I. Introduction

- A. Report Overview
- B. Task Force Process
- C. Review and Approval Steps

II. Context

- A. Dynamics and Time Scale for Developing Higher Education Institutions
- B. General Market and Economic Conditions
- C. Competitive Context
- D. Roseville's Assets and Challenge
- E. History of Attempts to Attract HE

III. Vision

- A. Desired Outcomes
 - Educational opportunities for the community
 - Important institution for the regional community identity, pride and development
 - Economic Development
- B. Vision

IV. Strategies

- A. Short Term
 - 1. Policy and Funding
 - 2. Sites
 - 3. Marketing
 - 4. Action Steps
- B. Long Term
 - 1. Higher Education Development Coalition
 - 2. Demographic and Market Analysis
 - 3. Scenario Development
 - 4. Partner and Resource Development
 - 5. Public Outreach

V. Living Plan: Implementation and Progress Review

APPENDICES (Preliminary Products)

- 1. Site List
- 2. Strengths Summary
- 3. Marketing Strategy Detail (target candidates, publications, conferences, etc.)