AMN KEY SOLUTIONS

Positioning Assessment and Bond Related Information

1. What is your Community College's mission?

2. What is your College's promise to its students, employees and the community at large?

3. What are your three most important goals?

4. Describe your Community College's "offer".

5. Who is your target market?

6. Where do you want your College to be in 5-10 years?

7. How do you measure success?

8. If you could communicate a single message about your Community College, what would it be?

9. What are the eight principal arguments which can be made in FAVOR of the passage of a local bond?

10. What are the eight principal arguments which can be made AGAINST the passage of a local bond?

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