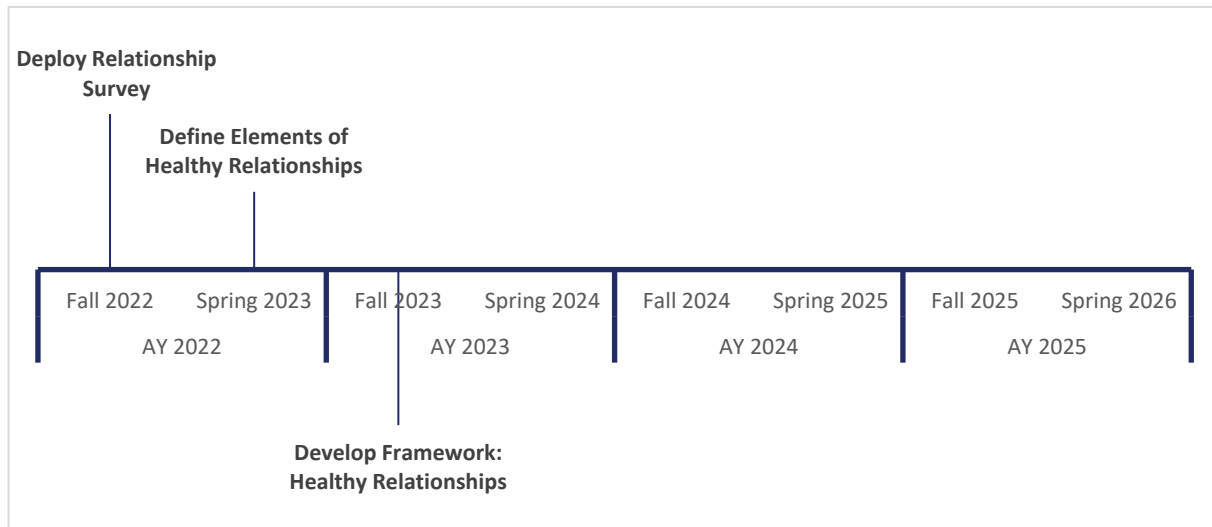# COMMUNITY CONNECTIONS

Cultivate and nurture responsive and sustainable community relationships

Strategic Indicators Winter 2024 Update

Establish an approach to measure the health of our community relationships. ✔

Deploy Relationship Survey

Define Elements of Healthy Relationships

Fall 2022	Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025	Fall 2025	Spring 2026
AY 2022		AY 2023		AY 2024		AY 2025	

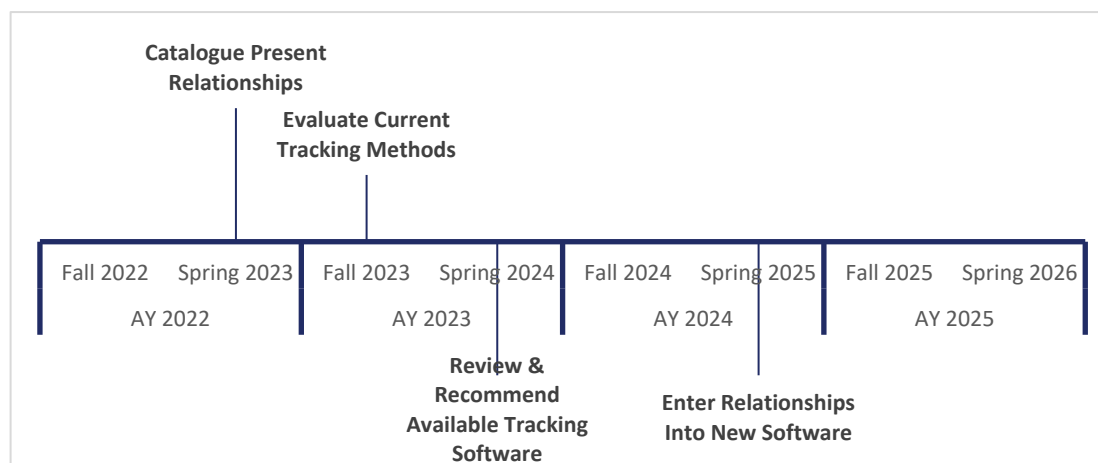**Develop Framework: Healthy Relationships**

The Community Connections team conducted six internal and external focus groups in support of this action. The focus groups included questions that will help us build a better understanding of the current state of CCC relationships with external partners. The team partnered with Institutional Research to conduct analysis of the focus group results, which revealed five themes:

- Appreciation and Mutual Trust

- Organizational Complexity

- Relationship Management

- Communication Channels & Content

- Opportunities to Participate

Based on the results of the focus groups, the implementation team will convene a literature review team (described in the indicator below) to help take next steps in establishing an approach to measuring the health of community relationships.

Increase in the number of formal partnerships in areas of community need. ✔

Timeline:

Catalogue Present Relationships

Evaluate Current Tracking Methods

| Fall 2022 | Spring 2023 | Fall 2023 | Spring 2024 | Fall 2024 | Spring 2025 | Fall 2025 | Spring 2026 |
| AY 2022 | | AY 2023 | | AY 2024 | | AY 2025 | |

Review & Recommend Available Tracking Software

Enter Relationships Into New Software

The community connections team is making progress on the journey that will help us increase partnerships in areas of need. Next steps include doing some formative/foundational/learning work that better prepare College stakeholders to serve as builders and sustainers of healthy partnerships.

The community connections team used results of focus groups to inform creation of new project teams, each charged with a unique emphasis that surfaced through the team's research. These project teams include:

1. Phone information subcommittee that would develop a list of best practices and materials for employees that regularly take phone calls from the public
2. Community engagement research subcommittee that would complete a literature review with a goal of identifying strategies other colleges or similar institutions use for building and maintaining relationships with community partners (this group would then make a recommendation on whether to create and distribute a campus survey). The charge for team 2 includes completion of a literature review, which would serve as a complement to the focus groups that were conducted over the last several terms. The goal will be to use this literature review to affirm, amend, or identify gaps in the results of the focus groups. Future research steps will be considered, as the literature review is conducted.
3. The implementation team met with an Advancement staff person from a peer institution in Louisiana—who had done a lot of work during the Pandemic about mapping relationships. The team has begun to use this foundation to develop a playbook for who/how/when different CCC leaders need to be called on, in different relationship-building settings. This would include recommendations/guidelines for what College personnel should be consulted when communicating with different levels of community organizations. This has informed the creation of a relationship tier mapping subcommittee, that would use the materials from Southern Louisiana Community College as a guide for developing a tier mapping system for CCC.
4. Customer Relations Management (CRM) subcommittee that would create a list of data points/pieces of information that we would want to be able to access that would make it easier for us to build and maintain relationships. The implementation team has explored and confirmed that the tools being considered by the Admissions department will not suffice for this team's goals; this team will continue to collaborate with other College partners to research tools that will help advance our relationship-building efforts.

Leaders of the Community Connections implementation team are considering whether to prioritize a selection of these potential subcommittees, in case capacity limitations don't allow the group to launch all four efforts at the same time.

✔

On Track

✚

**Progress Made,
Assistance Needed**

❗

At Risk