

Ranger College SWOT Survey Results

As part of Ranger College's Strategic Planning Process, an online Strengths, Weaknesses, Opportunities, and Threats (SWOT) survey was made available to faculty, staff, administrators, and community members in April 2013. Responses to this survey were categorized into themes and are reported below.

STRENGTHS	
Theme	Responses
Access	Accessibility
Access	Accessibility to President and other administrators
Access	Accessible
Access	availability
Access	availability
Access	availability of a college education to many people
Access	Convenience
Access	Conveniently located sites
Access	Easily available instructors more one on one student teacher
Access	Having access to key people
Access	Open door policy allows everyone a chance / opportunity to gain education
Access	Open enrollment
Accessibility	student access to faculty and administrators
Adaptable	adaptability to meet changing needs
Adaptable	Adaptive curriculum
Adjunct Faculty	adjunct faculty
Admissions	Admissions
Affordable	affordability
Affordable	Affordable
Affordable	Affordable
Affordable	affordable cost
Affordable	Affordable prices
Affordable	cheap tuition
Affordable	Cost of an education
Affordable	Education at an affordable price
Affordable	Inexpensive
Affordable	Inexpensive
Affordable	low cost
Affordable	Low cost
Affordable	low cost to students
Affordable	low tuition and fes

STRENGTHS	
Theme	Responses
Affordable	Low tuition costs
Affordable	Lower cost education
Affordable	Price
Affordable	Price
Affordable	Reasonable charges per semester hour
Affordable	Reasonable educational cost
Affordable	relatively inexpensive so more affordable to students
Affordable	School Fees
Affordable	The college has kept costs of attendance low
Affordable	The College is a good value for students.
Affordable	The cost of Ranger College is low which is always a positive
Affordable	very economical
All Good	We are very pleased with Ranger college, I honesty do not know of any complaints
Athletics	Athletics
Athletics	Good Athletics Dept
Athletics	Sports
Athletics	Sports teams
Class Formats	classes offered face to face, ITV, and Internet and an Associate degree totally offered online
Class Sizes	class size
Classes in Comanche	Offering classes in Comanche
Close Knit	Maintain a sense of community for students
Close Knit	We work well together as one
Close Knit	working relationships
Close Knit Faculty	Faculty is close knit
Committed Employees	very dedicated employees
Committed Employees	Your staff are very dedicated
Communication	Strong communication system between Faculty and students
Communication	communications
Community Involvement	Appreciative attitude toward the communities
Community Involvement	Community involvement
Community Involvement	Community involvement
Community Involvement	Community involvement of administrative team
Community Involvement	Community-based
Community Involvement	Great Community Supporter
Community Involvement	Interaction with business community
Community Involvement	Local
Community Involvement	member of community
Community Involvement	sense of community

STRENGTHS	
Theme	Responses
Continued Growth	continued growth
Course Availability	course offerings
Course Availability	Course offerings
Dedicated Employees	Dedicated faculty & staff who are friendly and helpful
Dedicated Employees	dedicated faculty who work well together
Dependable College	Dependable college
Dual Credit	25 participating high schools for dual enrollment
Dual Credit	Dual Credit
Dual Credit	Dual Credit
Dual Credit	Dual Credit offerings
Dual Credit	dual credit program
Dual Credit	Dual credit program
Dual Credit	dual credit program for the high schools
Dual Credit	Provides dual credit courses
Easy to Work With	Easy to work with
Easy to Work With	easy to work with
Enrollment	abundance in classes
Excellent Tutors	excellent tutors
Expansion of Courses	Expansion of satellite campus course offerings
Expansion to New Communities	Growing and expanding to other communities
Facilities	All buildings are within walking distance
Facilities	great facilities
Faculty	Access to Ranger College Faculty
Faculty	Good faculty
Faculty	Good instructors
Faculty	knowledable teachers
Faculty	knowledgable teachers
Faculty	Our Faculty
Faculty	Strong committed faculty
Faculty	strong instructor on our clinical site.
Faculty Commitment	committed faculty
Faculty to Student Ratio	Size - student to teacher ratio
Faculty to Student Ratio	Student to Teacher Ratio
Faculty to Student Ratio	student/faculty ratio
Faculty to Student Ratio	Teacher to student ratio
Faculty to Student Ratio	Teacher/student ratio
Financial Aid	Assist students in receiving funds to attend college
Flexibility	Flexibility
Flexibility	Flexibility

STRENGTHS	
Theme	Responses
Flexibility	Flexibility
Flexibility	willingness to expand/grow and partner with others
Flexible	schedules are flexible
Flexible	the ability to offer a wide range of courses; adaptability (program offerings, district area, etc.)
Flexible	Willingness to adapt
Friendly	Friendly and save environment for students and faculty
Friendly	friendly staff
Friendly	Personability
Friendly	Personable
Friendly	Personable Admin, faculty & staff
Friendly	small campus/not intimidating to area students
Friendly	Welcoming
Growth	Growing at a rapid rate
Growth	Growth
Growth	Growth potential
Growth	signs of growth
Integrity	Integrity
IT Department	A great IT person who helps when needed
Jobs	jobs to local folks
Leadership	adm leadership
Leadership	administration is accessible
Leadership	Approachable Admin & Involved with the students
Leadership	Current School President's Leadership/Motivation skills
Leadership	Dr. Don Bostic
Leadership	Excellent Administration
Leadership	Execution of that vision
Leadership	Funding that execution
Leadership	Giving us Dava as a contact...she is awesome and bridges the gaps we had with Ranger.
Leadership	Good Administration
Leadership	Local Leadership - Dr. Bostic
Leadership	Our Administration
Leadership	seem to know their job and kept thing moving
Leadership	Strong Leadership
Leadership	Strong leadership
Leadership	Strong off-campus center administrators
Leadership	There is a vision for moving forward.
Leadership	Vision
Leadership	We seldom get bogged down in red tape. I've been at institutions where it's

