



April 27, 2018

Dear Colleague:

As you know, change is the key word for higher education! The landscape is constantly on the move and impacting our rural colleges like never before. RCCA has continued to represent you throughout these new policy proposals and changes. The next Farm Bill is already under consideration and we are very much involved in enhancing our language and standing in the Bill. We are excited about the opportunities on the horizon. We want to continue to build on these relationships and bring even more recognition and help to our rural colleges and we need your help to do this effectively. It is absolutely critical that we have a large and active membership of rural community, technical and tribal colleges in order to accomplish this.

As the face of higher education continues to evolve, it is essential that we prepare for the challenges AND opportunities that will arise. As you know, operating a college in a rural area IS different than operating a college in an urban or suburban area. Size, location, demographics, population served, and geography do matter and impact how we operate! RCCA strives to help rural community, technical, and tribal colleges thrive and excel in these challenging times. Not only do we represent your interests at all levels of government, but most importantly, we work to tie together colleges who share the same challenges and opportunities. By sharing our challenges, solutions, curriculums and ideas we can more effectively serve our students, communities and stakeholders.

We have been able to involve faculty, staff and administrators in a wide variety of committees and activities, connecting more of our rural institutions to each other and sharing so many important programs and best practices. More than ever before, are we beginning to realize our goal of connecting rural colleges across the U.S. and Canada to each other!

This organization is YOUR organization! We need you! Please visit our membership page today and renew or become a member or you can simply complete the attached form. Don't forget to invite at least one other rural college in your home state to become a member also! We are here to serve and assist you so please do not hesitate to contact us at any time. Please visit our membership page at www.ruralccalliance.org to renew or become a new member. **We look forward to seeing you at our annual conference September 25 – 27, 2018 in Park City, Utah.**

Sincerely,

A handwritten signature in black ink, appearing to read 'Randy Smith'.

Randy Smith, Ph.D., President
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