

# RC-2020 SPRING 2019 MEMBERSHIP REPORT



**Date:** 03-09-2019

**Location:** Dallas County Community College District

This report is a Membership position statement as of 03-09-2019

| Active / Fee Paying Members           |
|---------------------------------------|
| Alamo Colleges                        |
| Belfast Metropolitan College          |
| Borough of Manhattan CC               |
| Central New Mexico                    |
| Chaffey College                       |
| CC of Philadelphia                    |
| Cuyahoga CC                           |
| Dallas County CC                      |
| Florida State College at Jacksonville |
| George Brown Community College        |
| Houston Community College             |
| Los Rios CC                           |
| Maricopa Community College District   |
| Miami Dade CC                         |
| Oklahoma City CC                      |
| SAIT Polytechnic                      |
| St. Louis Community College           |
| Tulsa Community College               |
| University of Hawaii CC               |
| Wayne County CC                       |

## MEMBERSHIP DEVELOPMENTS

During 2018, three of our most active members have retired: Dr. Bruce Leslie of Alamo District CC, Dr. Cynthia Bioteau of Florida State College at Jacksonville and Dr. Tony Perez of Borough of Manhattan Community College.

Drs Leslie, Bioteau and Perez have asked that RC-2020 give consideration to conferring Emeritus status. These nominations were approved at the Fall 2018 meeting in Oklahoma City Community College.

RC-2020 has reached out to the incoming Presidents of each College and President McGivern, Dr. King and Dr. May have connected with the incoming Presidents. President Wilks (BMCC) will attend the meeting.

Drs Padron and Morton have recently announced their intentions to retire in summer 2019 and are asked to encourage their successors to benefit from RC-2020 membership.

## RC-2020 BRAND

During the Spring 2018 meeting the debate centered on the vision for RC-2020 beyond 2020. Members were in full agreement that the network must continue, that it is their most valued CPD however there is a communication challenge. Members discussed their personal reasons for prioritising RC-2020 over other networking organizations, why it was so rewarding both personally and professionally. Members shared a view that the time dedicated to RC-2020 allowed for protected time with colleagues to debate and find solutions to the most pressing challenges they are facing that are common to all member colleges, irrespective of jurisdiction.

However, 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?

It was apparent that the RC-2020 brand has limited currency and is time bound and therefore it was timely to rebrand RC-2020 to demonstrate:

1. The visionary membership.
2. The shared values of the membership –committed to leading organizations that transform lives.

3. The gravitas of the membership: *RC-2020 has among its member base the most admired CEOs in North America and the UK.*
4. The exclusivity of RC-2020 membership – the ‘Cache of Desire’.

During the Fall 2018 meeting, a brand strategy was presented for discussion. Feedback garnered at the meeting (detailed in the minutes) has been incorporated and in the intervening period, the brand strategy further refined.

The refined brand strategy will be presented at the meeting for discussion.

## **APPENDIX A 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.

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

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.

## APPENDIX C DRAFT COMMS

Community Colleges represent more than 40 percent of all higher education institutions in the United States and are being challenged to stand “front and center” in the drive to develop the workforce the United States needs to remain globally competitive.

<<Insert Name>> is a membership network, exclusive to 30 of the world’s most admired community college leaders who share a common vision to respond to this challenge.

<<Insert Name>> members are forward thinking beacons of their communities, making a positive impact in their regions and in the lives of their students.

Each year <<Insert Name>> 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.

<<Include Member Testimonials>>

Our members recognize <<Insert Name>> as without doubt, the finest opportunity for leadership and growth for the leaders of large, urban community colleges.

Membership is by invitation only and at our recent meeting, <<insert nominating President>> shared insight into your leadership attributes. <<Insert nominating President>> believes that you would make a valuable contribution to this network and that <<insert name>>, above all other leadership networks, would support you in your leadership journey.

Dr. Brian King, Chancellor, Los Rios Community College will to personally reach out to you to explore the benefits of this exclusive network.

Brian King

Chancellor

Los Rios Community College District

Sacramento, California

The Los Rios Community College District, based in Sacramento California, is proud to be one of the founders of RC-2020. With four separately accredited colleges serving over 70,000 students each semester, Los Rios is the second largest community college district in the state of California.

Since I became Chancellor of Los Rios in 2013, my participation in RC-2020 has been an exceptional, unique opportunity for professional growth and development. RC-2020 is a network of large, urban community colleges and districts with members from across the United States and around the world. We meet twice a year at a RC-2020 conference hosted by one of our members. It is so rare to have an opportunity to meet with peer CEOs in a small group environment to share challenges and opportunities.

The RC-2020 conferences provide the extraordinary opportunity to pause from the operational whirlwind of running a college or district. We are able to focus on strategic issues and personal leadership challenges. The membership of RC-2020 includes CEOs with a rich background of experience representing the finest community colleges in the United States, Canada and Ireland.

The opportunity provided by RC-2020 to engage with colleagues who are leading innovation and change is unlike any other leadership or professional development available to community college presidents and chancellors. Quite simply, there is no better opportunity for leadership and growth for the leaders of large, urban community colleges. I am thankful that Los Rios was a part of the creation of RC-2020, and am very fortunate that we have remained engaged with RC-2020 during my tenure.