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# INSTITUTIONAL ADVISORY COUNCIL MINUTES

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Thursday, November 10, 2016 9 a.m.-Noon

Dandini Campus, Red Mountain Building, Room 256  
7000 Dandini Blvd, Reno, NV 89512

**Call to Order:** 9 a.m.

## 1. Roll Call

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**Present:** Chair Collie Hutter; Vice-Chair Michonne Ascuaga; Council Members: Scott Bailey, Marissa Brown, Knute Knudson, Nancy McCormick, Susan Schilling, John Thurman, and Bradley Woodring.

**Ex Officio Members:** Gracee Tout, Classified Council President; Cheryl Cardoza, Faculty Senate Chair; Cheryl Woehr, Nevada Faculty Alliance Representative, David Turner, Student Government Association President.

**Staff:** John Albrecht, General Counsel; Dr. Barbara Buchanan, Vice President Academic Affairs; Jim New, Interim Vice President Finance and Administrative Services; Estela Gutierrez, Vice President Student Services, Gretchen Sawyer, Executive Director of Foundation and Institutional Advancement; Kate Kirkpatrick, Director of Marketing and Communications Office; Dr. J. Kyle Dalpe, Dean, Technical Science Division; Dr. Jill Channing, Dean, Liberal Arts, and Career Center Manager Sidney Sullivan.

**Absent:** Council Members: Chris Bender and Mike Kazmierski.

## 2. Public Comment

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

## 3. Approval of Minutes – August 12, 2016

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Council Member McCormick requested that two items be revised on page two: individuals from Washoe County School District, and change the number of tours to four. Council Member Ascuaga **moved to approve the minutes of August 12, 2016 as revised**. Council Member Woodring seconded the motion. The motion was **approved** by a vote of 9-0-2  
Absent: Bender, Kazmierski.

## 4. Presentation by Zack Totans, Veterans Resource Center Coordinator

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Veterans Coordinator Zack Totans gave a presentation (attachment A) outlining the history of TMCC's Veterans Resource Center (VRC) and provided a summary of services offered at the VRC.

Chair Hutter thanked Mr. Totans for the presentation and for his service. She added that it was sometimes difficult to recruit veterans. Discussion followed regarding what benefits are available to veterans and the best ways to inform them about programming offered at TMCC. Zack said he was seeing a lot of veterans utilizing their GI bills, but most have an expiration date. There was training for specific job skills, called vocational rehabilitation, but the process was sometimes difficult to maneuver as the requirements were very specific and individuals have to be selected to participate.

Council Member Schilling said Washoe County Sheriff's Office was always interested hiring veterans for positions, she asked who to contact to provide information on job opportunities. Mr. Totans requested that information go to him directly.

Council Member McCormick asked what EDawn or the business community could do to make sure they are letting veterans know what types of jobs are out there. Mr. Totans recommended using CareerLink and the job board housed in Student Services with Kelly Wong. He was happy to share information from his office as well.

Council Member Brown asked if the VRC assists with health benefits. Mr. Totans responded that they have someone come in a couple times a week to assist those who are just leaving service with their health benefits, but for the most part students at TMCC have been out of the service for five years or more.

Item 9 was addressed next.

### 5. TMCC Foundation Report

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This item was addressed after item 9. TMCC Foundation Executive Director Gretchen Sawyer gave a PowerPoint presentation (attachment B) on the recent Food, Wine, and the Future event held at the renovated Applied Technology Center at the Edison site. Nearly 200 individuals attended the event, which raised over \$100,000. Executive Director Sawyer was proud to report that due to the event, Tesla gave their first gift as part of their commitment to the State of Nevada education gift fund.

Director Sawyer would be giving the annual TMCC Foundation report at the next Board of Regents meeting in December. The Foundation received 1,500 in scholarship applications for the 2017 academic year. They were able to award monies to 470 applicants, totaling nearly \$500,000.