STRENGTHS	
Theme	Responses
	much more difficult to get things done. Here there are far fewer cooks in the kitchen, and that makes us nimble.
Library	Good library resources, TexShare
Location	Central location
Location	Local access to classes
Locations	Multiple Campuses
Locations	Several locations in small towns provides opportunities.
Locations	support from area campus
Low Faculty to Student Ratio	good student/teacher ratio
Low Faculty to Student Ratio	Low student to teacher ratios
Many Programs	offer a lot of different degrees
New Program	pharmacology
Nontraditional Students	Student base is non-traditional
Nursing	teach nursing
Nursing Program	LVN & RN programs
Nursing Program	Nursing Program
Nursing Program	Offers excellent nursing program
Nursing Program	Provides nursing degree
Nursing Program	strong launch of nursing program
Nursing Program	The VN nurse program is one of the best in the area
Off Campus Centers	Resources-Ranger and Brownwood campus
Older Students	teach older citizens
Online Courses	on line web based education
Online Courses	Online Course Offerings
Online Presence	Online Presence
People	Good people
People	Hard workers
Policies and Procedures	Good Policies and Procedures
Professional	professional
Professional	Professional
Programs	Offering programs in essential careers
Programs	Strong medical programs at Brown and Erath County Centers
Programs	technical training
Programs Match Needs	Offerings that are needed in communities served
Programs Match Needs	Provide the training that is needed
Provide Education	provide education
Quality	Providing solid curriculum
Quality	Quality and tradition

STRENGTHS	
Theme	Responses
Quality	Quality education
Quality	quality education
Quality	quality instruction
Quality	Quality instructors/instruction
Quality faculty and Staff	Employ well-qualified, dedicated faculty and staff
Realistic Board	realistic expectations from leadership (board of regents)
Relationship to School District	Good connection to local ISDs
Relationship to School District	Involvement with area HS
Relationship to School District	Moving into area high schools is great
Respect	teach respect
Rural Location	rural setting; residential campus
Scholarship	The Presidential Scholarship Program that brings in students who will take their classes serious.
Sense of Community	close knit community
Small Campus	Small college leads to personal experience for the student
Small Campus	Small Community
Small Campus	Small enough to know students on a personal level
Small Campus	Small/individual attention
Small Class Size	small class size
Small Class Size	small class size
Small Class Size	small class size
Small Class Size	small class size - student teacher ratio
Small Class Size	Small class sizes
Small Class Size	Small class sizes
Small Class Size	Small classes
Small Class Size	small classes
Small Class Size	small classes so more individual attention per student
Small Class Size	small classes to help with students needs
Small Class Size	small personal classes
Small Class Size	Small size
Small Class Size	Small size makes it easy to know students.
Small Class Size	Smaller classes with more personal attention.
Small Class Size	The classes are smaller and students get more one on one attention
Small Size	Our small size equals more personal interaction with students
Small Size	The fact we are a smaller college with small amount of students give it a family like atmosphere
Staff	Good staff
Staff	Good supporting Staff

STRENGTHS	
Theme	Responses
Staff	helpful staff
Staff	Quality staff members
Staff	Staff
Staff	Staff concerns for the students and working with students to see that they achieve their goals
Staff	Staff the that are approachable & will to listen to your concerns
Student Centered	All employees strive to connect with and help the students
Student Centered	Attend students' academic and personal needs.
Student Centered	attention to student needs
Student Centered	Care for our students
Student Centered	care towards students
Student Centered	Caring faculty
Student Centered	caring faculty and staff
Student Centered	Caring Faculty and Staff
Student Centered	Caring professors willing to put forth effort for the value of the students
Student Centered	Celebrating student achievements
Student Centered	Everyone takes a personal interest in the students' well-being and does their best to help them succeed.
Student Centered	Faculty and staff care about student learning
Student Centered	faculty and staff involvement with students
Student Centered	Faculty are here because they love to teach, rather than to climb the ladder of academia.
Student Centered	Good relationships with students
Student Centered	good teacher student relationship
Student Centered	Helpful to first time students
Student Centered	Individual attention
Student Centered	individual attention
Student Centered	Instructors are very knowledgeable and caring.
Student Centered	Interested in our students
Student Centered	Intimate setting for students
Student Centered	level of classes appropriate for learners
Student Centered	Our desire to serve our students
Student Centered	Personal Attention to each student
Student Centered	personal contact and access to services
Student Centered	Personal contact with students
Student Centered	Provide an opportunities for students to be in academic/fine-arts/sports college level organizations.
Student Centered	Relationship with students
Student Centered	Service toward students
Student Centered	student centered learning
Student Centered	Student focused organization

STRENGTHS	
Theme	Responses
Student Centered	Student oriented
Student Centered	student support
Student Centered	Students feel important
Student Centered	The college treats students as individuals
Student Diversity	diversity of student body
Support Services	Assistance through counseling, advising and tutoring
Technology	various availability/ITV, several campuses, etc.
Technology	We are embracing new technology.
Transferability	Transferable
Tutors	On campus tutors
Tutors	tutoring and assistance options for those who take advantage of them
Welding	Provides welding certificate

