

A large, stylized eagle is depicted in flight, its wings spread wide. The eagle is rendered in a dark, almost black silhouette, with detailed feather patterns visible on its wings and tail. It is positioned centrally, with its head turned slightly to the right. The background is a soft, light blue gradient, suggesting a clear sky. The overall composition is clean and professional, suitable for a formal presentation.

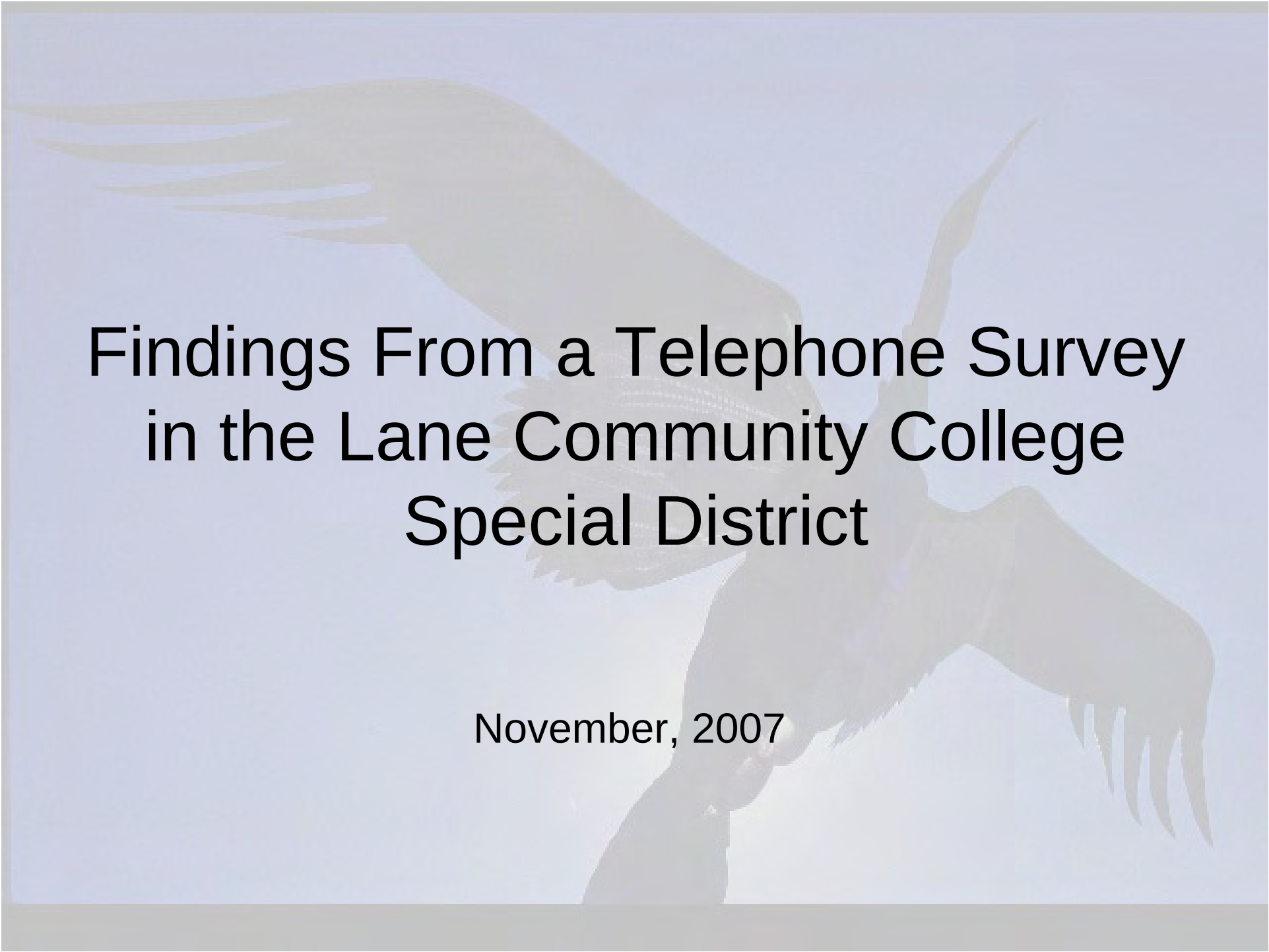
All Staff Presentation

February 14, 2008

Opening Doors Campaign

Facilities Bond Measure

- Internal
 - Planning
- External
 - Community Perception Study



Findings From a Telephone Survey in the Lane Community College Special District

November, 2007

Methods

- Conducted November 10-13, 2007.
- Telephone interviews were conducted with 600 likely voters drawn from the Lane Community College Special District.
- Sample stratified geographically to reflect registration and historical turnout.

