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# INSTITUTIONAL ADVISORY COUNCIL MINUTES

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Truckee Meadows Community College  
Institutional Advisory Council Meeting  
Friday, May 5, 2017 9 a.m.-Noon

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

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

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## 1. Roll Call

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Present: Chair Collie Hutter; Vice-Chair Michonne Ascuaga; Council Members: Chris Bender, Marissa Brown, Knute Knudson, John Madole, Nancy McCormick, John Thurman, and Bradley Woodring.

Ex Officio Members: Heather Combs-Salley, Classified Council President; Mike Holmes, Faculty Senate Chair-Elect; Cheryl Woehr, Nevada Faculty Alliance Representative, Kimberly Tran, Student Government Association.

Staff: Dr. Karin Hilgersom, President, John Albrecht, General Counsel; Elena Bubnova, Executive Director Institutional Research and Analysis; Dr. Barbara Buchanan, Vice President Academic Affairs; Jim New, Vice President Finance and Administration; Estela Gutierrez, Vice President Student Services; Gretchen Sawyer, Executive Director of Foundation and Institutional Advancement; Dean Dr. J. Kyle Dalpe, Technical Science Division; Dr. Joan Steinman, Lisa Farmer, Executive Assistant, Recording Secretary.

Absent: Council Members: Mike Kazmierski and Susan Schilling

Chair Hutter recognized former Nevada System of Higher Education Regent Kevin Melcher, Washoe County School District Director, Dr. Dana Ryan, and Carol Del Carlo and John Madole, former Executive Director of the Associated General Contractors.

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## 2. Public Comment

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

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## 3. Approval of Minutes – November 10, 2016 & February 9, 2017

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Council Member Ascuaga noted date correction on the November minutes. Council Member McCormick **moved to approve the minutes from November 10, 2016** as amended. Council member Ascuaga seconded the motion. The motion was approved by a vote of 9-0-2 Absent: Kazmierski, Schilling.

Council Member Ascuaga **moved to approve the minutes from February 9, 2017**. Council Member Brown seconded the motion. The motion was approved by a vote of 9-0-2 Absent: Kazmierski, Schilling.

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## 4. Update on TMCC's Marketing: What's Happening Now, What is Planned, and What Can IAC Members do to Help?

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President Karin Hilgersom reported that Fall 2017 is an important time for the college as it will be the snapshot for budgeting. Recognizing the importance of the Fall semester, Marketing would see a large budget increase in the next year. Dr. Hilgersom turned the floor over to Elena Bubnova, Executive Director of Institutional Research and Analysis who is temporarily assigned to oversee the Marketing and Communications Office (MCO). Elena spoke about existing marketing efforts. The current registration campaign was focused on 18-24 year olds, with a secondary audience being their parents. TMCC is currently partnering with KPS3 to use their research arm to identify an optimal media mix to reach the high priority audience.

TMCC is also contracted with The Abbi Agency to assist with a re-branding effort. A new tag line has been decided and will launch in late July. There are plans for use of digital billboards and taxi tops to promote the Frank N. Bender Center for Applied Logistics Management (CALM) Center and TMCC's new BAS programming. Staff was also working on production of a video to promote the Panasonic P3 training program as well as redesigning TMCC's view book. The College has invested in development of an online virtual tour that will be housed on the TMCC website. MCO is utilizing new a text message service to help keep students engaged and up to date. Elena and MCO were working with a group put together by KNPB to create a focused message to advertise Career and Technical Education programs.

Discussion followed about how the College was monitoring success of these new efforts. Elena explained that the recently adopted enrollment plan set out to increase enrollment by 3%. Gauging the 3% increase can be difficult though as headcount and FTE (full time equivalency) do not always rise at the same rates. The new plan included strategies to help retention rates from Spring to Fall. Staff was looking at attracting new students, while retaining current students. The current marketing budget was estimated at \$130,000, it would be increased by an additional \$150,000 in the next academic year.

Chair Hutter asked how the IAC could help and what they could do to reach out to the community. Elena suggested helping to open doors for media opportunities and getting media on TMCC sites. Council Member Bender asked what plans were in place, if any, to advertise directly to the business community. Elena replied that efforts to connect employers to the Career Center and Outreach and Access come from the division of Student Services. MCO could certainly meet with staff in that division to discuss how to reach out directly to employers to advertise and create opportunities for courses at their location. The College had very skilled people in place to cater to the business needs and meet the need of the employees. The input from Student Services would be very valuable in order to properly market to students the types of jobs available. Questions, comments, and/or requests should be directed to Elena.