WEAKNESSES	
Theme	Responses
Accreditation	SACS
Adjunct Faculty	availability of adjunct faculty
Adjunct Faculty	instructions for adjunct profs and considerations of other jobs they do
Administrative Siloing	Offices too compartmentalized-registrar, business office and financial aid unaware of what each other are doing.
Advising	Academic Advising
Advising	Academic advising
Advising	assisting students in planning their educational journey
Advising	having a clear goal for each student
Advising	improved academic advising for students
AP Credit	Only accept AP scores of 4 or above for credit
Athletic Recruitment	athletic recruitment/involvement in local area
Availability of Services for Commuters	If we want to be a residential campus, we must stop running the school as a commuter campus where there is NOTHING open, NOTHING to do, and NOWHERE for our students to gather after 5:00 pm
Campus Activities	Campus life and activities that other colleges provide.
Campus Activities	In addition to Day of Champions have a day for everyone to pitch in and work on the school and strictly around the campus.
Campus Activities	Lack of campus activities
Campus Activities	More activities for the students to attend to keep them busy
Campus Activities	More student activities out side of sports
Campus Activities	Need for improved student activity centers
Campus Activities	need more and varied extracurricular student activities
Campus Activities	Need more on campus activities such as key clubs etc.
Capacity to Deliver	Capacity to deliver services

WEAKNESSES	
Theme	Responses
Services	
Capital Improvements	Money for capital improvements
Centralize Program Location	Other schools have nursing programs in same area
Communication	Administrative communication & organization
Communication	clear communication of goals and objectives with students and faculty
Communication	college-wide communication
Communication	communicates with staff and faculty
Communication	Communicating administrative expectations to faculty & staff and following up with policy/procedure changes
Communication	Communicating to prospective students that they can do college work
Communication	Communication
Communication	communication
Communication	Communication
Communication	Communication between departments is poor.
Communication	Communication between various campuses
Communication	communication in general
Communication	Federal Government - Communication with our representatives to inform them of the impact of federal policies on students who attend or might attend RC.
Communication	Not enough communication between RC and students/parents as to what is expected, what is happening and when.
Communication	Poor communication across campus
Communication	Poor communication between departments
Communication	Poor communication to instructors
Communication	Professional communication with adjunct faculty
Communication	Ranger campus need more interaction with off campuses
Communication	Weak, disconnected communication among all campuses and intra-campus
Communication	website
Course Availability (F2F)	more face to face offerings
Course Format	In Cosmetology we should enroll in Mini semesters
Course/Program Availability	Access to more electives
Course/Program Availability	course offerings
Course/Program Availability	Failure to find cooperative programs with industry
Course/Program Availability	greater offerings
Course/Program Availability	lack of contemporary technical programs for all campuses
Course/Program Availability	Limited career/technical course offerings--more academic focus

WEAKNESSES	
Theme	Responses
Course/Program Availability	May need greater diversification of course offerings
Course/Program Availability	more courses to offer
Course/Program Availability	More vocational-technical training programs
Course/Program Availability	Most technical training done by TSTC.
Course/Program Availability	Need more vocational programs
Course/Program Availability	Need to offer more classes in brown county
Course/Program Availability	Offer Biology courses
Course/Program Availability	offering ALL basic courses
Course/Program Availability	offering ALL the basic courses
Course/Program Availability	other colleges taking the lead in development of training programs.
Course/Program Availability	Providing a variety of courses for our growing student body and interests including short term medical training
Course/Program Availability	scheduling and times
Course/Program Availability	scheduling of courses
Course/Program Availability	Tech classes
Developmental Ed	Developmental Education
Developmental Ed	Developmental Education
Developmental Ed	Expand developmental courses onto every campus
Developmental Ed Changes	Changes in developmental program
Developmental Ed Changes	Dual credit changes in new testing
Efficiency	registrar's office is inefficient
Efficiency	registration lasts too long
Facilities	appearancy of campus
Facilities	Auditorium Facilities
Facilities	better facilities
Facilities	building and technology need updating
Facilities	building improvements
Facilities	building renovations
Facilities	buildings needing repair
Facilities	Buildings old and outdated
Facilities	Campus appearance / appeal is poor

WEAKNESSES	
Theme	Responses
Facilities	deteriorating curb appeal and aging facilities
Facilities	Dorms are not as updated as competitors in our area
Facilities	Facilities
Facilities	facilities
Facilities	Facilities
Facilities	Facilities
Facilities	facilities
Facilities	Facilities on the home campus in Ranger, TX
Facilities	Facility improvements to meet growth
Facilities	Funding for facilities maintenance at Ranger campus
Facilities	Lack of current "college campus" appearance
Facilities	Lack of physical facilities
Facilities	Lack of space - but I understand that this is going to improve
Facilities	limited facility infrastructure
Facilities	Make the appearance of the campus more appealing
Facilities	Need enhanced curb appeal for 'first' impression
Facilities	need for physical plant upgrades
Facilities	Need more attractive cafeteria/bookstore/meeting-room building
Facilities	Need new dorms
Facilities	Need new gym
Facilities	Old outdated facilities hurt our image
Facilities	Old-looking facilities (Ranger)
Facilities	older facilities
Facilities	other colleges have done more maintenance and up keep which draws more students to those schools
Facilities	Other colleges have nicer facilities that may make them more attractive to students.
Facilities	outdated facilities and managing growth
Facilities	Outdated facilities on Ranger home campus (related, again, to lack of funding).
Facilities	overall communication all all campuses
Facilities	Physical attributes, looks on the outside
Facilities	Physical surroundings
Facilities	Primary campus in poor condition
Facilities	Primary campus in poor location to service area
Facilities	Put more money into the dorms make it a better place to live
Facilities	Putting too many students in lab classes @ Early
Facilities	Renovation of the Ranger Campus over time
Facilities	Signage in Comanche
Facilities	teaching classrooms are limited