Director Sawyer gave an update on a gift from the Bender family to TMCC. Previously the family had willed a property at Donner Lake to the University of Nevada to assist with their logistics management program. That program has since gone away. The University graciously allowed the family to redirect that gift to TMCC to be used in the new Center for Applied Logistics Management (CALM). The house recently went on the market and sold in one hour. TMCC will be receiving \$600,000 for the CALM, a ribbon cutting ceremony will be held in the Spring at the Meadowood site. TMCC was extremely grateful for the gift and legacy left by Mr. Bender.

### 6. President's Update:

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#### a) TMCC Capital Master Plan Update

Dr. Hilgersom gave a presentation (Attachment C) on the Master Plan update being discussed at the December Board of Regents meeting to the Business, Finance, and Facilities committee. At the recommendation of the Regents, TMCC would be waiting to present the revisions on the main Board agenda until March, the presentation would include plans for a new Fitness Complex. The first phase would include a track and a soccer field. The facility would be used by TMCC students for competitive soccer and when not being used for practices or games would be open to all TMCC students and the community for use. President Hilgersom said often community colleges use athletics to make a sticky campus (get students to be more engaged with the campus) and to emphasize a healthy lifestyle. The Student Government Association did a survey that landed responses from over 1,000 students. 80% were in favor of the project and a fee of \$5 per credit to support it. Of that 80%, 30% of respondents were willing to pay upwards of \$9 per credit. The project was estimated at \$22M with \$8M going toward just getting the ground ready. A potential second phase would include a fitness building with multi-purpose rooms, basketball courts, indoor walking track, and other amenities.

Council Member Ascuaga inquired as to how much the increased per credit fees would cover? Dr. Hilgersom replied that it would service the debt.

The second project being considered was the EATS Building (Events, Arts, and Technology Space) which would house a new culinary institute. It would require a massive fundraising campaign of approximately \$15 million. TMCC is seeking New Market Tax Credits and would be looking to find partners to help fund the project. President Hilgersom said past TMCC leadership has done a great job of growing reserves for capital projects some of which would be used to build this new

structure. The space would create the Sierra Culinary Institute, a 300 seat theater, and a large event space. Dr. Hilgersom said this new facility was much needed as every time TMCC has a major event, students are displaced from the Student Union. The theater department has committed to develop a technical degree program, allowing the entire facility to be a living/learning laboratory.

Dr. Hilgersom explained that TMCC has two incredible culinary arts professors, but they can't expand because they don't have space. This new structure would allow for the introduction of a regional culinary arts program. TMCC was hoping to leverage existing business and entrepreneurship programs to grow hospitality entrepreneurs.

Council Member McCormick added that with the growing number of food manufacturing this facility could be more than just a recipe science lab. She suggested the new structure include room for these industries to do research and development.

Discussion followed about the location and orientation of the new facilities and parking issues.

Item 11 addressed next.

### 7. IAC Council Member Outreach Reports:

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#### **a) Reports on the Actions Council Members Have Taken to Promote TMCC in the Community and what was Learned from Them.**

Chair Hutter reported on the meeting she attended with the other IAC Chairs, with NSHE leadership, and with the Board of Regents. She would be sending minutes with her comments to the Council.

Council Member Bailey was happy to report on the success of WC-1. Washoe County School District was continuing with industry tours and their partnerships with EDawn. Council Member Bailey reviewed a recent event for 8th graders at the Reno Sparks Convention Center. They were able to talk to kids about opportunities on where to enter workforce pipeline. Discussion followed on the necessity for recognition of dual language students and the addition of the bi-literacy endorsement offered to students that qualify.

Council Member Brown said they had a booth at the WCSD career event, it was very well run and informative.

Council Member Thurman continues to advocate for services provided by TMCC, as they are a very valuable in terms of training and recruitment for existing businesses. He was working with a committee looking to take certificate programs to higher levels and continued to work with TMCC staff offering specialized training and providing assessments of current skill levels. The Eligible Training Provider List (ETPL) had some new reporting requirements that are very stringent and intensive, he was working with NSHE and the individual schools to gather info.

