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# INSTITUTIONAL ADVISORY COUNCIL MINUTES

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Truckee Meadows Community College  
Institutional Advisory Council Meeting  
Friday, August 11, 2017 9 a.m.-Noon

William N. Pennington Applied Technology Center, Technology Hub  
475 Edison Ave, Reno, NV 89502

Call to Order of the Truckee Meadows Community College Institutional Advisory Council Meeting: 9:06 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, Elmar Davé, Mike Kazmierski, John Madole, Nancy McCormick, Dr. Dana Ryan, Susan Schilling, John Thurman, and Bradley Woodring.

Ex Officio Members: Cheryl Cardoza, Faculty Senate Chair; 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. Marie Murgolo-Poore, 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, Director, Retention and Support Services; Zach Totans, Coordinator, Veterans Resource Center; Kate Kirkpatrick, Director, Marketing & Communications Office; Dr. Natalie Brown, Program Director, Academic Advisement; and Lisa Farmer, Executive Assistant, Recording Secretary.

Absent: Council Member Knute Knudson and Heather Combs-Salley, Classified Council President

Chair Hutter recognized Nevada System of Higher Education (NSHE) Regent Carol Del Carlo and NSHE Vice Chancellor of Community Colleges, Nate Mackinnon.

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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 – May 5, 2017

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Council Member Woodring **moved to approve the minutes from May 5, 2017**. Council member McCormick seconded the motion. The motion was approved by a vote of 12-0-1 Absent: Knudson.

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## 4. Election of Officers:

*In accordance with the NSHE Procedures and Guidelines Manual, Chapter 17, Section 1(d) – the Institutional Advisory Council will conduct an election for Chair and Vice Chair. These officers will serve two-year terms.*

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Chair Hutter called for nominations. Vice Chair Ascuaga nominated Elmar Davé for the Chair position. No other nominations were made. Vice Chair Ascuaga **moved to approve the nomination of Elmar Davé as IAC Chair**. Council Member Kazmierski seconded the motion. The motion was approved by a vote of 12-0-1 Absent: Knudson.

Council Member Woodring nominated Nancy McCormick for the Vice Chair position. No other nominations were made. Council Member Woodring **moved to approve the nomination of Nancy McCormick as Vice Chair.** Council Member Kazmierski **seconded the motion.** The motion was approved by a vote of 12-0-1 Absent: Knudson.

### 5. Presentation on International Student Program

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Dr. Natalie Brown gave a presentation (Attachment 1) on the International Services program at TMCC. TMCC has 19 international students enrolled in Fall of 2017.

President Karin Hilgersom and Vice President of Student Services and Diversity Estela Gutierrez gave an update on their recent trip to Lima, Peru and Santiago, Chile. Dr. Hilgersom has set target of 200 international students by 2020. TMCC was working on faculty exchanges and faculty abroad programs as well. For the next academic year goals included: increasing agents, currently have 30; look at emerging markets; in country recruitment in Japan and Korea. Dr. Brown shared examples of successful international transfer stories. Next steps for the program include an International Student Center, opening soon on the Dandini campus. Staff was also engaged in discussions about housing and would hopefully soon start working with a community partner to place students in accessible housing. Additional areas of focus included peer mentoring, increased activities and events, and transportation.

Discussion followed regarding work opportunities for students who wished to continue in their area of study. Chair Hutter asked to coordinate with Dr. Brown to discuss opportunities for those with businesses in international locations.

### 6. President's Update:

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#### a) Introduction of Vice Chancellor of Community Colleges – Nate Mackinnon

President Hilgersom introduced the new Vice Chancellor of Community Colleges, Nate Mackinnon. Vice Chancellor Mackinnon said he was excited to be in this unique role, representing community colleges, within the higher education system. He was impressed with the high goals the college has set to provide a high caliber education to those entering the workforce. Vice Chancellor recognized the value of the IAC as they are critical part of the college connection to employers.

#### b) Update on Governor's Trade Mission to Peru and Chile

This was already discussed.

#### c) Update on How TMCC Budget Affected by Legislature

Dr. Hilgersom provided a budget handout (Attachment 2) to help outline the changes to TMCC's budget based on actions taken during the legislative year. When the President first arrived, TMCC was being asked to plan for a 5% to 10% budget cut. Fortunately that did not come to fruition. NSHE did ask for funding for merit pay, that was not granted, but they did receive COLA adjustments. TMCC was provided with \$1M for caseload growth. The college also received a change in the way CTE courses are funded, increasing the weight of such courses in the funding formula. This provided an additional \$1.9M this year. The adjustment was funded at 75% the first year and 100% the second year.