WEAKNESSES	
Theme	Responses
Facilities	The main campus facilities.
Facilities	The need for a bigger, more permanent building in Stephenville, TX
Facilities	The need for a facility where students can congregate and socialize - a student center
Facilities	The overall up keep of the campus facilities
Facilities	The residential students need a student union or other common gathering place.
Facilities	there is no place for students to go and nothing for them to do after classes and practices are over.
Facilities	Update the building
Facilities	updated buildings on campuses
Facilities	Upgrade facilities
Facilities	We need more and more energy effecient dorm rooms
Facilities Need More in Stephenville	Bigger facility in Stephenville, TX
Facilities--Air Condition Gym	gym needs to be air conditioned
Facilities--bathrooms	cleaning and fixing of bathrooms on campus they never flush and it makes people want to leave campus to use one.
Facilities--classrooms	Better & more class rooms
Facilities--dorms	Dorms
Facilities--dorms	If RC, Ranger is to grow, more housing for students is needed
Facilities--Dorms	Improvements could be made to the dorm rooms
Facilities--Dorms	Putting more money into dorms
Facilities--Labs	Better lab facilities @ Early
Facilities--Lack of Lighting	Lighted areas for outdoor evening events--volleyball, etc.
Facilities--maintenance	Maintenance - the Ranger campus needs many repairs/improvements.
Facilities--Naming of Brownwood	name of the college--doesn't indicate Brownwood/Brown County affiliation
Facilities--Stephenville	Existing Stephenville Campus needs consolidated into One highly visible campus
Facilities--Student Space	available space for students to study with access to computers
Facilities--too small	campus to small?
Facilities-Build New Location	Build a new location away from campus
Facilities-Dedicated Testing Center	Dedicated computerized testing center
Facilities-Dorms	All living quarters need to be upgraded
Facilities-Dorms	Negative environment on the Main Campus, Dorm Rooms
Faculty and Staff Support	Faculty and staff may not feel supported.
Faculty and Staff Support	faculty and staff need a better and more complete understanding of contemporary two year college curricular and funding issues
Faculty Development	Poor faculty development
Financial Aid	fast student reimbursement

WEAKNESSES	
Theme	Responses
Financial Aid	federal scholarship funding changes impact our students
Financial Aid	financial aid
Financial Aid	financial aid office is slow to respond to prospective student issues
Financial Aid	Funding to cover scholarships
Financial Aid	quicker financial aid to meet the students needs
Financial Aid	scholarships
Financial Aid	students loans
Financial Aid-Grants	Grant funding-get more grants to increase student retention and graduation
Funding	insufficient non-tuition funding for growth
Grading Practices	We need mid-term grades in order to calculate rank
Identity	Lack of understanding of mission
Image	image
Improve Courses	Providing a strong push to improve our academic courses (face to face and distance learning)
Improved Technology	improved technology
Increased Class Sizes	growing sizes of oncampus classes
Lack of consistency among campuses	Lack of consistency among campuses
Lack of Staff	lack of staffing
Lack of Staff and Resources	limited staff and resources
Lack of Tutors	A lack of Math and English Tutors to help students in need.
Leadership	Aging leadership
Location	Location
Marketing	advertise to draw public attention to the college
Marketing	advertising
Marketing	Funds for Advertising in media and on billboards
Marketing	More advertisement for college
Marketing	More advertising on classes offered in Comanche
Marketing	More campus visibility in Stephenville
Marketing	Public Awareness of Programs
Marketing	Recruiting Materials -Lack of professional appearing flyers that are specific to programs we offer
Marketing	Weak public relations in previous years
Marketing	work with your local newspaper
Marketing Budget	Our lack of any kind of marketing budget at all means that our competitors are pushing their message much farther.
Marketing--Community Awareness	limited community awareness
Marketing--general	Marketing of programs to general populace
Marketing--Misleading	We advertise our costs based on 15 credit hours, yet require our students

