

INSTITUTIONAL ADVISORY COUNCIL MINUTES

Institutional Advisory Council Meeting

Friday, August 14, 2015

9 a.m.-noon

RDMT 256

Call to Order of the Truckee Meadows Community College Institutional Advisory Council Meeting 9:00 a.m.

1. Roll Call

Present: Councilmembers: Chairman Collie Hutter, Vice-Chairman Michonne Ascuaga, Mike Kazmierski, Nancy McCormick, John Thurman, Bradley Woodring.

Ex Officio Members: Dr. John Adlish-Faculty Senate Chairman, Dee Dee Segal-Classified Council President, Henry Sosnowski-Nevada Faculty Alliance Representative, Spencer Schultz-Student Government Association President.

Staff: Dr. María C. Sheehan-President, Dr. Kyle Dalpe-Associate Dean/Chief of Staff, Dr. Barbara Buchanan-Vice President Academic Affairs, Estela Gutierrez-Vice President Student Services, Dr. Rachel Solemsaas-Vice President of Finance & Administration, John Albrecht, General Counsel, Dean, Dean Marie Murgolo-Poore, Dean Jim New, Dean Lance Bowen, Elena Bubnova, Institutional Research, Lisa Farmer, IAC Liaison/Executive Assistant to the President.

Absent: Councilmembers: Chris Bender, Marissa Brown, Traci Davis, Knute Knudson, Michael Hernandez.

2. Public Comment

Chairman Hutter called for public comment. There was none, public comment was closed.

3. Approval of Minutes – May 29, 2015

Council Member Thurman MOVED TO APPROVE THE MINTUES OF FEBRUARY 4, 2015 AS PRESENTED. Councilmember Ascuaga seconded the motion. The motion was APPROVED by a of vote 6-0-5 Absent: Bender, Brown, Davis, Hernandez, Kazmierski. ITEM 7 was heard next.

4. President's Update

President Sheehan acknowledged Nevada System of Higher Education Board of Regents, Regent Kevin Melcher (in the audience) saying Regent Melcher is an instrumental advocate for community colleges on the Board of Regents.

- a. Marketing Outreach Update
- b. Student Services Outreach Update
- c. Burning Glass/College Collaborative Update
- d. America's College Promise Memo
- e. Police Consolidation Memo

President Sheehan relayed that memos were provided with the agenda packet materials related to the information requested at the May meeting. Dr. Sheehan informed the IAC that police consolidation between TMCC and the University of Nevada would be on the next Nevada System of Higher Education (NSHE) Board of Regents (BOR) agenda. There were a number of issues to be addressed before the implementation of a consolidated police service.

The University would be responsible for police services at TMCC, the transition would occur on January 1st if approved by the Board of Regents. Chairman Hutter noted there was some public comment on this item.

Dr. John Gwaltney, former TMCC President, said in 1986 when he became President of TMCC there was a working relationship between UNR and TMCC however he didn't know it because it was two and a half months before he saw a police officer. He suggested that the proposed consolidation was a terrible mistake for the students at TMCC. With increased concerns regarding shootings on campuses and at public institutions, Dr. Gwaltney was saddened to see this movement by UNR to consume the TMCC police department. He asked the IAC to take action to request that the Board of Regents not take action on the proposed consolidation.

5. Presentation – Northwest Commission on Colleges and Universities Accreditation Review Cycle for Truckee Meadows Community College

Dr. Melissa Deadmond, Associate Dean of Assessment and Planning, gave a presentation (Attachment 1) outlining the accreditation process. TMCC was on the cusp of having their 7 year review, which included a site visit. The self study would be submitted by September 1st. The site visit is scheduled for October 14-16, during the visit, an accreditation team consisting of six to eight individuals would conduct interviews with various representative groups and meet with individuals from the college. The team will have read the self study report and will be checking to see

if TMCC is meeting standards aligned with our core themes. As of the last review, there were no outstanding recommendations or concerns. Dr. Deadmond said that looking to the future, there will be a transition of TMCC to a bachelor's granting institution with the addition of BAS degrees.

President Sheehan explained she was formerly a Board Member of the Northwest Commission on Colleges and Universities (NWCCU). This was a very rigorous process. Dr. Sheehan thanked everyone on committee for all their hard work. After the visit, TMCC will have review with NWCCU Board. The Board will issue any findings, which will be reported to the Board of Regents.

