

Maine Senior College Network Conference
How do we tell our story and how do we create our future?
November 8, 2010
Breakout Session Notes

Topic: Competition Between Colleges

Convener: Margaret A'hearn

Note-Taker: Fleurette Bannon

Participants: Margaret Ahearn, Mora LePage, Bruce LePage, Brother Albert Heinrich, Elmer Brown, Cynthia Mowles, Ted Hargrove, John Fortune, Fleurette Bannon, Barbara Nathanson

Important points made during this session:

1. Competition between colleges
 - A. Similar programs, same time
2. Faculty and pay?
3. Adult Ed and Senior College competing for same audience?
 - A. No communication
 - B. Similar course offerings
 - C. Financial
4. Problems
 - A. Stigma, i.e. college degrees
 - B. Ageism

Solutions:

1. Meeting with competition/communication
 - A. Define issue:
 - i. Audience
 - ii. Public relations