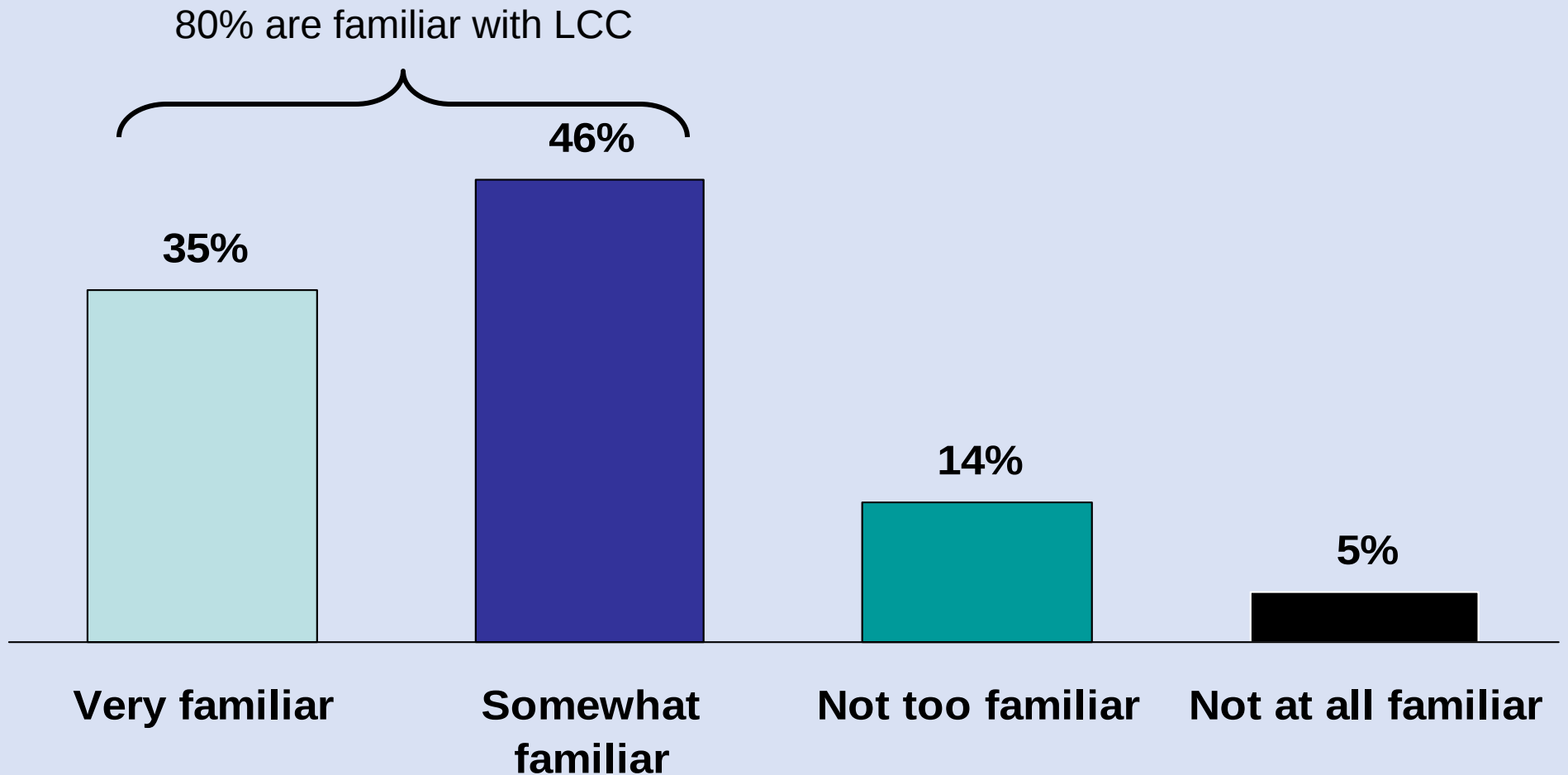
Key Findings—LCC's Image

- Respondents are generally familiar with LCC and have a favorable impression of the institution in every respect tested.
- **Affordability** and **accessibility** are seen as key components of LCC's identity and core mission.
- People value LCC most in its role of helping people to better themselves—especially people who are perceived as most in need of education.
- Vocational and technical training is valued, as is an affordable means of completing the first two years of college, or earning a GED.
- LCC is less valued as an institution that serves people already perceived as successful (established professionals) or people whose needs are less urgent (seniors taking classes to stay active).