6. Presentation –Remediation Strategies/Partnerships and TMCC High School Technical Pathways with Washoe County School District

Dr. Barbara Buchanan, Vice President of Academic Affairs, introduced English Department Chair Natalie Russell and Damien Ennis, Chair of Math Department.

Professor Russell gave a presentation (Attachment 2) related to the following topics: 1) How TMCC is looking to align with Board of Regents policy, 2) National trends and best practices in Math and English disciplines, 3) Math and English department strategies, and 4) Technical Pathways.

In order to better align with BOR policy, TMCC was looking for students to continue core subject enrollment from one semester to the next, trying to avoid any breaks between remedial or developmental courses and college level courses. TMCC is following national trends and best practices in a number of ways including creation of hybrid courses, offering students an opportunity to participate in accelerated courses, creating contextualized courses with embedded content. TMCC is also implementing shorter paths, with a reduced the number of levels. Shorter courses that run seven weeks instead of the traditional 16 weeks, have also increased. TMCC is aligning with high schools for GPA and testing and coordinating areas such as writing to develop skills of high school students. Alternate college placement pathways are in place, allowing students with 3.0 GPAs to be placed in gateway courses. Dr. Deadmond outlined the benefits of acceleration: cost savings, more completion, faster graduation.

Mrs. Gretchen Sawyer, Executive Director of the TMCC Foundation and Institutional Advancement, gave a presentation on the collaborative project with Washoe County School District's (WCSD) technical pathways option for high school students, an expansion of TMCC High School. In August 2016, 50 11th graders will participate in the new technical pathways program, eventually the program will grow to 114 students. It was developed to address

workforce needs in the community. Mrs. Sawyer listed the programs. Students will graduate with a diploma and a certificate allowing them to immediately be employed if they choose not to continue in higher education.

There is dedicated space at the Applied Technology Center at the Edison site for the program. WCSD will be providing an administrator and a faculty member. WCSD will be responsible for tuition at a reduced rate along with lab and technology fees. TMCC is agreeing to renovate and offer a reduced tuition rate. The total renovation cost is approximately \$4.3M. Mrs. Sawyer was happy to report that TMCC has a donor that is willing to fund the entire project.

Chairman Hutter was thrilled to hear about such an amazing program. She thanked WCSD for their support. Council Member Davis thanked everyone that helped to get it going, it has taken a number of years. Discussion followed regarding how the program would be presented to high school students.

Council Member Ascuaga asked how TMCC would be measuring the outcomes of the efforts outlined by Professor Russell. Ms. Russell replied that TMCC was tracking the progress on multiple fronts, retention, persistence from course to course and success in the gateway courses.

More discussion followed on gateway courses and efforts to embed English and Math into the curriculum for technical programs, assisting those students are looking for certificates, not necessarily degrees.

7. Presentation –TMCC Budget Review: Alternative Revenue Sources, Including But Not Limited To:

- a. Capital Funds/Projects;
- b. Foundation Efforts;
- c. Grant Funding

Dr. Rachel Solemsaas, Vice President of Finance and Administration, gave a briefing on TMCC's funding situation, leveraging community support (Attachment 3).

In the presentation was a comparison of state funding between community colleges. Funding has been reduced especially for community colleges in the north, this requires institutions to be more dependent on student fees. How students are paying tuition was next. TMCC has approximately \$33M in unmet need. 68% of Financial Aid goes to need based students.

Dr. Solemsaas reviewed ways in which TMCC has been very entrepreneurial, showing growth in grants and contracts.

Mrs. Gretchen Sawyer, Executive Director of TMCC Foundation and Institutional Advancement, gave an overview of what the Foundation is and their current efforts. Over the last few years, \$2M in cash was been donated, this year expecting \$4.9M. In FY2012 TMCC received \$2M in grants, in FY15 \$9M was awarded.

A \$25M campaign was successful under the leadership of Dr. Sheehan and former Foundation Executive Director Paula Lee Hobson. That campaign funded capital projects, programming, scholarships, and technical needs. Recent gifts include \$4.3M for the Applied Technology Center. The Foundation was now focusing on a performing arts center. The lease on the current facility expires in a year, and is in desperate need of repair. TMCC was looking to move the performing arts back to the Dandini campus in a space dedicated to student space and the arts. One of the Foundation's needs is for private donations for scholarships, this year the Foundation received 1,300 scholarship applications but was only able to fund 267. The Foundation will be attempting to increase corporate partnerships this year. Additions to personnel and some restructuring in the Foundation office will help to them to focus efforts.