### **5. Presentation: Overview of Workforce Development Programs and Efforts in Northern Nevada; a Coalition of Private Sector Employers, Economic Development Authorities, Governor's Office of Economic Development (GOED), Department of Employment, Training and Rehabilitation, Governor's Office of Workforce Innovation, Washoe County School District, and the Nevada System of Higher Education**

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Mr. Ray Bacon, Executive Director, Nevada Manufacturers Association, provided a presentation about joint workforce development efforts in Nevada. Most of the manufacturers in Nevada are focused on high school and Career Technical Training (CTE) for future employees. Mr. Bacon talked about the importance of the getting first time college students to enroll in full time (12 credits or more). The biggest challenge in northern Nevada is the addressing the realization that improvement is needed in the workforce and that high school graduates alone will not meet the need for employees. Mr. Bacon said it would be important for the industries to work with educational institutions to create clear road maps for manufacturing and all the sector councils to directly connect students with available resources.

Mr. Bacon pointed out that formal education was not the only barrier to placing students in jobs. Businesses are saying that they get a high removal rate due to the number of **people that can't pass drug test and an** even higher rejection rate due to those who cannot pass a criminal background check.

Nevada needed to create one contact for businesses so it's clear who is hiring in order to focus on the needs of those companies. Recently Dream It, Do It purchased a career planning tool that allows users to participate in career exploration with articulated pathways. Mr. Bacon explained the process, the cost, and how it was being implemented by Washoe County School District (WCSD). Dr. Dana Ryan, WCSD, added that the District is using this program with students starting in 7<sup>th</sup> grade and it follows them through their high school career.

Discussion followed regarding the difficulty in finding employees due to the sheer number of businesses locating to the Tahoe-Reno Industrial Center in Storey County, the complications caused by the housing shortage and what the barriers are to meeting the housing needs.

Council Member McCormick relayed that EDAWN put together a website (WhyReno.org) to promote the region to potential businesses, and to those looking to relocate. They are working on a way to accurately reflect what jobs are available, based on information from the INDEED: Job Search website. Council Member McCormick shared the My Future activity book put together by EDAWN to explore employment pathways. 900 of the books were delivered to WCSD and will be incorporated into activities for 3<sup>rd</sup> and 4<sup>th</sup> graders. It was a great way to market employment opportunities to students and parents.

In closing Mr. Bacon said Carson High started a project in related to the manufacturing sector where they reviewed their curriculum with a group of employers and evaluated what was essential. He suggested TMCC go through a similar process as all of the sectors are represented at TMCC. The process not only improves programs at all levels, it develops new and/or existing relationships with businesses and business leaders.

### 6. IAC Council Member Reports:

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a) What are Workforce Needs in Industries Other Than Manufacturing? Who is Engaged in Developing a Workforce for These Industries? What Role can TMCC Play?

Chair Collie Hutter had asked the Council Members to consider areas and/or other industries who are engaged in the community and in local business, but not yet represented on the IAC and what could be done to include them.

Council Member Brown said there is a major healthcare shortage in the state: physicians, physician assistants, and those in behavioral health. A new behavioral health facility would be opening in Reno in August. The Nevada Hospital Association (NHA) has submitted an application for funding from Nevadaworks for a position to look at addressing behavioral health. If funded, NHA would create a program to provide a better way to move behavioral health students from the classroom to clinical work.

Council Member Madole thought TMCC needed to increase their presence in construction training for both residential and commercial. There's an impression that WNC is more in tune with project management needs. Council Member Madole felt there's a need for better communication to/from the college to learn what is needed. The IAC can help to get the word out and help with recruitment as well as share opportunities for onsite education within many businesses.

Discussion followed regarding the four year construction program at WNC, what programs TMCC is offering, and how TMCC is collaborating with the Associated General Contractors to address both business and student needs.

Chair Hutter called a recess at 10:16 a.m. The meeting reconvened at 10:33 a.m.

## 7. Discussion and Possible Action Related to the Composition of the TMCC IAC Including by not Limited to: a) Industries and Community Groups Currently Represented and What Would be Desirable in the Future? b) Number of Council Members c) Other Matters Related to Council Membership

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Chair Hutter opened the discussion by thanking the newest IAC Council Member, John Madole, for joining the Council and representing the construction trades. Chair Hutter was hoping to have Dr. Dana Ryan, Washoe County School District, approved for appointment by the next meeting, representing K-12.

Discussion followed with suggestions about what community and business areas may need representation on the Council. Chair Hutter suggested someone from gaming and tourism. Council Member McCormick recommended an individual from Information Technology/Software field as there is a growing mix of a variety of technology based companies moving to the area. It would be beneficial to help provide direct input to TMCC about employment needs for cyber-security/data storage. Council Member Woodring suggested a person from SWITCH, if possible. Vice Chair Ascuaga said if the College was seriously considering a culinary program expansion, the Council should consider a gaming representative.