Council Member Ascuaga was actively part of the group helping the WC-1 campaign. She felt the South Meadows area gets so much of the attention in terms of resources and programming, but most of the student population is in the north valleys. She suggested TMCC keep an eye on those schools because of their close proximity and suggested joint programming and co-mingling of facilities. There might be some future opportunities for partnerships that would be good for the college. Council Member Ascuaga suggested finding ways to get everyone and anyone to the Edison site, it was quite impressive yet it was not well known in the community.

Council Member McCormick highlighted an activity that EDawn partnered with TMCC on. They are working on a project that places advertising on food pantry bags. EDawn utilized the TMCC with graphic arts department to create images on the bags. She was amazed at the variety and quality of work submitted. It was very impressive and very different.

Student Government Association President David Turner reported that the SGA worked with the Rotary Club on a recent project that delivered notebooks, pens, and pencils to area elementary schools. SGA members also participated in a program that allowed some low income students to shop at Kohl's to help prepare for school. The SGA recently passed a

couple of resolutions related to student accessibility, these would be presented at a future Board of Regents meeting. Chair Hutter said that any time that SGA would like to get into the corporations and or manufacturing organizations she was happy to help facilitate visits. It was important for student leadership to understand what these businesses are doing.

Classified Council President Gracee Tout thanked the Council for including Classified Council on the IAC. Classified Council was becoming very involved in some community outreach. She encouraged Council Members to contact her with outreach opportunities or if there were any items that classified staff could assist in.

Faculty Senate Chair Cheryl Cardoza reported that the Faculty Senate was working on a number of things, mostly on communication with other campus organizations and entities. Cheryl attended the Community College Committee meeting and complimented Chair Hutter for her representation of TMCC.

Item 13 was addressed next.

### 8. Discussion and Possible Action Regarding IAC Support of TMCC's Legislative Agenda

**Including but not Limited to:**

**a) Increased Funding of CTE Credits; b) Tours for Assemblymen and Senators; c) Key Contacts**

This item was addressed after item 12.

Chair Hutter led the discussion by saying that more detailed information would be provided at the next IAC meeting, after the legislative session starts. Chair Hutter and President Hilgersom are working to send informational emails to the IAC about proposed bills and their movement through the session. The message Chair Hutter received from NSHE leadership was that it was the duty of the IACs to educate legislators on items of importance to TMCC. It was recommended that legislators are brought to the campuses for visits to get them excited about community colleges and how they are educating the community.

Chair Hutter asked for the Council Members with connections to any legislators to please connect with them and invite them to TMCC. Please coordinate visits with staff in the President's office. Discussion followed about connecting with the new legislators and the legislators from southern Nevada. Staff would work to establish some dates before the session starts for tours and visits, informational emails would follow. Discussion followed regarding strategies to bring attention to specific areas including adult High School Equivalency.

Item 10 was addressed next.

### 9. Discussion and Possible Action Related to Mission Differentiation

**Including but not Limited to: a) a Policy Regarding Dual Credit and/or Fiscal Considerations**

Chair Hutter said this item related to mission differentiation was discussed at the IAC Chairs meeting and the Community College Committee meeting. Chair Hutter and Council Member Kazmierski provided comments and concerns about the existing relationship between NSHE and the community college and the competition for students. There was sentiment expressed that roles needed to be defined.

President Hilgersom said upon her being hired, it was expressed to her by the Regents to expand dual credit partnerships. TMCC was looking at ways to grow dual credit programming, including the addition of specialized staff to work closely with the WCSD. Dr. Hilgersom was looking to the IAC to support these efforts with policy and/or procedure or a resolution that would state that dual credit belongs with the community colleges.

Dr. Barbara Buchanan, Vice President Academic Affairs, introduced Susan Mayes-Smith, Dual Credit Coordinator and former TMCC High School Principal. Ms. Mayes-Smith provided a quick update on the efforts to move the JumpStart vision

ahead and place students in gateway English and Math courses. There were efforts to also offer remedial math courses at the high schools, possibly at the Junior level. She would be working with the College and WCSD for a short term plan for the upcoming semesters and a long term for expanded growth of the programs.