WEAKNESSES	
Theme	Responses
	to sign up for more, creating a feeling of false advertising/distrust from our students when things do not match up. Other schools advertise based on REAL costs and many have gone to a standard / block cost for full time students to avoid these discrepancies.
Marketing--Open House	have a open house
Marketing--Open House	Invite HS students to see existing programs Example: Nursing or Cosmetology
Marketing--Public Exposure	lack of public exposure
Meal Plan	More variations in meal plan.
More Active with Secondary Schools	College administrators need to take a more active role in the high schools
More Faculty	need additional faculty
More Faculty	need more faculty
More Faculty	Not enough faculty for RN program, including dedicated Student Counselor/Mentor for RN & LVN program
More Faculty and Staff	Need more full time faculty and staff to meet growth needs
More Faculty and Staff	Not enough personel to accomplish what is expected of some departments
More Online & Noncredit Courses	Need more on-line credit & non-credit courses offered by local instructors
More Staff	need additional personnel
No Comradeship	don't offer comradeship
Online Offerings	Not having online classes having a required face to face meeting (teacher/student) at the beginning of the year
Online Offerings	online course offerings
Online Offerings	online course offerings
Online Offerings	Online nursing courses
Online Offerings	Online summer courses
Online Offerings	Web based education is a must for the future
Online Offerings Diminishing Brick and Mortar	Online learning diminishing brick & mortar opportunities
Pass Rates for Nursing Graduates	nursing doesn't achieve pass rates
Pay Scale	Because of financial difficulties, RC doesn't provide salaries close to other sister colleges, which is a problem when trying to find suitable new employess
Pay Scale	better pay for staff to match other colleges in the area
Pay Scale	Better salaries for the VN program to enable program to get better staff to ensure a better educated student
Pay Scale	competitive wages, facilities / campuses
Pay Scale	Losing good staff due to low pay scale
Pay Scale	Money for competitive salaries
Pay Scale	pay rates

WEAKNESSES	
Theme	Responses
Pay Scale	pay scale
Pay Scale	Too low a pay scale compared to other colleges, yes this could cripple our college and very rapidly.
Pay Scale	Too low a pay scale for job to be done
Professionalism	faculty expertise; professionalism
Program Saturation	Market maturity/saturation in the nursing program
Quality	"canned classes"
Quality	Quality of instruction
Quality	Quality of Instuctors
Quality	Some students have expressed concern with courses that are not rigorous.
Rapid Response	Ability to respond rapidly to respond to employer training needs
Recruitment	need to a recruiter for Voc. Classes
Recruitment	recruiting of highly qualified faculty
Recruitment	recruitment-get the good local kids here.ie;upward bound programs
Relationships with Area Universities	Barriers with Larger Universities in area
Relationships with Area Universities	Not fostering a positive relationship with Tarleton State University
Relationships with Secondary Schools	Interaction with high school programs
Resources	Resources & supplies for faculty, as well as student access
Responsiveness	Issues receiving things in a timely manner, Ex. grades
Responsiveness	It takes too long to receive grades at the high school level which causes us to be late with report cards.
Responsiveness	Poor response time to questions
Responsiveness	providing adequate resources and support services to our growing student population
Safety	Safety (doors locked at earlier time @ Early)
Small Offerings	Bigger colleges offer more
Social Network Expansion	Continuous expansion of social networking by students
Staff Turnover	keeping quality coaches/consistency in staff
Standards	low standards for classes - high school level
Strategic Planning	strategic planning
Student Absences	No mechanisms to overcome student class absences
Student Absences	Sports Absences
Student Absences	Student attendance
Student Addresses & Email Availability	better accountability of students addresses and phone numbers through Campus Connect
Student Apathy	student apathy
Student Apathy	student disinterest in classic education, college degree
Student Apathy	students entitlement
Student Awareness	Students have little/no awareness of collegiate academic protocol

WEAKNESSES	
Theme	Responses
Student Discipline	Reacting to student complaints without getting the whole story
Student Engagement	creating a student experience
Student Engagement	Opportunity for student interaction on the commuter campuses
Student Recruitment	They recruit for Cosmetology students
Student Support Services at Brown and Erath	restructuring the student support services to include Brown and Erath county campuses
Support	support of the RN nursing program
Support	Too hard to get necessary supplies and materials for classes
Support	Too many resources 'holed up' at the Main Campus and very few student support services at the off campus centers
Teaching Resilience	need for teaching resilience in education environment
Team Building	Team Building for Administrators, Faculty, and staff is non-existent
Technology	access to more technology on all campus sites
Technology	better technology
Technology	Faster internet
Technology	Improve technology infrastructure -- many students still do not have Internet in dorms.
Technology	Internet
Technology	Internet
Technology	lack of technology and training to use it
Technology	More technology could be put into the classrooms
Technology	more technology for all offices
Technology	much improved technology
Technology	Need faster internet and better wifi so students are able to complete their online assignments
Technology	office technology
Technology	on campus technology
Technology	Poor technical equipment to support distance education
Technology	some technological defeciancies
Technology	technical equipment
Technology	Technology
Technology	technology
Technology	Technology behind but gaining rapidly
Technology	Technology needs a serious upgrade
Technology	technology training
Technology	Telephone
Technology	Telephone Syatem
Technology	To few computers for students
Technology	Updated equipment
Technology	updating technology
Technology	upgraded technology

WEAKNESSES	
Theme	Responses
Technology	We have been weak in technology but are working on that.
Technology	We need more technology in our classes.
Technology	wifi
Technology	more computer technology
Testing	critical assessment skills
Testing	Having online students come to the campus for a proctored tests defeats the purpose of online courses.
Testing	New Accuplacer Test
Testing	New testing requirements that would possibly not allow a student to enroll
Testing	STARR test
Testing	State mandates for new testing and new tests
Testing	trends toward standardizing tests/curriculum
Training	More training from the financial aid office
Transferability	transferability