College Image

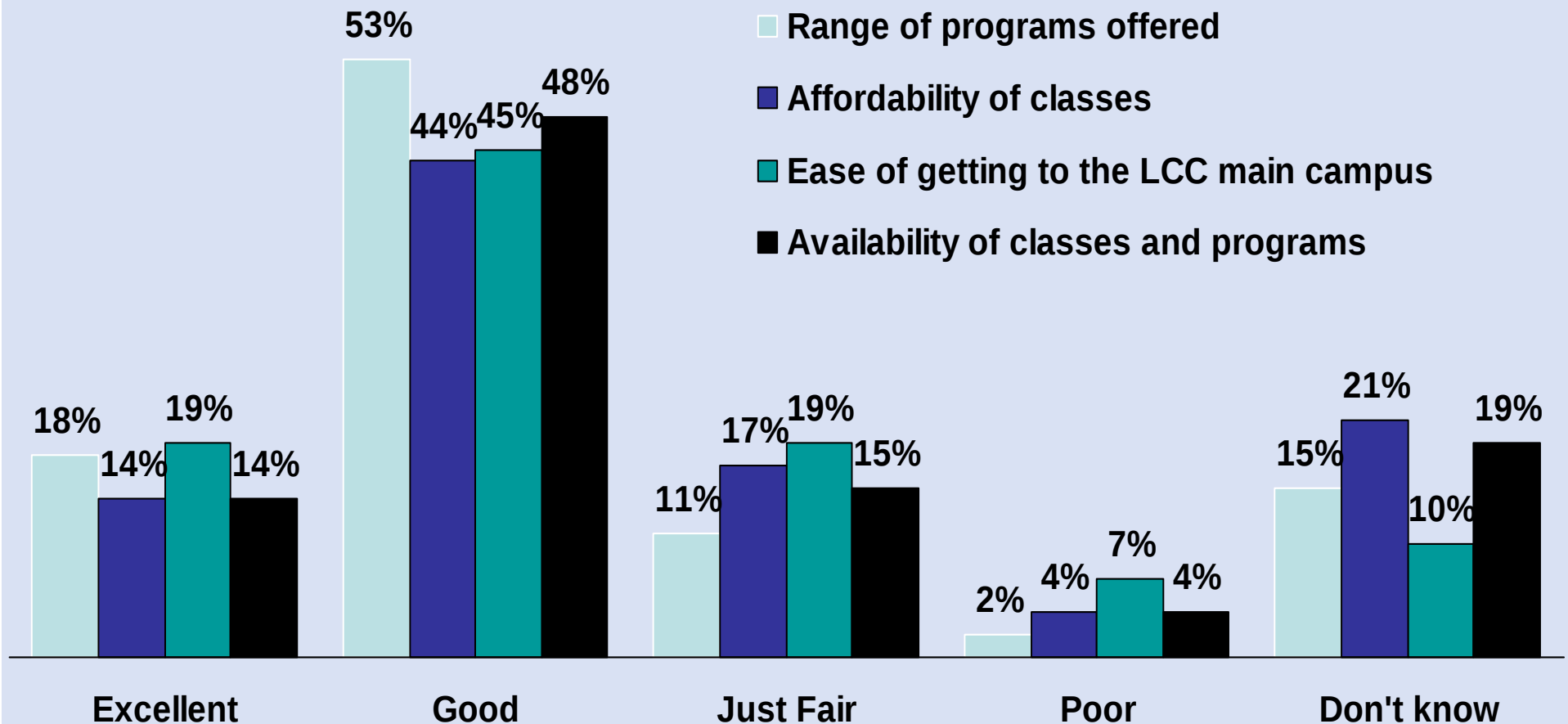
Survey respondents are familiar
with and are favorable towards
Lane Community College

A large majority of respondents are at least somewhat familiar with LCC.