Council Member Bailey echoed Mrs. Mayes-Smiths statements on the evolution of dual credit programming at Washoe County high schools and explained the existing process and where the District would like to see dual credit opportunities grow.

Discussion followed regarding the affordability for community colleges to offer remedial/college readiness programs to high school students. Questions were asked about professors from the University of Nevada teaching at high schools. Council Member Bailey said initially this was the case to develop the programs, but professors from UNR now serve in more of an advisory capacity. More discussion followed regarding concerns from educators dismissing dual credit in favor of Advanced Placement (AP) courses. With so many outlining questions, Chair Hutter was hearing that the IAC was not comfortable at this point making a formal resolution. This item could be revisited after more information is received and time has been allowed to craft language that clearly expresses the IACs support of the College's dual credit and remedial efforts in the high schools.

Item 5 was addressed next.

### 10. Discussion and Possible Action Regarding Marketing Plans for TMCC

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*This will be a continuation of previous discussion focused on how to get students to enroll in TMCC*

This item was addressed after item 9. President Hilgersom reviewed current marketing tactics for the technical pathway offered at the Edison site. Currently there are 36 students in program, 9 from WCSD, and 27 from ACE Charter School. One of the difficulties was marketing specific programs to a certain population. The College strongly relies on partnerships to assist with getting the word out. Dr. Hilgersom said the College has engaged in some fruitful partnerships, but manufacturing is still a hard sell.

President Hilgersom highlighted the Let's Go to College event, a partnership with the Sunrise Rotary Club and WCSD to distribute notebooks, pencils, and pens. There was interest to expand the program to a couple more elementary schools. Council Member McCormick relayed that EDAWN was working on activity book to pass out to elementary age students that would be printed in English and Spanish. She would like to discuss a possible future partnership for distribution of the books.

Council Member Ascuaga noticed that Shaw Middle School held a night for 8th graders to lay out all the high school options for middle school students, she wondered if would makes sense to invite middle school counselors and administrators to Edison to get them more familiar with the TMCC high school options. This type of recruitment is needed at the middle school age.

President Hilgersom said efforts have begun to brand/re-brand the College tied to a significant increase in the marketing budget. Staff would be tracking for a two year period to see what the return on investment is. The existing Marketing budget is very small for a college of this size. The President was committed to helping Marketing and Communications with that mission and would keep the IAC informed on those efforts. Council Member McCormick suggested the SGA utilizing students for advertising on social media and other sources that younger students are utilizing for communication. Marketing Director Kate Kirkpatrick reviewed the College's current use of social media and other "connected" ways of communication, i.e. Pandora, Spotify, etc.

Item 7 was addressed next.

## 11. Discussion and Possible Action on Changes to the Terms of IAC Members Appointed at the Formation of the IACs

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This item was addressed after item 7. Chair Hutter explained that a change was made to the terms of the initial appointments to the IAC. One year was added to everyone's terms due to the election process for Chair and Vice Chair.

Council Member Thurman **moved to accept the changes to the length of terms for the initial members of the IAC to be extended from two years to three years and from four years to five years.** Council Member McCormick seconded the motion. Chair Hutter called for public comment. There was none. The motion was **approved** by a vote of 9-0-2 Absent: Bender, Kazmierski.

Item 12 was addressed next.

## 12. Discussion and Possible Action to Establish Meeting Schedule for 2017

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Chair Hutter asked for a revision to move the February meeting to Thursday, February 9<sup>th</sup>. Council Member Woodring **made a motion to approve the 2017 meeting schedule as revised.** Council Member McCormick seconded the motion. Chair Hutter called for public comment. There was none. The motion was **approved** by a vote of 9-0-2 Absent: Bender, Kazmierski.

Item 8 was addressed next.

## 13. New Business (Future Agenda Items)

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There were no future agenda items.

## 14. Public Comment

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

## 15. Adjourn

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The meeting adjourned at 11:43 a.m.