Chairman Hutter expressed her excitement to see all these great things are happening. She would like to coordinate efforts so the IAC would work in conjunction with the college to help meet these needs.

Council Member Thurman asked about the goal to increase corporate support. What is TMCC receiving now and how much does the college expect to grow support? Mrs. Sawyer replied not much was being received now. The Foundation was developing a campaign with several recognition levels.

Dr. Solemsaas resumed her presentation reviewing capital projects: including the Health Science and Applied Technology Centers. Dr. Solemsaas outlined sources of capital funding. Early in the year staff engaged the campus community to identify their priorities, parking and transit needs rose to the forefront. Additional parking was needed not necessarily to grow, but sustain existing parking. Currently TMCC was working on a temporary parking fix, with the loss of overflow parking at DRI until new facility can be constructed.

There were concerns with transit service. At this time there is only one bus that comes to TMCC from the east side, there is no bus route from Parr Blvd. To address this gap, staff have discussed shuttle service to get students from Parr Blvd to campus. Administrative staff was looking to add student fee, \$1 per credit to help offset costs associated with the design and construction of additional parking. This had been presented to the Student Government Association and had garnered support for all with the exception of students taking all their courses online. Dr. Sheehan added that this item would go in front of the Board of Regents in December. It will need to be approved in order for TMCC to assess the fee.

Dr. Solemsaas then discussed the need for space for the arts and student life. There was some initial work being done to make the current plaza more usable for student learning. TMCC has a large area now designated as the Student Center, however it is often being used for many other programs. Space is needed for student clubs, study groups and general place for students to meet. TMCC also needed a large gathering space for special events like the annual black tie fundraiser. Dr. Solemsaas explained possible funding for new center projected to cost \$8-\$11.5M. TMCC would be looking at the New Market Tax Credit program, which was a way for the Federal government to invest in distressed areas, which includes the location of the Dandini campus. A consultant has been hired to look at feasibility for the new capital project.

A recess was called at 10:19am. The meeting reconvened at 10:35am.

8. Presentation –Economic Planners Indicators Committee (EPIC) Report by Economic Development Authority of Western Nevada (EDAWN)

Council Member Kazmierski (President/CEO, Economic Development Authority of Western Nevada) gave a presentation (Attachment 4) on the newly released Economic Planners Indicators Committee (EPIC) report. Unprecedented growth is expected in the next few years, it's so big and so dramatic that it's hard for everyone to understand. This will affect everyone, this institution the most, Council Member Kazmierki's opinion.

He reviewed important statistics related to the predicted growth. One measure was prospect visits per month. 70% of businesses that come to the area will commit to move to the region. EDAWN has put significant resources into making those visits happen. Further indicators were discussed including how many projects EDAWN had assisted and the number of primary and secondary/ancillary jobs associated with the development of those businesses. There was a changing focus of Nevada's economy. Gaming and entertainment is only 8%, Nevada is becoming an advanced manufacturing hub, with companies moving to the area not just from California. The message was getting out throughout the country/world.

The current prospects top list, included the creation of 6,392 jobs with many smaller businesses on the radar. EDAWN was seeing opportunities with unprecedented demand and was excited to see the number of corporate headquarters increasing within the region. Council Member Kazmierski added that retention just as important as attraction. 83% of existing businesses are growing, these are the secondary jobs growing by single digits.

Council Member Kazmierski saw a need for community college space in the revitalized downtown area, an area seeing millennial and entrepreneurial growth projected to be 4.5% in coming years. The EPIC was designed as a report about

how to address this growth. Five year projections included an increase of 52,400 jobs, with related population growth of 64,000.

Chairman Hutter said those prospects were defined as manufacturing, are not just machinists. These companies need accountants, QA/QC, HVAC, there is a broad spectrum of jobs. Discussion followed regarding what TMCC would need to address the projected growth and how a culture shift was needed to interest people in the new definition of manufacturing.