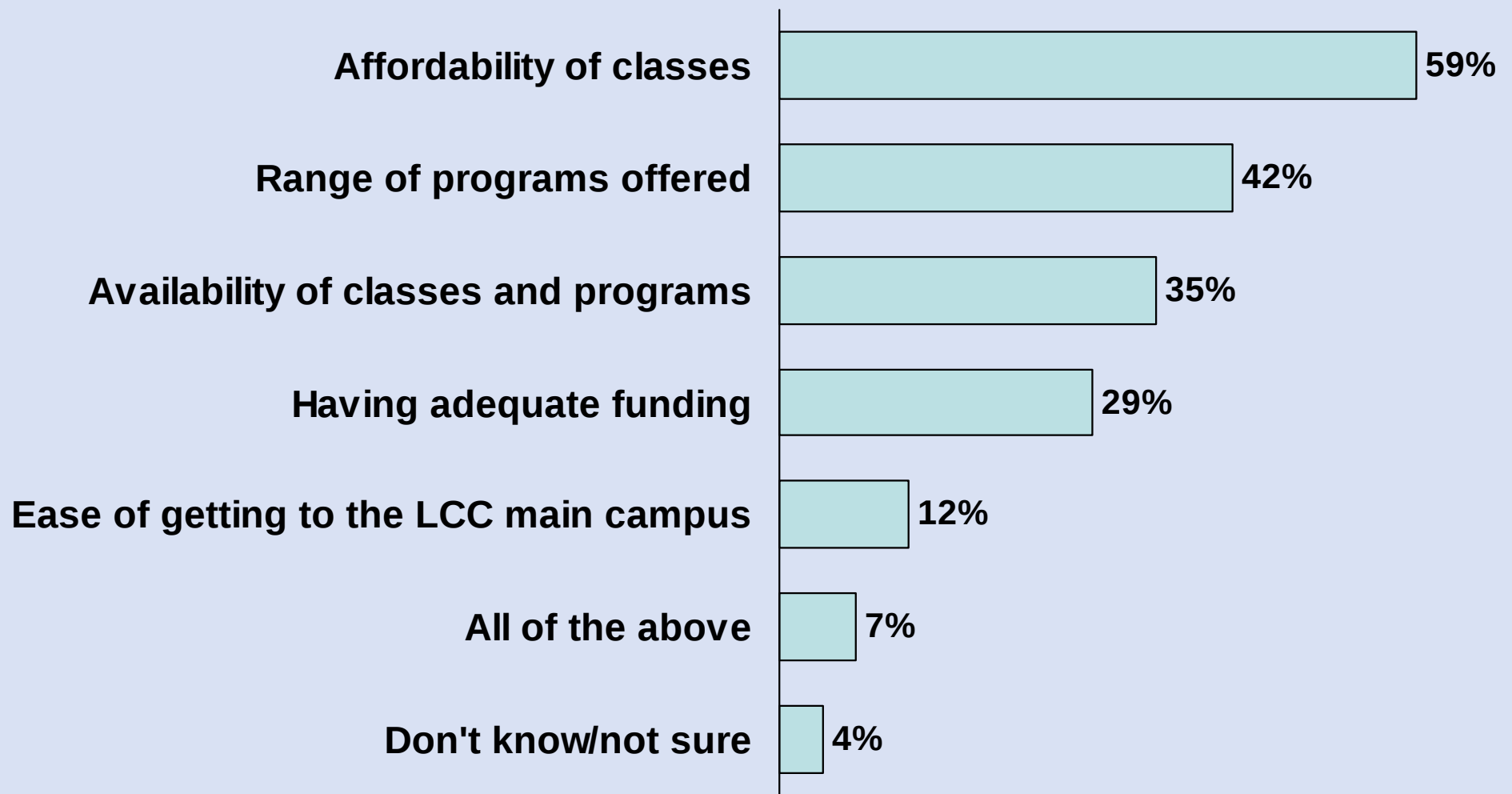


How familiar are you with Lane Community College, or LCC?

Respondents rate LCC as “good” in all areas, but some may be aware of tuition and fee increases, or believe there have been cuts to certain programs or classes.



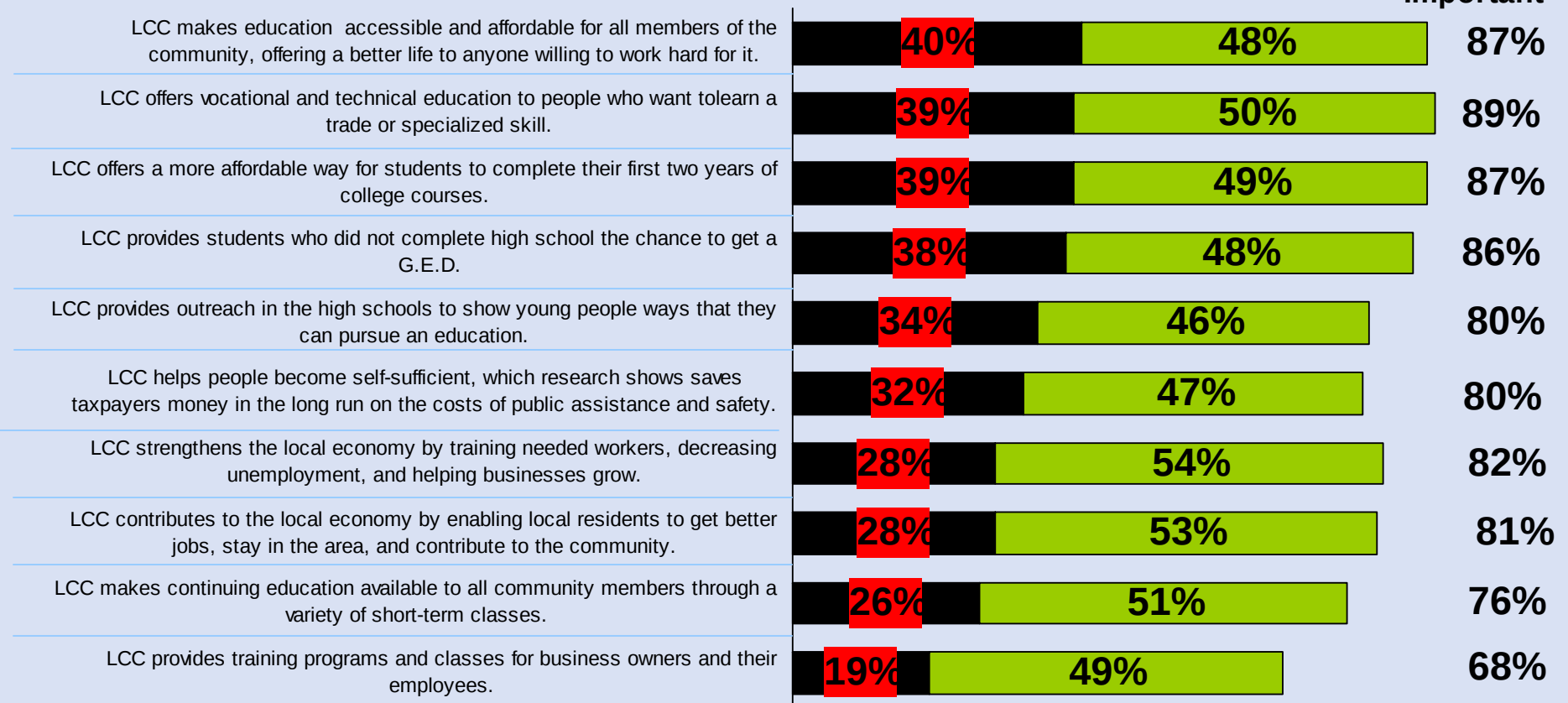
Respondents believe that keeping classes affordable is crucial to the long-term success of LCC, followed by the range of programs and availability of classes. Ease of getting to campus is seen as less central to its core mission.



