

KEY MESSAGES

Mission

- Lane can't be everything to everyone.
- Focus, focus, focus. Clearly articulate what Lane should be known for.
- Keep it short.

Economic

- Raising tuition is OK
- Consider differentiated tuition rates, based on demand or types of offerings
- Establish other revenue streams (e.g., partnerships, reimbursement from employers, facility usage, self-support offerings or services)
- Explore linking higher financial aid with higher cost/higher tuition offerings
- Preserve Lane's affordability
- Be accountable stewards of the public's money
- Maintain a high level of expenditures for direct instruction

Programmatic

- Don't try to be all things to all people
- Focus on Oregon's and the community's needs
- Match offerings to employment projections
- Maintain high quality of offerings and services

Community

- Let the community know what Lane does best—how it is unique
- Bring the broader community into discussions regarding funding, downsizing, and Lane's focus/mission