9. Action Item: Discussion and Possible Action to Develop an Action Plan that Addresses, but is not Limited to the Following:

- a. Strategies to Build Awareness and Support of TMCC Programs and Students in the Community;
- b. Recommendations for Strategies and/or Programs TMCC Might Consider to Better Serve the Community;
- c. Proposed Actions Council Members can Take to Support TMCC.
- d. Any Areas of an Action Plan that do not Clearly and Completely Fit within the Above Categories May be Suggested and Included on the Agendas of Future Meetings for Addition into the Action Plan.

Chairman Hutter wanted to make sure this Council not only learns a lot, but does something to effect change and fulfill the charge of the IAC from NSHE. She thanked everyone for providing their comments for this agenda item. Discussion was opened to how the Council feels they should move forward keeping in mind that it was not expected that everyone at the table would be doing all the work themselves.

Council Member Thurman stated lack of corporate participation at TMCC was concerning. Although Reno is not a community of corporate headquarters, those commitments from corporate partners are critical. He would like to see more movement toward corporate involvement. He also encouraged informational campaigns like the "TMCC You Complete Me" campaign from a few years ago. Chairman Hutter agreed that encouragement was needed for relations with corporations both financially and for use of TMCC for training. Council Member Thurman added corporate donations were important, but partnerships should also include training and internships. If you can bring the resources to the businesses, they are more likely to participate.

Council Member Brown noted internship opportunities are of huge value, corporations may not realize it is out there. There are opportunities to grow future employees, she had seen it first hand with Nevada Hospital Association. Internships aren't on the forefront, but really it's free help that helps the person develop more knowledge about the job.

Council Member Ascuaga suggested development of how we market to high school students and their parents what's available. There are standard things currently being done, but there is a need to be creative to communicate to that population. The reality is that there is a large population suited to community colleges. Most people do not realize that there are schools with 54% of the population that are minority, more than half are living in poverty. The community has a different demographic than it had 20 years ago. Council Member Ascuaga also thought the college was out of sight, physically. It was a hidden gem, that needed more attention. That could be achieved by getting into the community. Marketing and messaging is critical. The college should use affordability as key component and equate education with getting a job.

Council Member Kazmierski noted the model was broken and needed to be revamped. Students going through tech programs get to a certain point, are offered a job and then dump the program to make significantly more money. There needs to be incentive to complete.

Dr. Adlish agreed and added that TMCC needs to pursue more BAS degrees. Great progress had been made in regards to retention and persistence rates, but more work was needed. He agreed a culture shift was needed both internally as well externally.

Institutional Advisory Council Meeting Minutes

Professor Henry Sosnowski agreed with the need for improved marketing. Some amazing changes had happened in the last few years, as a part of that change there now was a need to market to the corporations EDawn is talking to and their

potential students. TMCC needs to make a name as a way for businesses to improve themselves, not just a feeder school for the university.

Ms. Stephanie Prevost, Student Government Association representative, said the difference in affordability is something people are becoming more and more aware of. She felt the opportunity for students to complete pre-requisites at a much less expensive rate was being better utilized. TMCC has the market on return students. However the college needed the support of the community, and the support of the Council to communicate how to meet the needs of the students.

Chairman Hutter was seeing all the suggestions coalescing into two groups. There was a need to get out there and start talking to the people that run companies in this area. Another driver was the need to get students to the institution to get the training to meet the demand. How does the Council support the college and community to make these happen? Chairman Hutter suggested the formation of two or three committees to work specifically on meeting these goals. Communication would be a focus of one group in order to create a very clear picture of what TMCC offers. The other focus could be on how TMCC works with WCSd encourage students to get into programs, selling TMCC to students.

Council Member Brown said there were programs like Operation Healthcare Bound which focused on healthcare opportunities. Many businesses are invited to show the many different identities offering jobs in the field. She felt there was a gap between what students choosing areas of student and knowing what types of jobs are available, how many positions are available, and what the anticipated salaries are in those areas. Chairman Hutter thought TMCC coordinating these types of events was a great idea. Dr. Sheehan thought it would be a great way to utilize Burning Glass to help set up events in the different disciplines. President Sheehan agreed that looking into two groups to look at relationships with all corporations, and promote the college within the WCSd would be beneficial.