Respondents see LCC as a place where people willing to work hard to better themselves can have an opportunity to get an affordable education.

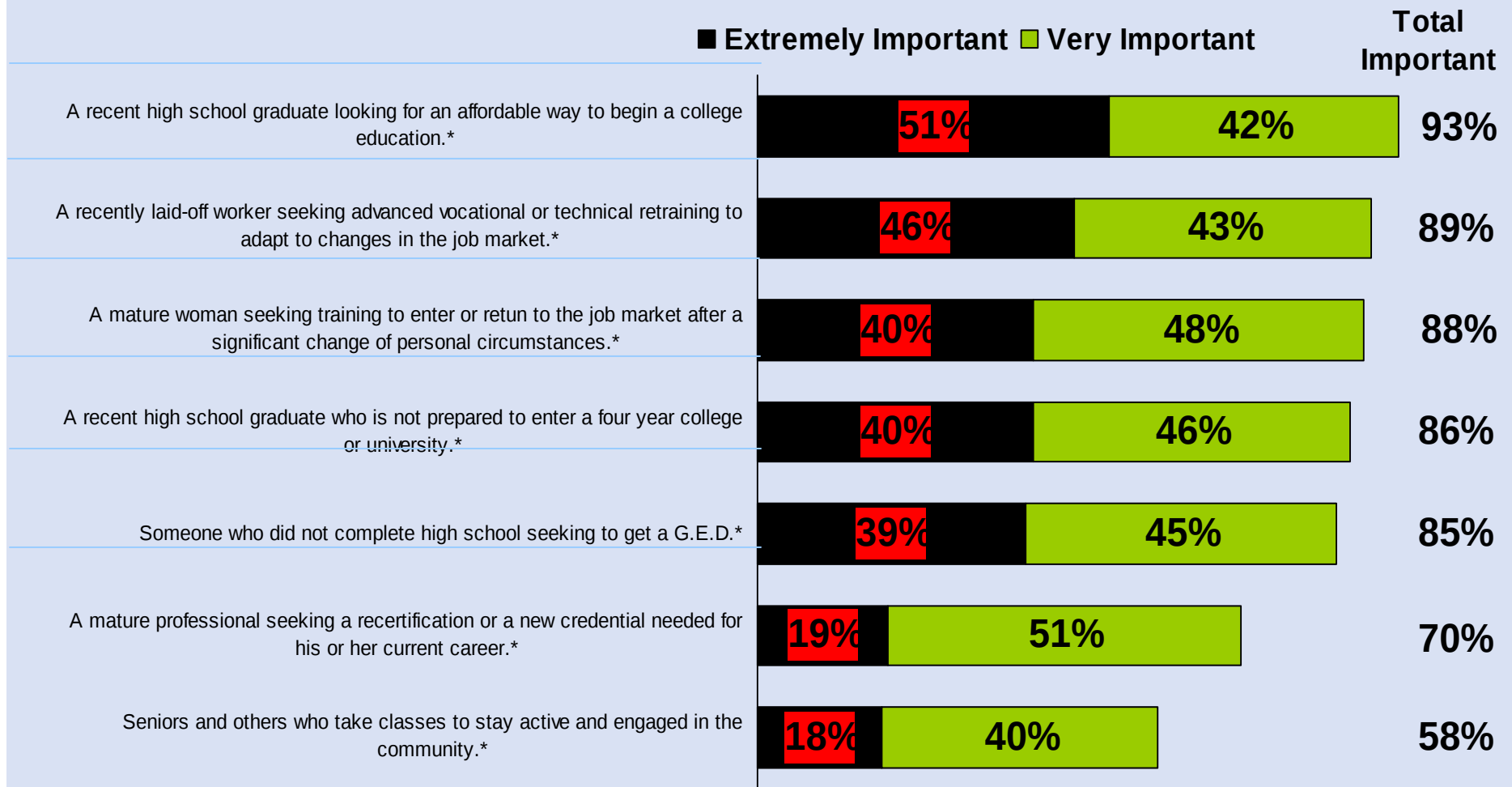
■ Extremely Important ■ Very Important

Total Important



Please tell me how important each of the following is about Lane Community College. Would you say extremely important, very important, somewhat important or not at all important?