OPPORTUNITIES	
Theme	Responses
Accreditation	QEP
Alumni	Alumni Program
Alumni	Ex-students as project-based funders
Athletics	expand athletic programs
Athletics	Invite more students to walk-on and try out for the activities (academic or athletic) they dream of doing at the college level.
Athletics	J.v programs
Athletics	sports programs
Brown County Referendum	Brown County Referendum
Brown County Referendum	Having the Brown County Referendum pass in Fall 2013
Brown County Referendum	Referendum at Brownwood
Campus Activities	Have a student recreation center for students and have it open on weekends for the students to have something to do
Campus Activities	Have more activities for the students to participate in on campus because so many of them do not have cars
Campus Activities	Maybe have a concert or certain event every other month
Campus Activities	Offer an intramural sports program for the students unable to make an athletic team as a walk-on.
Campus Activities	Things such as the spring fling and halloween dance get the students involved so adding more of these things may improve our school
Community Participation/Visibility	a greatly increased visibility in the communities served by Ranger College
Community	be active in community events

OPPORTUNITIES	
Theme	Responses
Participation/Visibility	
Community Participation/Visibility	Community communication
Community Participation/Visibility	Community service
Community Participation/Visibility	Continue to leverage the communities for leaders to participate with Ranger on advisory committees
Community Participation/Visibility	continuing current trend to increase participation in community events
Community Participation/Visibility	creating more college-community interaction projects like Day of Champions
Community Participation/Visibility	interaction with community
Community Participation/Visibility	Seek out community partners to financially support the College
Community Participation/Visibility	Staying involved in the community
Community Participation/Visibility	Use creative ways to encourage local citizens to be on campus and feel a part of the college
Community Participation/Visibility	We could take advantage of the city pool and have a swimming day for the students
Community Participation/Visibility	We involve our students in community affairs.
Community Participation/Visibility	We try to make them realize how important community service is.
Community Participation/Visibility	Work with the community to make Ranger a place people want to visit
Continue To Do Well	Doing everything very well! Ranger is an excellent school!!
Continue to Expand	continued expansion
Continuing Education	CE education such TNCC
Continuing Education	Continuing Ed Classes available to local citizenry
Demographics	Large potential student population in the 7 county central Texas area
Documentation	documentation is improving
Expand Continuing Education	More continuing ed courses
Expand Courses Available	increase amount of classes
Expand Courses Available	offering more courses
Expand Dual Credit	Dual credit and distance learning
Expand Dual Credit	dual credit expansion
Expand Dual Credit	Expand on Dual Enrollment to other ISDs
Expand Dual Credit	Expanding course offerings for Dual Credit
Expand Dual Credit	Expanding Dual Credit
Expand Dual Credit	Increased demand for dual credit course offerings
Expand Dual Credit	widespread high school - college dual credit
Expand Faculty and Staff	student center needs staff so that it can be open more

OPPORTUNITIES	
Theme	Responses
Expand Faculty and Sta	Our growth in student population must be matched by a growth in the number of faculty and staff positions.
Expand Locations	expanding off-campus locations
Expand Online Classes	Expand online education but charge less.
Expand Online Classes	keep increasing online classes
Expand Online Classes	Online offerings outside RC's market area
Expand Online Classes	open enrollment to online courses
Expand Online Classes	Outside Classes in Cosmetology
Expand to New Locatio	Continuing to offer classes other communities
Expand to New Locatio	expansion of locations to offer classes
Expansion	Expansion
Expansion	Increasing enrollment at the Erath County Center (Tarleton State University overflow perhaps)
Facilities	Downtown campus that will stimulate revitalization of historic buildings and foot traffic.
Facilities	Expand Stephenville campus
Facilities	Expansion of Erath County center
Facilities	Improve our main campus facilities to work better with advances in technology.
Facilities	Student activity center
Facilities	upgrade facilities
Facilities--Erath	New Erath County Center
Facilities--Hideout	Improving the "hideout" where the students could have a place to relax and make friends and do homework and enjoy their college experience
Facilities--Signage	improve highway frontage signage (highest traffic count in Brown County)
Facilities--Stephenville	larger permanent location in stephenville
Facilities--Stephenville	New Facilities at Stephenville
Faculty Recruitment	opp to hire new and younger teachers
Financial Aid	financial aid
Financial aid	Financial aid
Financial Aid	more scholarships
Financial Aid	offer more scholarships
Financial Aid	Scholarship programs, more of a selection
GED	offer GED class
Grants	Continue to try to access Workforce Grants
Grants	get more grants
Grants	Government grants for improving education.
Grants	grant writing specialist to attain & access resources
Grants	Increased opportunities to obtain grant funds
Grants	need to apply for more grants
Grants	We don't seem to take advantage of all the available grants. Other colleges seem receive grants continuously. More effort needs to be directed to these funding

