
INSTITUTIONAL ADVISORY COUNCIL MINUTES

Friday, February 9, 2017 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

Present: Chair Collie Hutter; Vice-Chair Michonne Ascuaga; Council Members: Chris Bender, Marissa Brown, Mike Kazmierski, 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; Elena Bubnova, Executive Director Institutional Research and Analysis; Gretchen Sawyer, Executive Director of Foundation and Institutional Advancement; Kate Kirkpatrick, Director of Marketing and Communications Office; Dean Dr. J. Kyle Dalpe, Technical Science Division; Dean Dr. Jill Channing, Liberal Arts, and Career Center Manager Sidney Sullivan.

Absent: Council Members: Scott Bailey, Knute Knudson, and Bradley Woodring

Chair Hutter recognized Nevada System of Higher Education Regent Carol Del Carlo and John Madole, former Executive Director of the Associated General Contractors.

2. Public Comment

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

3. Approval of Minutes – November 10, 2016

Minutes were not available for review and approval.

4. Presentation by David Turner, Student Government Association President, on the Proposed Fitness Complex and Soccer Field:

David Turner, Student Government Association President, provided a presentation on a student led project to create a sports complex and soccer field on the Dandini campus (Attachment 1). The project was estimated at \$22M and would be funded through a \$9 per credit student fee. The intent was to have the facility available for student use and student athletic programs as well as community use for youth and other organized athletic programs such as children's summer camps.

President Hilgersom noted that the estimate was based on a "worst case scenario". In order to prepare for a quick deadline TMCC staff asked the architects to provide a what if scenario for this project and the Events, Arts, and Technology (EATs) project. Since that time, Staff has been in contact with architects that have experience with building such facilities and the projected estimates are looking much lower. Discussion followed regarding possible community partnerships for facility use and development of athletic programs as TMCC.

Faculty Senate Chair Cheryl Cardoza relayed that there are significant concerns about the addition of a \$9/credit fee. Many faculty have expressed concern about the extra financial burden it would cause for students and about the student survey results that showed concern from students about affordability. Chair Cardoza thanked David for looking into these concerns and for the presentation.

Council Member Ascuaga asked what the current per credit fee was for TMCC students. Dr. Hilgersom responded that it was close to \$92 per credit for residents. Council Member Ascuaga asked if there was discussion about seeking additional funding separate from student fees. Dr. Hilgersom confirmed that was the intent, but it was difficult to fundraise without approval of the project first from the Board of Regents. President Turner agreed, saying the additional fee would be a guaranteed source of revenue to pay the bond, other sources of funding would be sought.

Dr. Hilgersom said a student survey was conducted and had more respondents than any survey in the history of the college. A majority of the students were in favor of the field and of a \$5/credit fee, 20% were in favor of a fee in the \$9-\$12 range. President Hilgersom felt the survey represented a good cross section of the student population.

Cheryl Woehr, representative for the Nevada Faculty Alliance (NFA), stated that there were concerns from the NFA as well. She asked about the length of the administrative of the additional fee.

Council Member Thurman asked about the timeline and the process from this point to completion. President Turner responded that the expected timeline was one year for the construction of the soccer field and track, five years for construction of the facility adjacent to the track to house physical education courses, other community sports programming, and a possible velodrome. Dr. Hilgersom said after review with experts in these types of projects, the timeline and scope could change significantly.

Council Member Bender asked who would maintain the field. Dr. Hilgersom responded that the administration would be responsible for finding the funding to hire additional staff. There would also be a need for an Athletic Director, desirably this person would also act as the coach for the college soccer teams, resulting in 1.5 FTE increase in total.

Council Member Kazmierski thanked everyone for their work on the project and for trying to make the college more attractive to students. However a 10% increase seemed like a big jump for students. He thought there may be opportunities for cost savings with some local contractors and encouraged the college to leverage as many of those opportunities as possible, reducing the need for a \$9/credit fee.

Chair Hutter thanked President Turner for the presentation and congratulated the students on their efforts.

5. President's Update

President Hilgersom thanked those who were able to attend the inauguration ceremony and for the support of those who could not.

Dr. Hilgersom discussed how the upcoming Fall semester would be used in the performance funding for the college. It was very important that enrollment numbers were up for Fall 2017. The college was engaging in a number of conversations about the imaging and rebranding of the college. The brand that was emerging was one that identifies the college with a more urban core with more of a hip, edgy feel that would be used to attract innovators and tell the community that we are not a small, rural community college anymore. President Hilgersom asked for feedback on a naming discussion, the proposal would be to change the name to Truckee Meadows City College with a tagline that would incorporate "community". This would be a small change that would help better market the college's four year programs.

Thanks to the Vice Presidents and their staff good work is being done related to transfers with the University of Nevada. President Hilgersom will be looking to get someone from the University on the IAC.