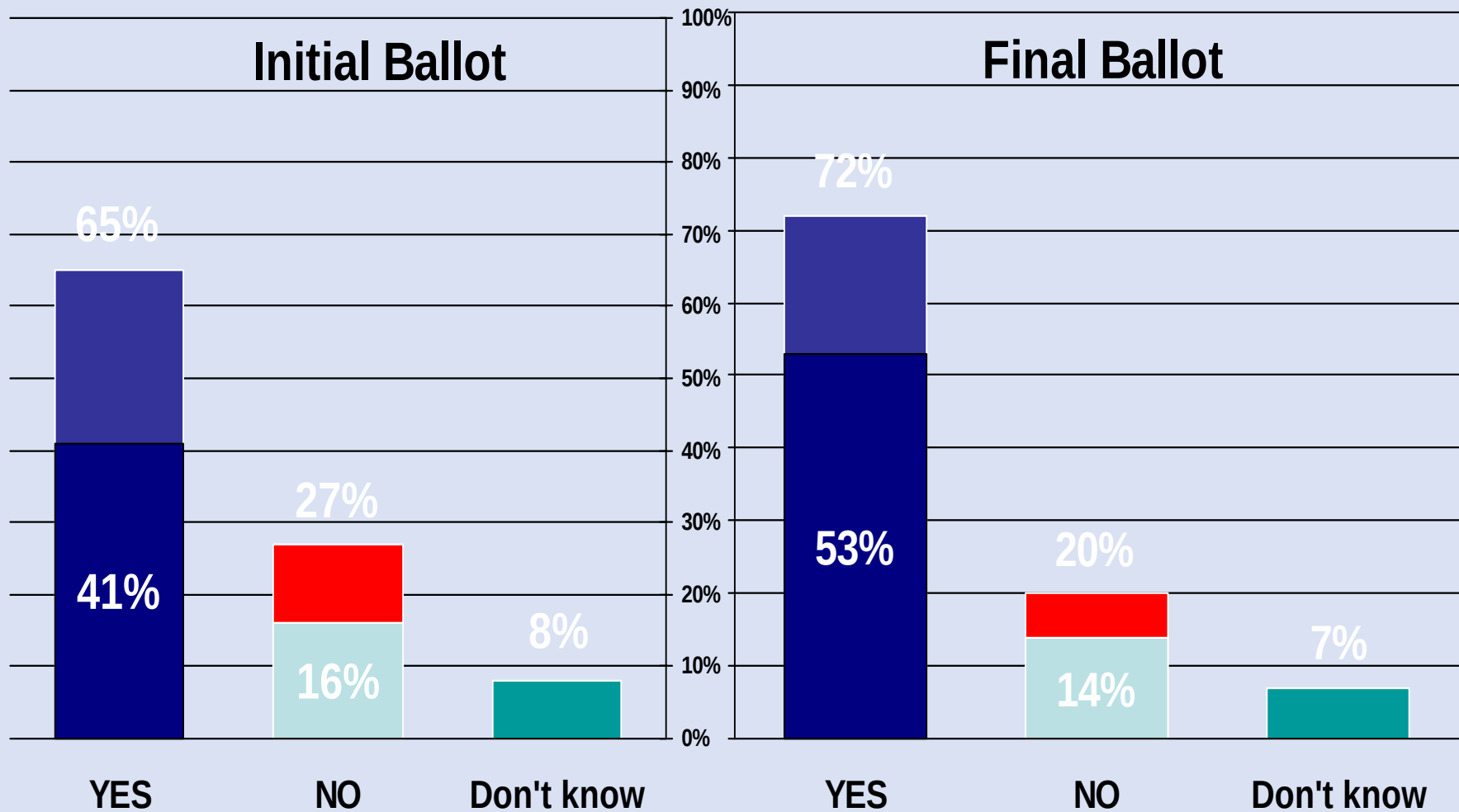
Respondents see LCC as a place where people facing economic challenges can still get a college education, a GED, or the job training they need to get ahead. There was less emphasis on LCC as a place for seniors and professionals.



Potential Bond Measure

Support for the measure is initially strong and increases after respondents hear more about LCC and the potential uses to which bond funds would be put