OPPORTUNITIES	
Theme	Responses
	opportunities.
Growth in Current Locations	growth in Stephenville and Brown co
Growth in Current Locations	Growth potential at off campus locations
Growth in Nontraditional Students	Growing non-traditional student base
International Students	international students
Keep Costs Low	Continue with cost effective pricing
Keep Costs Low	keep cost of education low
Keep Costs Low	Keeping tuition reasonable while still succeeding financially as an institution
Keep Costs Low-Costs at 4-Year Colleges	High tuition for 4 yr colleges encourages alternative
Location	county seat gives special opportunity for criminal justice courses
Marketing	Attend Open houses
Marketing	attracting more students besides locals
Marketing	Broadcast the progress of the new Stephenville location as it is being completed to generate interest.
Marketing	Capitalize more on the achievements of athletics and activities such as our forensic team.
Marketing	Charity function
Marketing	cohesive marketing plan (tell your story + recruit)
Marketing	recruit better locally
Marketing	Recruiting is done by students.
Marketing	Strongly recruit with the expanded curriculum now offered
Marketing Nursing	Known for nursing, keep that strong
Marketing-- Extension Centers	improve image through extension centers
Marketing--Dual Credit	Promotion of Dual Credits Program to school Districts
Marketing--Dual Credit and Associate degrees	Promote dual credit & Associates degrees as affordable and faster than 4 year degree.
Marketing--High School Tours	More high school tours
Marketing--Increase demand	increase demand for education and certifications within the district
Marketing--News Stories	More news stories relating to growth taking place now
Marketing--Pool Day	pool day at either eastland or here in ranger for students
Marketing--Recruit	recruit
More Counselors	more counselors
More Faculty	hiring more faculty to match student growth
New Course Formats	8 week classes
New Course Formats	Mini semesters
New Course Formats	More classes for non traditional students after hours

OPPORTUNITIES	
Theme	Responses
New Program-Nutrition	communities interest in fitness could be funneled to nutrition
New Programs/Service	courses to improve writing & test taking skills
New Programs/Service	development of short term C.Ed. courses
New Programs/Service	expand course offerings at Erath
New Programs/Service	expand programs such as University Scholars & debate
New Programs/Service	Having more general education classes in off campus areas
New Programs/Service	preperation for graduation requirement changes
New Programs/Service	upward bound program for area students
New Workforce Progra	?more people are interested in workforce training, maybe add more tech. program in the future.
New Workforce Progra	add more health care related programs
New Workforce Progra	Become a technical college
New Workforce Progra	Business incubator campus at Ranger location
New Workforce Progra	career classes
New Workforce Progra	ceramic industries need for robotics should be a focus for us
New Workforce Progra	clerical healthcare
New Workforce Progra	CNA certification course/lab assistant course/ radiology
New Workforce Progra	development of new training programs
New Workforce Progra	Evaluate area/local market for growth jobs and focus resources on training for the jobs
New Workforce Progra	Expand certificate offerings in response to employer needs
New Workforce Progra	Expand programs for nursing and medical areas
New Workforce Progra	Expand welding program and other industrial technologies
New Workforce Progra	healthcare fields
New Workforce Progra	Increased demand for technical/vocational preparation
New Workforce Progra	Nearby growth in petro industry creates new career choices
New Workforce Progra	Oil boom--upgrade and expand welding program
New Workforce Progra	Robotics program
New Workforce Progra	serve industry through certification programs
New Workforce Progra	Service area needs training for mid level careers (lower academic)
New Workforce Progra	short course training programs
New Workforce Progra	target specific work related training - nursing, etc
New Workforce Progra	Texas economy - Seek opportunity to partner with business or industry to relocate this area with training support from RC
New Workforce Progra	Trades
New Workforce Progra	Training programs with local businesses
New Workforce Progra	Welding Program in Erath County
New Workforce Programs--Gun Smithin	I don't believe that there is a gunsmithing school in Texas. Why not us? It would be a great fit.
Nursing Faculty Role	Dedicated nursing faculty as Student Mentors and Counselors
Nursing Faculty Role	Dedicated nursing faculty for Remediation

OPPORTUNITIES	
Theme	Responses
Nursing Faculty Role	Dedicated nursing faculty specific to Lecture versus Clinical
Nursing Faculty Role	Develop niche programs for major employers to increase support of local campus
Partnerships	Continue to partner with local businesses to meet their workforce needs
Partnerships	Partnership with Universities needs improving
Partnerships	partnerships at the local area to improve funding
Partnerships with IPU and TSTC	strategize w HPU and TSTC to reduce gaps and overlaps
Partnerships with Other Community Colleges	Partnership with other community/technical colleges to leverage high-cost equipment, limited instructor pool, etc.
Partnerships with Other Community Colleges	reaching out to other two year colleges for joint, non-sports activities
Partnerships with TSTC	Tarleton Challenge for both students and staff to help with team building
Professional Development	?keep faculty and staff motivated by allowing for professional development off campus
Professional Development	Have our instructor trained in latest trend so we can pass this on to our students
Professional Development	professional development for faculty & staff
Quality	Improvement of faculty
Quality	Increased reputation for academics
Reinstitute Band and Cheerleading	Reinstitute Band / cheer squads for sporting events
Relationships with Secondary Schools	Career Tech integration with HS
Relationships with Secondary Schools	Continue to communicate with local area high schools to meet their students' needs
Relationships with Secondary Schools	Interface with high school education for technical skill training
Relationships with Secondary Schools	RC instructors show more involvement on HS campuses
Relationships with Secondary Schools	speaking at high schools about the programs and classes we offer
Relationships with Secondary Schools	Speaking in high schools about college
Relationships with Secondary Schools	Start a contribution program to the Ranger ISD as simple as reading to grade school kids.
Relationships with Secondary Schools	visit high schools in and around their area
Relationships with Secondary Schools	We need to reach out to schools in the area for High School Voc. programs
Relationships with Secondary Schools	Work with local high schools to solve system issues.
Reputation with Secondary Schools	a much improved reputation among secondary feeder schools
Research New Program	find the need of education for the upcoming students & teach it
Research New Program	Linking business job demands with course offerings
Strong Tax Base	a strong tax base for Brownwood county
Student Organization	student organization

