Core Idea Workshop

Workshop Objectives

- Review the Core Idea Statement process
- Develop Core Idea Statement Option Drafts

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Core Idea

The **unique** and **inherent truth** about an institution that differentiates it in ways that are meaningful and persuasive to your target audience.

Core Idea

Mission

Why do we exist?

Vision

Where do we want to be?

Core Idea

What can we leverage that is special and unique?

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The Core Idea

- The core idea describes the institution in a way that makes it very clear how the institution differs from its competitors.

- There are three parts:
    - The target user—who you're serving and where they are. You may have different segments as well as part of your options.
    - The pressing need—which of their needs do you meet? What are the problems that this group might be facing?
    - A solution or offering—a high-level experience that helps that population meet their specific needs.
    - Unique resources and assets--things that you can build off to create the right experience or solution.

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Core Idea Statement Example

Rio Salado College, as America's Online Community College, provides individuals, who do not have on-ground access to a college education, with readily-available online learning opportunities using the College's flexible academic calendar and customized online learning platform.

Target User: Individuals who live in educational deserts (radius of 60 miles)

Problem/Need: Cannot afford residential education; prohibitive to travel to on-campus programs

Solution/Offering: Provide online and distance education with personalized student success coaching

Unique Assets: Flexible calendar (40 start dates) and home-grown online learning platform that allowed them to be innovative with courses and content

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Core Idea Statement Example

Target User: Traditional-aged students who live out-of-state and have a strong interest in outdoor adventure activities

Problem/Need: Cannot afford a traditional, four-year education; does not have access to outdoor/adventure experiences in their home state/locale

Solution/Offering: Provide a curriculum and co-curriculum rooted in outdoor experiential learning opportunities paired with partnerships at 4-year institutions who emphasize experiential learning and field research in the Yellowstone ecosystem for potential transfer

Unique Assets: Yellowstone ecosystem, liberal arts emphasis, historic strength as a transfer institution, cost as a two-year institution

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Core Idea Statement Example

Northwest College provides who will you serve, who need or problem identified, with solution/offering using your unique assets.

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Consider This…

- In your groups, focus only on the components today; we are concerned with the options today and not the whole core statement
- We will set aside the renaming of the College as a core idea for now
  - This will be part of the feasibility process
- Consider future-state possibilities for your core idea statement
- Consider feedback from the focus groups and from the future summit
  - These are the solutions/offerings as part of the core idea statement

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In your work groups…

➢ **Brainstorm and develop 3-4 core idea components (you can have more as well if you list your top 3-4)**

  ➢ There may be some overlap between the four parts of each statement; that's okay

  ➢ Use the formula as your starting place

➢ Ensure there is a recorder to write your statements to share with the group

You have 30 minutes

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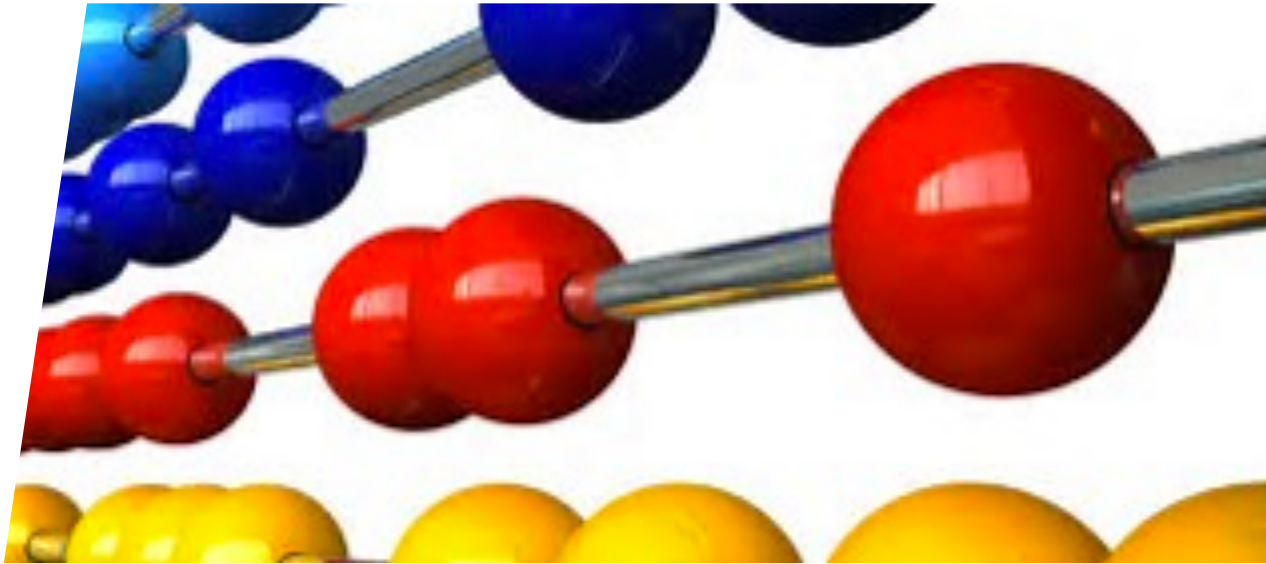
Report out (3 minutes each)

- Make note of the core idea statements that you find most compelling

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Next Steps

- Review statements together during next week's Advisory Committee meeting to discuss, synthesize, and review

- Share your synthesized statements with the President's Cabinet

- Engage in next phases of plan
  - Test feasibility of rebranding and renaming
  - Test feasibility of core idea statement options
  - Finalize core idea at the end of the next phase
  - Develop and implement a roadmap and plan for achieving core idea

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