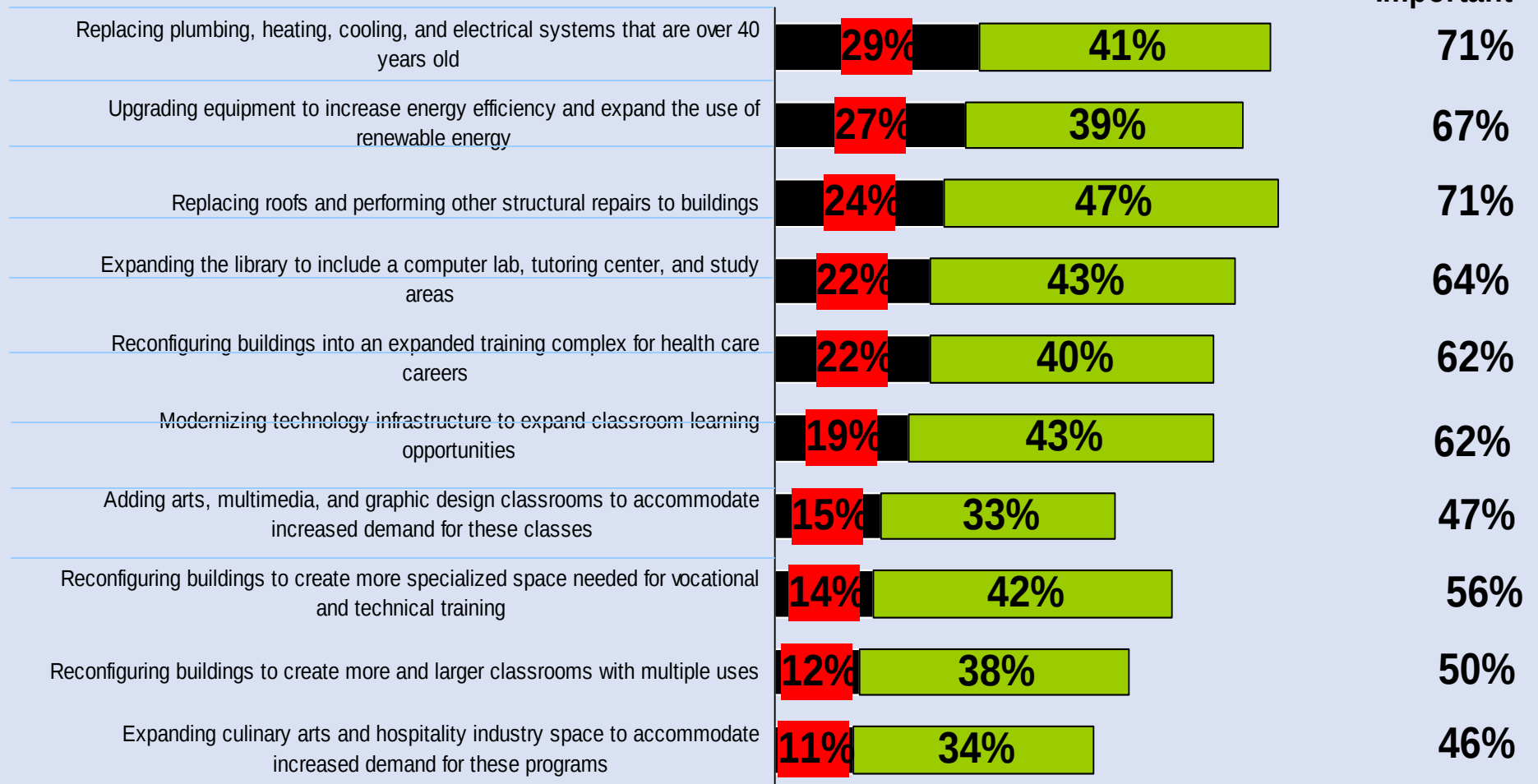
After respondents hear more about LCC and how the bond will be used, support intensifies and increases to a better than a 3-to-1 margin.



Respondents' highest priorities for the bond funds are improvements to the basic infrastructure of the school.

■ Extremely Important ■ Very Important

Total
Important





Communications Insights and Recommendations

Communications Insights—Working with current positive impressions of LCC

- Despite the fact that most respondents do not spend time at an LCC campus, they have a fairly developed impression of the school based on these second-hand experiences.
- There is little need to expend resources to **reshape** LCC's image with the public, but instead to **reinforce** existing impressions of the school to present a compelling picture of what residents see as the school's core mission:

- That LCC exists to provide an affordable and accessible education across a range of relevant fields to provide an opportunity for a better life to anyone willing to work hard for it.

Communications Insights—LCC in the past, present, and future

- The data suggest people assign more significance to the benefits LCC provides to individuals than the benefits LCC brings to the community or economy as a whole.
- LCC is seen as less vital as a public resource to those who have achieved a measure of personal and/or professional success.
- The results also point to the public's willingness to partner with those ready to work hard to improve their lives, by providing the college with the financial support needed to maintain a safe, sound, and secure infrastructure at LCC.

More Planning for the Future

- 2020 Vision
 - Community Conversations
 - Lane Future Cafe

Sustainability

Peace Center

- Peace and Democracy Conference

February 29-March 1



www.lanecc.edu/peacecenter

State Stuff

- State revenue
- PQEC
- Special Session

A faint, stylized image of an eagle in flight, spread-winged, serves as the background for the slide. The eagle is centered and its wings are spread wide, with the text overlaid on its body.