Dr. Adlsh said marketing comes up a lot as a means to relay information. He was curious as to how to get more money into marketing efforts, as more was needed. Dr. Sheehan said a marketing report could be provided with information about what is spent right now, what is the best return on investment, etc. Marketing and Communications has done a needs analysis to look at how to best spend the available funds. Discussion followed regarding marketing and the desired audience. Kate Kirkpatrick, Director of Marketing and Communications, explained their current strategy was to focus on current students first, then prospective high school students, then their parents, followed by non-traditional students and then direct marketing to Hispanic populations. More discussion followed on the current marketing strategies.

Council Member Ascuaga thought there was a lot the Council could be doing that didn't take money. She was in favor of the idea of opening the campus to essentially trade shows. But added there was a need to take those resources to the high schools, and other captive audiences. There are opportunities for collaboration and leveraging resources the college already has. Dr. Sheehan explained there are some relationships with schools like Galena, staff could provide information. Chairman Hutter would like to have a group that could specifically focus on those types of meetings. One or two people could write up a program and learn the specifics to augment existing resources in an effort to help put the college's programs out there.

NSHE Regent Kevin Melcher offered comments. He thanked the IAC for inviting him to attend and relayed that what he has seen from TMCC's IAC is phenomenal. He congratulated Chairman for doing a great job. Regent Melcher previously sat as the Chairman of the GBC advisory board and was impressed on the level of involvement of TMCC's Council. A lot of information had been discussed and presented to the college and President Sheehan.

Regent Melcher reminded the Council that these boards were established to make community colleges more important to the work of the Board of Regents. The work done at these meetings, makes the work done at the subcommittee more effective. Regent Melcher heard two items that need to be repeated. There was obvious concern about police services, this an area that may warrant more discussion. He had concerns about the consolidation, himself. It's not a done deal and will be on the agenda for September and December. It would be very advantageous to have as a discussion before the December meeting and possibly make a recommendation to the Community College subcommittee. The other item was related to funding formula. He understood there are concerns, but this is more of a revenue problem. The colleges should try not to pit themselves against the others as everyone was taking a hit. Regent Melcher was hoping 2017 would be the year of higher education. There is a year to get the agenda out, emphasizing the need for more funding particularly in light of the growth projections. This interim time was a great opportunity to voice suggestions on how to fix funding to better fit everyone.

Lastly Regent Melcher said he was interested to see how TMCC and the other community colleges would help their communities address concerns with workforce, not only for new jobs, but for existing businesses that lose people to new industry.

Chairman Hutter asked the Council if they were comfortable at looking at the feasibility of making committees to do some investigative work to see how the Council can move forward. Council Member Kazmierski suggested every Council Member come back with two suggestions they can do to help market the college as each one of the Members has a different sphere. It could be as easy as forwarding President Sheehan's updates or having a lunch. This would force the Council to be part of that "free" marketing.

Chairman Hutter asked if there were additional items for the next agenda. Mr. Thomas Dobbert, Director of Information Technology at TMCC, referenced the memo provided by Mr. Frank Woodbeck, Executive Director of the Nevada College Collaborative, which stated there would be a reassessment of the implementation of shared services for Information Technology. Mr. Dobbert asked if some clarification could be provided on that effort.

President Sheehan during the meeting heard requests for the following:

Police Consolidation Update

Parking and Transit Update (would like Council input on)

Marketing Presentation

Art Center/Student Life Space –information only

EPIC Report Follow Up–TMCC capacity, what is being provided

Consideration of New Council Members

Shared Services (as a whole) Update

10. Public Comment

Dee Dee Segal, Classified Council President, suggested looking at a new marketing strategy that would start younger than 16 years of age, something that would allow WCSD students to grow up on TMCC logo and name.

Dr. Adlish relayed that he was receiving inquires as to why the TMCC police department was being eliminated. He wanted to clarify it was a consolidation. Dr. Sheehan interjected that the proposal would eliminate TMCC police services as the campus knows it, putting it under a consolidated University police force.

11. Adjourn

Councilmember Ascuaga MOVED TO ADJOURN. Councilmember McCormick seconded the motion was APPROVED by unanimous vote 8-0-0. The meeting adjourned at 12:05 p.m.

Approved by the Truckee Meadows Community College Institutional Advisory Committee on _____ by a vote of:

AYES: _____ NAYS: _____ ABSTENTIONS: _____ ABSENT: _____

Signed: _____

Collie Hutter, Chair

Attest: _____