Former Regent Kevin Melcher thought someone representing arts and culture might be a good addition. President Hilgersom added that she was still looking to have someone from the University of Nevada join the Council to help the college hone in on transfer, possibly this person could represent the arts as well. Council Member McCormick relayed that TESLA has a full time permanent education liaison. That person (or someone from Panasonic) would add another element of "new" manufacturing. Chair Hutter summarized the suggestions (IT, culinary/hospitality/gaming, arts and culture, transfer) and asked Council Members to please contact her with any other recommendations.

## 8. Review of Strategic Master Plan Revisions to Include Addition of New Core Theme

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President Hilgersom gave a very brief overview of the Strategic Master Plan (SMP). Dr. Hilgersom wanted to share a revision with the IAC that was being brought to the June Board of Regents meeting. In preparation for the upcoming academic year, Dr. Hilgersom and Chair Hutter discussed including the IAC in the Planning Council meetings when strategic planning will be discussed. This would be two or three times during the year.

The major change to the existing SMP was the addition of a new value: TMCC is committed to a healthy environment and a healthy college community. Dr. Hilgersom reported on several new and continuing initiatives to improve the overall health of TMCC, its students, faculty, and staff including becoming a signatory on Second Nature resiliency plan and adding sustainability to the Office of Equity and Inclusion.

One topic that has been discussed all year long was the Student Government Association moving forward with a concept of a sports complex. Student leaders want a health club and a place to play, adding sports programs that are easy on college budgets. Many students want these activities to be a part of their college experience. Dr. Hilgersom was in support of their efforts and saw the added benefit to future students. She recently attended a breakfast hosted by **agency that started from Michelle Obama's initiative for healthier food and activities in education** at a national higher education conference in New Orleans. At which Dr. Hilgersom learned that more and more students are looking for colleges that appreciate students trying to improve the overall health of Americans.

Council Member Woodring left at 10:49 a.m.

Another change to TMCC's SMP was the addition of Core Theme 4. This was added as response to NWCCU's accreditation site visit and seven year report. It allows the college to offer a framework for some areas that might have been missing from the previous plan, allowing the accreditors to more easily identify those areas: facilities, resources, capital, etc.

Council Member Knudson **moved to issue a show of support for the changes to the Strategic Master Plan as presented.** Council McCormick **seconded the motion.** The motion was approved by a vote of 8-0-3 Absent: Kazmierski, Schilling, Woodring.

### 9. President's Update Including but not Limited to: a) Capital Projects

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President Hilgersom provided an update on the recent equity study. \$375,000 was added to the base budget to fund some salary adjustments. She was happy to report that part time employees would see a small increase as well. Dr. Hilgersom asked the IAC to support the Governor's proposal for a cost of living adjustment for NSHE employees as well as efforts to fund merit pay.

Work was still being done to modify the Sports Complex proposal. Plans have been scaled down to include a sports field, three lane track with a fitness center. This would bring the necessary fees down to \$5 per credit. The new SGA President Kim Tran will be sending out a new survey to show how supportive students are of the estimated \$5/credit increase for the project. Dr. Hilgersom was aiming to take the project forward at the September Board of Regents meeting.

Council Member Ascuaga left at 11:06a.m.

The EATS project would be presented at the first of several open forums next week. Staff was in preliminary discussions and still gathering feedback on the project that would expand culinary arts and student spaces, and introduce a working restaurant to campus.

Dr. Hilgersom relayed a couple of good news points: The Division of Science hosted the annual Health Occupations Students of America (HOSA) conference for Nevada which brought over 700 high school students to TMCC. TMCC also hosted a National Chemistry conference. The Technical Science Division saw their first completer of the P3 program. The Governor's Office on Economic Development (GOED) had committed to \$475,000 to further support TMCC's P3 program.

### 10. Legislative Update

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Dr. Kyle Dalpe provided a legislative update:

- AB202, looked at opening the Silver State Opportunity Grant (SSOG) to university students. There would be an interim study to assess affordability for all students. Efforts to modify SSOG to 12 credits (from 15) were proposed. Asking community college students to take 15 credits doesn't fit the standard community college student profile. A 12-12-6 model is more realistic.
- SB391 introduced the Nevada Promise Scholarship program. It would start with high school students in the class of 2018, enrollment would begin in Fall 2017.

Discussion followed regarding the anticipated surplus for this legislative year and anticipated plans for the next biennium.

### 11. New Business (Future Agenda Items)

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Chair Hutter said in looking back through old minutes some items to follow up on included: Mission Differentiation, Enrollment, Private Partnerships (Sierra Nevada College), and an Update on How the IAC can Support the VRC.

### 12. Public Comment

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Dr. Hilgersom announced there was a large Veteran's Career Fair being held in the Student Center.

### 13. Adjourn

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The meeting adjourned at 11:23 a.m.

DRAFT