Budget Challenge 2009

Assumptions

- COLA: 2- 2.46%
- Steps: 1.8- 4.3%
- 10% health care insurance increase
- Hold most vacancies open
- No M&S inflationary increase
- Reduce capital improvement and major maintenance funding
- Tuition increase 3.4% according to HEPI

Assumptions

COLA	\$1,480,703
STEP	774,364
10% Insurance Increase	<u>1,000,000</u>
Total included in projections:	\$3,255,067

Base Projection

	2008	2009
REVENUE		
Intergovernmental	43,707,833	45,701,642
Tuition & Fees	28,853,373	29,620,338
Other Revenue Sources	5,109,299	5,109,299
Operating Transfers In	133,413	133,413
	77,803,919	80,564,692
EXPENDITURES		
Personal Services	60,742,546	64,626,255
Other Expenditures	13,143,640	13,543,640
Operating Transfers Out	3,185,407	3,650,588
	77,071,592	81,820,483
REVENUES OVER/UNDER EXPENDITURES	732,326	-1,255,791

Restore Ending Fund
Balance

Unknowns

- Fiscal Year 2008 Performance
- Economy/State Revenues
- Insurance Increases
- Bargaining
- Enrollment

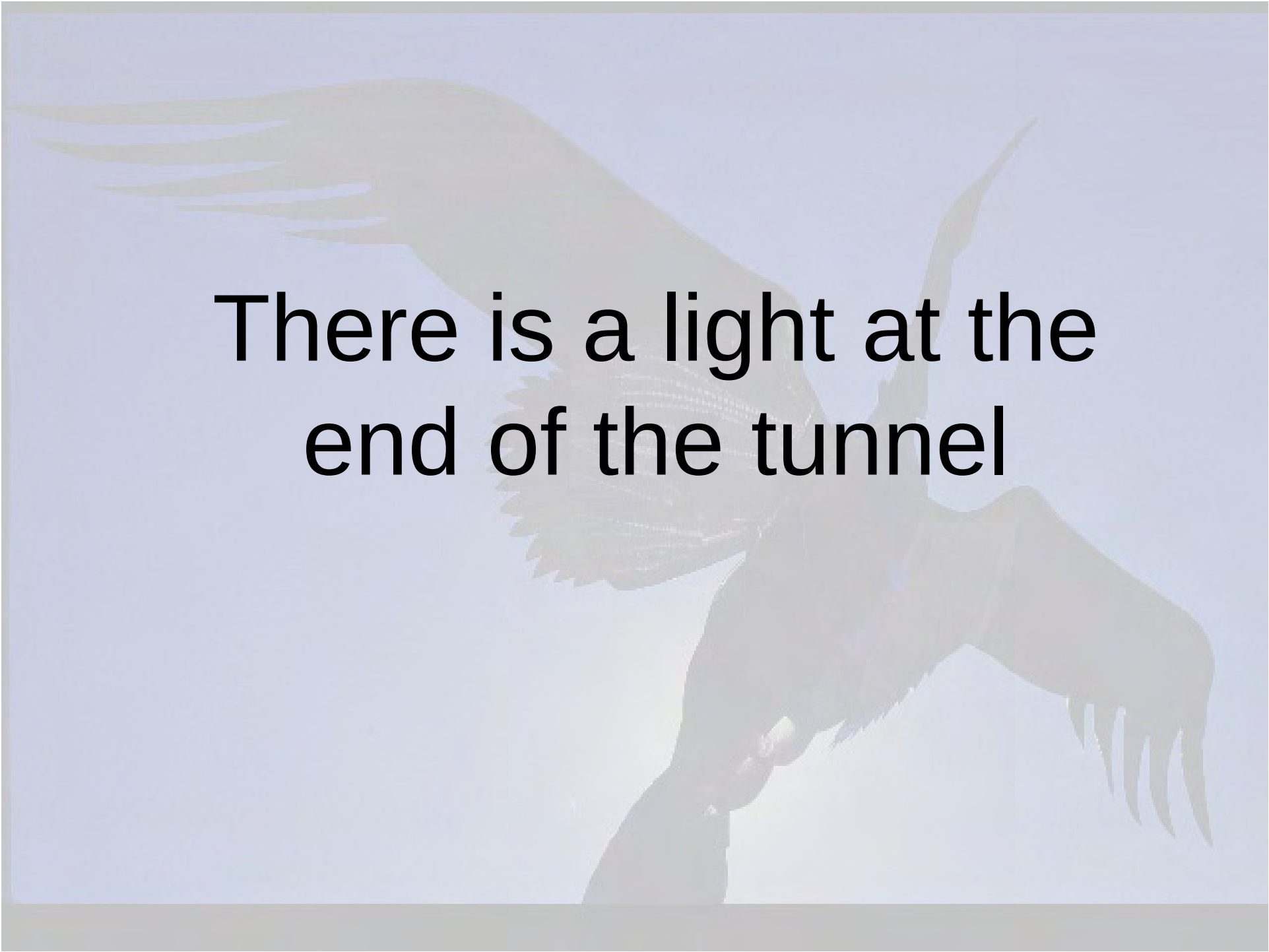
A large, faint, light blue eagle is shown in flight, spread-winged, across the background of the slide. The eagle is positioned behind the text, with its wings extending towards the top and sides of the frame.

Next Steps

Budget Balancing Group
Entrepreneurial Activities
Budget Committee Work



Strategic Investment Fund Request Earmark



There is a light at the
end of the tunnel