OPPORTUNITIES	
Theme	Responses
Technology	?Pursue new technologies/best practices in teaching (based on current research)
Technology	Improve the use of technology.
Technology	more specific rather than general blockage on internet
Technology	Technology
Technology	New ITV Equipment
Use of Data	using data to inform decision making
Work with Youth	Branch out and work with youth not just adults

THREATS	
Theme	Responses
Brown County Referendum	losing Brown Co election
Brown County Referendum	referendum in Brown County - not passing
Brown County Referendum	Selling the new tax to the public
City Government	City government - Work to elect and support city officials who will work with and support RC.
Community Needs	Communities need more technical training
Competition	Competition for limited education \$
Competition	Competition for students
Competition	Competition for the education \$
Competition	Competitors often have a school website that is updated with current students and current events far better than ours.
Competition	other colleges offering more
Competition	other small campuses
Competition	trade schools
Competition from TSU	Competition from TSU in Erath County
Competition in Secondary Schools	expansion by others of high school classes offered
Competition--Facilities	People choosing more "attractive " schools --(residential campus appears run-down)
Competition--More Staff	Our competitors are better staffed and handle multi-campus issues / administration (such as registrar duties and financial aid) on a per-campus basis, making them much more efficient and prompt in dealing with student issues.
Competition--Online	Increased online access to higher education
Competition--Online	Internet classes exploding-we need to catch up
Competition--Online	wide spread online courses from other schools
Competitor Growth	Growth by other colleges in our area
Competitor's Facilities	Competitors often have nicer facilities. If the state would step up with funding, even one new common building such as a Student Union Building would provide a different image plus a building to feature in campus

THREATS	
Theme	Responses
	pictures.
Demographics	Socio-economics of market area
Drugs in Community	drug involvement in and around the community
Drugs in Community	More open usage of drugs
Economy	Condition of local economy
Economy	economy
Economy	economy
Economy	Economy
Economy	Economy
Economy	economy - people may not be able to afford.
Economy	national job market weakness impacts our students
Economy	Poor economy could affect education affordability
Economy	The economy
Economy--improving	Improving economy sucking away students
Failure to Respond to Needs	Failure to respond to the educational needs of students
Funding	Budget cuts
Funding	Budget cuts.
Funding	Budgets continue to be cut at the state level. We must do something to make up the gap (i.e., grant-writing).
Funding	Diminished state funding
Funding	drain on funding
Funding	Funding
Funding	funding
Funding	Funding
Funding	Lack of funding
Funding	Lack of funding. All colleges could use more money, but Ranger seems always on the verge of financial panic. A \$100 budget for an entire department is ludicrous.
Funding	lack of local funding
Funding	Lack of money
Funding	Lack of money
Funding	lack of state and community funds
Funding	Limited Resources
Funding	loss of funding from BRMC
Funding	Need more money to pay for more personnel and facilities
Funding	need to find and improve long-term financing
Funding	need to find and improve long-term financing
Funding	no money to support programs
Funding	poor state funding
Funding	Potential cuts in state funding.

THREATS	
Theme	Responses
Funding	Ranger College is critically/chronically understaffed -- ?underfunded?
Funding	Reduction of funding from THECB
Funding	reduction of state funding
Funding	state budget problems will impact our funding
Funding	State funding
Funding	We always need more money.
Funding	we have to keep our resources up to date
High Cost	expenses to attend school
Improve Relationship with Tarelton	The relationship with Tarleton State University needs to be much better
Increasing Costs	Increasing cost of doing business (healthcare act & taxes). Small & large business may not support new tax.
Increasing Tuition	Increasing tuition
Lack of Identity	Lack of understanding of Ranger mission by School Bd
Lack of Identity	Ranger College needs identity, marketing, and press
Lack of Population	Population--or lack of it.
Legislation	New ACAct could eliminate nursing positions
Mission Differentiation	Delineating mission of Ranger versus Tarleton
New Maximum Hours	The new "maximum" college hours issue for students
Oil Boom	boom in oil filed detracting potential students
Perceptions	Community identity
Perceptions	General residents perception of need for Ranger
Perceptions	History of the college
Perceptions	Perceived lack of value with major employers, except hospital
Perceptions	Persistent rumors that the college is closing
Perceptions	Poor reputation from the past
Perceptions	Ranger College has a long tradition and identity in Ranger. Expansions in Brown County and Erath County should be done with caution to ensure that the identity of RC Ranger is not lost.
Perceptions	Reputation needs improvement - No strong heritage
Perceptions	The college needs a better self-image. Too many people believe, "Oh, it's just Ranger," using this as an excuse.
Perceptions	The perception, based on visible realities, that the Ranger campus is no longer cared about and will eventually (soon) be shut down in favor of the other campuses is rampant.
Perceptions	We face a public perception problem. We are not seen as the first choice for college students.
Politics	Brownwood politics and unjust threats/censorship
Politics	legislative mandates
Politics	legislature
Politics	Legislature--how we receive funds
Politics	politicians

THREATS	
Theme	Responses
Politics	politics
Politics	Support in the Texas Legislature
Relationships	The town of Ranger appearing to be disconnected to their local college.
Rural Location	Bigger towns may have more outside activities which our small town cannot provide
Shrinking Economy	Town of Ranger continues to shrink. Recruit some fast-food places for the students (and employees).
Taxes	taxes
Technology	Other schools may have better Wi-Fi
Value of Higher Ed	Employment opportunities that don't require no or limited post-secondary training