature on websites and social platforms.

## **DRAFT COMMS**

RC-2020 Colleges are at the forefront of shaping the future skills needs of United States, Canada and United Kingdom to ensure the long-term economic capacity of the urban economies they serve.

RC-2020 is a unique membership network, open to CEOs and Emeriti of large, urban district or community colleges. It brings together 30 of the world's most respected community college leaders who are committed to the Renewal and Change of urban community colleges.

Representing more than 1million students, RC-2020's CEO members lead large, urban, diverse Community Colleges that are technically and professionally focused. Under their leadership, they have developed entrepreneurial and employer facing institutions with great engagement with local businesses. Crucially, they prepare their students for successful careers and help get them into work.

RC-2020 members are forward thinking beacons of their communities, making a positive impact in their regions and in the lives of their students.

Each year RC-2020 members meet in Spring and Fall to debate urban conditions and successful local, national and international practices in response to challenges that are common to all. These meetings provide insight to how other districts operate and an honest assessment of the major challenges and successes that member colleges face.

<<Include Member Testimonials>>

RC-2020 membership is open exclusively to CEOs of large, urban Community Colleges. Dues are \$4,000 and are renewable annually.

Apply online or email [gimagee@belfastmet.ac.uk](mailto:gimagee@belfastmet.ac.uk) for more information on the benefits of joining this truly unique network.