Revised College!NOW Strategies and Goals

Key Questions:

• How will the activities of the College!NOW initiative lead to increased student success within Montana’s two-year colleges?
  a. Extend comprehensive 2-year mission to all COTs
  b. Innovative adult friendly programming and delivery
  c. Expanded dual credit opportunities
  d. New emphasis on strategic partnerships

• What plans are underway to improve public awareness and branding of Montana’s two-year colleges?
  a. Creating a recognized brand for two-year education
  b. Demystifying myths
  c. Positioning Montana’s two-year colleges as first choice options

• What partnerships will be critical to ensuring Montana’s two-year colleges are successful in meeting the needs of Montana’s citizens and communities?
  a. Leveraging partnerships with Schools and Department of Labor
  b. Engaging local and regional business and industry
  c. Two-year colleges are central to their local community