Dr. Hilgersom reported on a meeting she had with the Chancellor of the Western Governors University. NSHE has entered into a formal agreement with them a little over a year ago and the President was looking into partnership options with them. Another partnership forming was with Sierra Nevada College, a private institution in Lake Tahoe. Discussions were taking place about a possible university center on the college campus that would allow four year opportunities for students studying Education, Business, and/or Hospitality.

The NSHE search for a Vice Chancellor of Community Colleges would be starting soon. As a part of that process candidate interviews would be held with the TMCC IAC Chair and the President.

President Hilgersom briefly discussed legislative efforts that would be outlined in more detail by Dr. Kyle Dalpe later in the agenda in the Legislative Update.

Chair Hutter said previous IAC discussions included marketing an outreach effort to put more students in the pipeline. She asked if funding was available for those efforts. Dr. Hilgersom said the college was working with a private foundation on targeting marketing for students interested in programs at the Pennington Applied Technology Center. There were significant reserves that could be tapped for marketing as well. Budget increases were proposed for the Marketing and Communications office. President Hilgersom was working with Interim Vice Chancellor Frank Woodbeck on marketing TMCC programs, inexpensively through the Department of Employment, Training, and Rehabilitation. There was also an NSHE initiative to joint market the community colleges.

Council Member Kazmierski asked what the current relationship was with the school districts. President Hilgersom replied that with efforts from Interim Vice Chancellor Woodbeck, she had been meeting with Superintendent Davis regularly. TMCC does interact with the schools in a number of ways with events on campus and visits to Washoe County schools. Council Member Kazmierski said less than 15% of current high school graduates will earn a four year degree. There were so many opportunities for the other 85% of graduates. He recommended expanding events to include programs similar to a job fair that clearly outlines the pathway for students to jobs. Council Member Kazmierski said it may be time for the IAC to meet with the Washoe County School Board either one on one or through a joint meeting.

Council Member Ascuaga agreed that it was important to have greater outreach to high school students and middle school students. It may be a better approach to have school counselors on campus learn about programs offered by the college. Council Member Ascuaga also suggested targeting marketing with the Boys and Girls Club to get their participants thinking about community college and career tech programs.

Council Member Bender asked what capacity the college was operating at. Higher education relies heavily on part time instructors, so the college shrinks and grows as the student population fluctuates. Capacity can grow with implementation of new faculty when student population increases. Council Member Bender recommended with the counselor marketing approach, it should be partially directed at the parents of elementary school.

Council Member Thurman asked for details on the enrollment decline. Elena Bubnova, Executive Director Institutional Research and Analysis, said the drop was across all demographics. Typically when employment goes up in the community, enrollment will see a decrease. There were increases in dual credit programs. The college has made concerted efforts to be nimble and address the needs of employers to increase the number of students in these pipelines. Decreases have been seen in continuing students as they find jobs and do not re-enroll to finish their degree.

6. IAC Council Member Reports:

a) Reports on the Actions Council Members Have Taken to Promote TMCC in the Community and what was Learned

Council Member Schilling said after the presentation at the last IAC meeting, Washoe County Sheriff's Office reached out to the Veterans Coordinator to explore future partnership programs. WCSO is active in the internship program and are

exploring new ideas about further internships for students in the jail. Council Member Schilling congratulated the Internship Coordinator for her work on providing excellent candidates for positions within WCSO.

Council Member Bender shared his businesses struggles with finding middle to upper level management. He thought more needed to be done to get more people into the programs at the college to provide a workforce with some post-secondary education.

Council Member Brown was watching possible legislation that would require all surgical technicians to be certified. TMCC just developed a program with College of Southern Nevada for surgical tech, which is good for the college. However regional hospitals have developed programs (in the absence of a previous program) internally where employees receive training and apprenticeship pay. This change would require the hospitals stop that program and lay off those in the existing program. Council Member Brown shared the new TMCC program with the hospitals and hopes that they can find a way to complement each other to help students looking to get into this field.

Council Member Kazmierski discussed some of the legislative efforts he was working on. He asked the Council Members to reinforce information about programs and services offered at the community colleges when talking to legislators and community leaders.

General Counsel John Albrecht reported on an outreach effort led by his Rotary club and sponsored by TMCC. Students at three elementary schools received school supplies encouraging them to go to college.

Chair Hutter reported on the updated metrics from the Career Center. There was an increase of 75% of registered employers in a year. Work is being done to categorize the employers to better reflect data from manufacturing and logistics. Chair Hutter said it was a simple measure, but it definitely showed improvement since the IAC started tracking this information. They would continue to work with EDawn, DETR, and GOED to improve how the data is recorded and measured.

Vice Chair Ascuaga had met with Dr. Hilgersom a number of times to discuss expansion of the culinary program. She has been reaching out to industry leaders learn more about needs and possible internships. President Hilgersom added that a needs assessment was underway and would be shared soon.

Council Member McCormick relayed that EDawn was working on a number of marketing materials that includes information about programming and services at TMCC. One project included a roadmap for people that are not in the workforce path. It has been referenced on the Nevada 211 website. TMCC students designed a graphic that will be used on pantry bags distributed throughout Washoe County. The graphic will outline pathways for those looking to enter the workforce. A future project was geared to elementary school children, it was a coloring activity book that would be branded with TMCC outlining career paths in Nevada.