#### d) Enrollment Update for Fall 2017 and Effect of New Marketing Initiatives on Enrollment

President Hilgersom reported that enrollment for Fall was currently down 2%. Staff was using new strategies in Marketing in addition to traditional methods like phone calls to reach out to students. Council Member Thurman asked if it is possible to identify specific markets or groups. Executive Director of Institutional Research and Analysis and Marketing & Communications relayed that these are point in time comparisons. Out of the overall 2% decrease, the largest impact was seen was a drop in the courses that are generally transfer, core curriculum type of courses. Dr.

Hilgersom said the college was seeing a trend that that students are transferring before completion of the associate's degree.

There was good news in terms of new student enrollment which was up 10%, most of which were high school graduates. Discussion followed about how enrollment is measured and gauged.

Dr. Hilgersom shared that TMCC was rolling out a new marketing campaign TMCC: The College for the New Nevada #TMCCPaysOff. The new ad campaign was created with the help of the Abbi Agency for an innovative, edgy new look for the college. Examples of the new digital marketing images were provided. Council Member Ascuaga congratulated the college for the interview with Jason Hildago of the Reno Gazette Journal, his coverage of the Edison facility was great.

### e) Update on Private Partnerships (SNC, EATS)

Dr. Hilgersom provided an update on the Sierra Nevada College partnership. Both colleges had worked to develop a great pathway, with seamless transition for three degree programs. The next capital project would be the EATS building. The project currently had an RFQ out and some responses had already been received. President Hilgersom was concerned about the capital process within the state which is uncertain and pretty much unfunded. It leaves the institutions to either seek private donations or utilize service debt. This leads to campuses declining and becoming dated. Council Member Kazmierski offered to discuss this further at some point as he had helped connect people who led the charge for several new buildings at SNC.

Chair Davé called a recess at 9:57 a.m. The meeting reconvened at 10:10 a.m.

## 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

Chair Hutter asked Council Members to introduce themselves and tell a little about how their participation in the IAC as there were new members. Council Member Schilling, Washoe County Undersheriff, gave brief introduction. The Washoe County Sheriff's Office (WCSO) tries to partner with TMCC to hire graduates and offer higher education opportunities to employees. They actively share posting jobs, look for interns, and partner with Zach Totans to participate in Veteran Resource Center activities. Council Member Schilling has come to campus as a guest speaker and personally has a child enrolled at TMCC High School.

Council Member Ryan introduced herself. She is the Director of CTE and Signature Academies for Washoe County School District (WCSD). They have a foundational relationship with TMCC for both articulated credit and dual credit programs. Articulated credits help students to see themselves as college students while completing CTE courses. The goal is that once they come out of a program they can finish with a two year degree within a year or eighteen months at the most. Students leave high school with technical skills, certifications, possibly **and an associate's degree**. Council Member Ryan just had a child graduate out of the WCSD business signature academy.

Council Member Thurman is the CEO at Nevadaworks, a workforce development agency charged with overseeing a one stop system. All the higher education institutions are instrumental in providing opportunities for their clients to send their employees to additional training, to learn new job skills, etc.

Council Member John Madole was the past president of the Associated General Contractors Board, he was currently retired. AGC has a partnership with ACE Charter School and the Engineering program at TMCC. His goal was to work to increase the exposure about trade programs and planning opportunities for better utilization of such programs between the AGC and TMCC.

Council Member Kazmierski, President and CEO of the Economic Development Authority of Western Nevada (EDAWN) saw his role as emphasizing the importance of developing an educated workforce, in which two year programs are essential.

Council Member Brown, Director of Workforce and Clinical at the Nevada Hospital Association (NHA), was a member trade association for a number of hospitals and a nurse by trade. Her focus was to look at certificate programs for allied health care and nursing. She advocates for TMCC any time possible, feel it is important to the community to fill a number of deficit positions in health care related field.

Council Member Schilling left at 10:30am

Council Member McCormick, Vice President, Business Retention, Expansion and Workforce at EDAWN, is making visits with 140 companies a month looking to relocate or start up in the area, she is always promoting TMCC. They help market Nevada in numerous ways of which that includes marketing the college. EDAWN would be hosting an upcoming luncheon for 50 businesses to discuss internships and opportunities for industrial mechanics of which TMCC would be an integral part of the discussion.

Council Member Davé introduced himself, thanked everyone for the welcome and vote of confidence. He was looking forward to working with the IAC in the next year.

