

## Key Risk Topic

**Alignment of Purpose with Programs and Support Services** - Ensuring the identity, structure, curriculum of the College are optimized to best serve students and other key stakeholders

**Campus Culture** - Leveraging the College's rich history to enable the vision and changes necessary to create an environment for future success and growth

**Competitive Environment** - Positioning the College to attract and retain the best students in a dynamic and increasingly competitive market of higher education

**Faculty and Staff** - Attracting, developing and retaining highly qualified faculty and staff

**Local Community Relations** - Proactive services for and collaboration with Wise area residents, businesses, and organizations promoting the benefits of integration with these "co-owners" and stakeholders

**Marketing and Communications** - An enhanced and coordinated effort to clearly communicate the value and opportunities of the College to external and internal audiences

**Regional Area** - Adapting and responding to the effects of changing demographics and helping to lead and enable the economic response to those changes

**Relationship with UVA** - Further defining and leveraging this historical partnership to maximize the benefits for both institutions

**Resources and Stewardship** - Oversight of major funding sources (tuition, state, advancement, endowment) including revenue streams, budget process/decisions, and ongoing asset maintenance

**Student Centric Focus** - Strategy for the recruitment, admission, and retention of a motivated and diverse student body resulting in placement ready graduates and ongoing alumni engagement