Council Member Thurman said NevadaWorks was working on multi-level projects with state and community leaders. The largest of those projects is a one-stop center, a piece of an overall one-stop system. It would be a comprehensive center for the delivery of workforce development services. It will be in the Reno-Sparks area, NevadaWorks is working with TMCC and others for possible location partnerships.

Cheryl Woehr serves as the representative for the Refugee Resettlement program at TMCC. She works with families to explain what a community college is and what programs are offered. One of the requirements of the program is that the adults find employment within the first three to six months. Many of them go into manufacturing, so she'd like to connect with the IAC members to discuss possible opportunities. Chair Hutter encouraged some connection through the Career Center.

Faculty Senate Chair Cheryl Cardoza reported that the Faculty Senate is working on an intellectual policy. Cheryl would be serving on the search for the Vice Chancellor of Community Colleges.

7. Women in Manufacturing/STEM Careers Presentation:

Chair Hutter said this item was requested to be put on the IAC agenda by Regent Allison Stephens after hearing a presentation by Pittsburgh Plate Glass at the Nevada Commission for Women.

Chair Hutter was very well versed on this topic. Recruiting and attracting women to careers at all levels of manufacturing has been a long, ongoing effort. Most large companies have initiatives in place to recruit and train women. There are similar national efforts by organizations like Manufacturing Institute and the National Association of Manufacturers and a national trade association, Women in Manufacturing. There are a number of events held in Northern Nevada tied to Manufacturing Day. They were very successful and Chair Hutter would like to see more events in the future. From the perspective of the IAC, encouraging women to train at TMCC is part of the IAC's larger mission: getting good people into training for the great jobs available in the community.

Chair Hutter is gathering information on successful programs nationally that can help the group in their general outreach. She would share this information with the IAC. There are ongoing efforts in Carson City and Washoe County School Districts from the Nevada Manufacturing Association to attract all students. According to recent statistics, women comprise 47% of the workforce, but only 27% of the manufacturing workforce.

Council Member Kazmierski said EDAWN was working to attract women to engineering. Many of the jobs at the Tesla plant are related to engineering. He thought there was an opportunity to market these types of materials to women in manufacturing/engineering, possibly making it more palatable to potential employees.

Chair Hutter called a recess at 10:18 a.m. The meeting reconvened at 10:25 a.m.

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

Including but not Limited to:

- a) the Governor's Proposed Budget and Items that Directly Affect TMCC;**
- b) the Funding Formula and Proposed Changes in the Budget and How it Will Affect TMCC;**
- c) Legislative Bills that Will be Coming Before the Legislature that Will Affect NSHE/TMCC;**
- d) What Can We Do as IAC Members to Support TMCC?**

Dr. Dalpe, Interim Technical Sciences Dean and Legislative Affairs Liaison, gave a presentation (Attachment 2) on current legislative efforts and TMCC's legislative strategy. NSHE's legislative priorities focus on the base budget: salaries, merit, steps, benefits; caseload growth; medical school at University of Nevada, Las Vegas; and enhancement requests: CTE funding formula increase; Silver State Grant Opportunity Grant; and capacity building. Dr. Dalpe reviewed each of these items in depth.

Discussion was held regarding what happens to students who may withdraw before the 60% attendance requirement due to obtaining employment. TMCC's goal was to get the students to completion of the courses and eventual certificate or degree, but often students learn enough to find suitable employment prior to completion.

Dr. Dalpe reviewed the NSHE budget and Governor's proposed budget. Dr. Hilgersom pointed out the COLA increase will be offset by an increase in benefit costs. Dr. Dalpe walked through the legislative website, NELIS that allows you to track legislative bills and bill drafts. He then briefly outlined some bills that would affect TMCC and NSHE. He encouraged the IAC to testify on bills and to invite legislators to the campus to learn more about the community college.

Vice Chair Ascuaga suggested the college draft a singular message that could be used by the IAC members universally in the community. Dr. Hilgersom agreed that it was a good idea. She thought it would be important to watch the dual credit bill. She suggested looking at possible funding to help support the school districts to expand dual credit. Discussion followed about focus on dual credit not just for CTE, but for transfer students as well. Examples were provided with the

models used by ACE high school charter school and how to scale up the programs to better meet the demand for skilled workers.

Chair Hutter asked Dr. Dalpe to continue sending updates as they became available. She thought developing talking points with a universal message would be very beneficial to the IAC and their ability to carry the college's message to their colleagues and community leaders. Discussion followed about how to find local funding to address the request from employers to train local people for jobs. Chair Hutter thought this item may be an item to discuss further at the next meeting.

10. New Business (Future Agenda Items)

There were no future agenda items.

11. Public Comment

None.

12. Adjourn

The meeting adjourned at 11:15 a.m.