Chair Hutter, Chair of Click Bond Inc., relayed that Click Bond was an NCRC test center that would accept a silver level of certification and was looking for ways to help those who may not have achieved a high school diploma. As Chair she attends several meetings on behalf of NSHE and TMCC: Board of Regents Community College Committee meeting, IAC Chairs meeting, and the IAC Chairs with NSHE Leadership meeting. The new Chair would present at upcoming Board of Regents meeting in September. Chair Hutter encouraged everyone to start thinking about and looking at new areas of study.

Council Member Ascuaga, Chairman of the Washoe K-12 Education Foundation, grew up in gaming and hospitality. She has been discussing new program for hospitality and culinary at the college. She was excited to identify people in the industry to partner with TMCC to utilize this program to grow graduates.

John Albrecht, Legal Counsel for TMCC, helps the college as a Rotarian. They organize and fund a project to deliver notebooks to elementary schools to help kids start thinking about TMCC as an option.

Council Member Woodring was currently working at Reliant Title and Insurance Company. He formerly worked at NV Energy as an Economic Development Manager. He currently serves as the TMCC Foundation President.

Council Member Chris Bender, Bender Logistics, worked to help the college create the Center for Applied Logistics Management (CALM Center) and funded an advertising program for the logistics program at TMCC. His business would start working on an internship opportunity. With the former Chair, Council Member Bender worked to identify accurate reporting on employment within the region.

Mrs. Cheryl Cardoza, Faculty Senate Chair, introduced herself and explained her role and interactions with NSHE and the IAC as the Faculty Senate Chair. Professor Cardoza as serves as the English Department Chair, they have been diligently working on dual credit, articulation, and expanding gateway courses.

Ms. Cheryl Woehr serves as the Nevada Faculty Alliance representative. She works in the Counseling Department and has been with TMCC since 1985. Ms. Woehr is a Counselor and is the contact for the Refugee Placement Program at TMCC.

Ms. Kimberly Tran, SGA President, is a TMCC High School student and intern at DRI. She will be graduating high school this Spring with her **associate's** degree.

## 8. Update on Veterans Resource Center regarding Job Placements; Discussion and Possible Action on IAC Support of Veterans Job Placement

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Mr. Zach Totans, Veterans Coordinator at TMCC's Veteran Resource Center gave update on employment efforts. They would hold a job fair soon and encouraged everyone to participate. Council Member McCormick asked how many new businesses have been participating in these job fairs. She also asked what the IAC could do to help get more on campus. Mr. Totans said normally there are 10-15 new businesses. He was happy to take any referrals for new companies to contact when planning for upcoming events.

Discussion followed regarding some of the difficulties the VRC has encountered with the rigid structure of the GI bill. The TMCC VRC currently has 650-700 veterans registered of which 450-500 are attending TMCC on their GI Bill.

## 9. Overview of TMCC Career and Technical Education Programs

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Dr. Kyle Dalpe, Interim Tech Science Dean gave presentation (Attachment 3) providing an overview of CTE funding and programs. The P3 program currently has enrollment of 250 students, which was near capacity. Restrictions to growth include parking, classroom space, and instructors. President Hilgersom added that if the program courses are taken during the summer, TMCC does not receive any state funding for them. These types of workforce development courses have high dollar needs. Dr. Hilgersom would like NSHE to make the need for funding of summer courses a top priority in the next legislative session. Recent changes do allow TMCC to receive funding for Nursing and Pre-Nursing, but those are the only two areas of emphasis.

Discussion followed regarding how efforts were progressing to get students into the pipeline and what would be need to expand the capacity of the program. President Hilgersom said the same capacity concerns surrounded programs like nursing, which TMCC is trying to double in enrollment, the largest difficulty right now, is finding faculty. More discussion followed regarding the partnerships TMCC has with ACE an AACT for articulated CTE credits.

## 10. New Business (Future Agenda Items)

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President Hilgersom suggested an update on the Nevada Promise Scholarship, and information about the mentoring portion of the program. Dr. Hilgersom would also provide a health career update.

## 11. Public Comment

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Mr. Bill Proebstel, Counselor at TMCC, thanked the IAC for the discussion about CTE programs. In Counseling, their goal is to support all the programs heard about today. Hopefully the intent is to deliver career counseling modality to encourage students to explore these pathways and take advantage of programs at TMCC. Council Member McCormick relayed that as part of EDAWN's partnership with WCSD, EDAWN took high school counselors directly to the businesses to discuss employment needs. She extended that offer to TMCC as well, she is happy to utilize her contacts to arrange tours and visits.

President Hilgersom thanked Collie Hutter for amazing dedication to TMCC, serving as TMCC's first IAC Chair and presented her with an appreciation gift.

## 12. Adjourn

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The meeting adjourned at 11:30 a.m.