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# INSTITUTIONAL ADVISORY COUNCIL MINUTES

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Truckee Meadows Community College  
Institutional Advisory Council Meeting  
Thursday, November 9, 2017

Dandini Campus, Sierra Building, Room 108  
7000 Dandini Blvd, Reno, NV 89512

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 Elmar Dave; Vice-Chair Nancy McCormick; Council Members: Michonne Ascuaga, Debra Biersdorff, Marissa Brown, Collie Hutter, John Madole, Joseph Nannini, Susan Schilling, John Thurman, and Bradley Woodring.

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

Staff: Dr. Karin Hilgersom, President, Gary Cardinal, General Counsel; Elena Bubnova, Associate Vice President of Institutional Research and Analysis, Marketing and Communications, and Web Services; Estela Gutierrez, Vice President Student Services; Gretchen Sawyer, Executive Director of Foundation and Institutional Advancement; Dean Dr. J. Kyle Dalpe, Technical Science Division; Sharon Wurm, Executive Director, Financial Aid; Lisa Farmer, Executive Assistant, Recording Secretary.

Absent: Council Members: Chris Bender, Knute Knudson, Mike Kazmierski, and John Madole

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## 2. Public Comment

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

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## 3. Membership Update

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Dr. Karin Hilgersom announced there would be an open position on the IAC starting in January 2018.

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## 4. Approval of Minutes – August 11, 2017

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Cheryl Cardoza noted that her title was incorrect and asked that it be changed to reflect Faculty Senate Chair.

Vice Chair McCormick moved to approve the minutes from August 11, 2017 as corrected. Council Member Hutter seconded the motion. The motion was approved by a vote of 10-0-4 Absent: Bender, Knudson, Kazmierski, and Madole

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## 5. Update on Nevada Promise Scholarship

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Vice President of Student Services and Diversity Estela Gutierrez provided a presentation on the Nevada Promise Scholarship Program (Attachment A). To date there were just over 1,800 students and 123 mentors signed up.

a. Discussion Regarding Application Process for Mentors

Angela South, Student Outreach Coordinator, outlined the application process for mentors. There was a background check and online training module volunteers must complete before being matched to students.

Council Member Schilling would be contacting Ms. South to give a presentation at the **Washoe County Sheriff's Office**. Council Member McCormick shared some security concerns with the application. Ms. South said the information being asked related to high schools is being asked to help match mentors with students. Applicants may skip that question. Executive Director of Financial Aid Sharon Wurm explained the security protocols for the collected information. Council Member Hutter explained there was a field for references. She asked what kind of references were being sought. Ms. Yuli Chavez, Program Director, Outreach, Access and Recruitment, clarified the information was being requested as part of the background check as mentors would be working with students under the age of 18. TMCC was looking to do the best to protect students who may not have yet become of age. The background check is done all online through a third party contractor.

## 6. President's Update:

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President Hilgersom welcomed the new IAC Council Members and thanked them for representing Washoe County School District and the University of Nevada, Reno.

### a) Update on Nevada System of Higher Education Tuition and Fees Committee

Dr. Karin Hilgersom served on the NSHE Committee representing community colleges to discuss changes in tuition. Dr. Hilgersom initially suggested no increases for community colleges and a small percent increase for the universities. The proposal put forward by the Committee would be a 1.8% increase in 2019 and another 1.8% increase in 2020. The recommendation was based on the HEPI (Commonfund Higher Education Price Index) index. TMCC will be holding an open forum for the college community to discuss the proposal. The proposal had been sent to the Faculty Senate and Student Government Association for review.

### b) List of TMCC Advisory Board Members

Dr. Hilgersom discussed the list provided in the reference materials and explained how the college utilizes advisory boards comprised of community members and subject matter experts.

### c) Update on How TMCC Sports and Health Complex

**TMCC would be going to the Board of Regents meeting in December requesting approval of the financing component of the Sports and Health Complex capital project. Currently TMCC was in the process of selecting the architect for the project. Dr. Hilgersom would be able to provide an update at the next meeting. Another committee was being formed for the EATS project, which is being modeled after a P-3 project, TMCC would enter into an agreement with a private company and "lease" the building for a specified time period until the debt service is paid and the college would take ownership of the building.**

President Hilgersom gave a brief overview of the NSHE goals recently proposed by Chancellor Reilly. Dr. Hilgersom announced that TMCC's application for the Aspen Institute's Prize for Community College Excellence. If TMCC is selected as the top college, the college would be awarded a \$1 million prize.

## 7. Discussion Regarding Class and Program Specific Enrollment and/or Performance:

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a) What are the Trends?

b) What are the Issues?

c) How are We Addressing Student Needs/Requests?

Chair Davé explained this item was added to the agenda after discussion at the August 11, 2017 IAC meeting related to enrollment numbers. He thought the IAC could add significant value to the college by providing support with systematic and factual assessment within relevant parameters of the programs being offered to the community and private businesses in northern Nevada. Evaluation of this information will help the college to identify important trends, underlying problems, and stay on top of ever changing needs of students to provide needed training for their career choices and professional development.

Chair Davé said in order to make this topic useful and helpful, the IAC will be engaging the help of faculty and staff to gather and analyze data and proposals for changes as needed. Collected information will be brought to subsequent IAC **meeting for consideration and possible action in support of the President's work and the college's mission.** Chair Davé expressed his appreciation for the participation by the Student Government Association (SGA). In addition to providing updates and reports, he would like to see the SGA actively involved in these assessment conversations to close the loop between administration and the SGA.

Chair Davé asked for input and/or feedback. Vice Chair McCormick thought this was a very important agenda item due to the volume and diversity of changes in the community, the prioritization of programs and services offered will be important for the best use of the **college's** resources and programs. She appreciated the opportunity to be part of the conversation, to help determine what are reasonable expectations for what TMCC can accomplish. Chair Davé said this item in the future would be significantly filled with substance and more data in upcoming meetings. The item on **today's agenda was to just introduce the topic and start the conversation.**

### 8. IAC Council Member Reports:

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#### a) Chairs Report

##### i. Assessment of College's Marketing Strategy

Chair Davé stated this item was added after he heard concerns expressed at the last IAC meeting. It is meant as a follow up to the important items discussed at previous meetings. At the last meeting there was discussion about the **strength of TMCC's marketing machine**, the ability to reach students, and the strength of the marketing message in comparison to the university. He thought this item was worth further investigation and analysis to determine the return and effectiveness. Further analysis should be done related to the message clarity, specificity and effectiveness **of existing marketing material as well as continuous improvement.** Chair Davé is working with TMCC's Marketing and Communications Office to review current and historic data to help evaluation the success of various marketing campaigns and the effectiveness of the overall marketing strategy. He will share the results of this analyses with the IAC as they move forward.

President Hilgersom added that Associate Vice President Elena Bubnova was working with Marketing on a revised marketing plan. Once completed it would be shared with the IAC for their input and feedback. Associate Vice President Bubnova said the marketing plan was in the works, Elena would be utilizing the same strategy used for the overall strategic planning for TMCC in an attempt to synchronize institutional planning documents. The marketing plan will be tied the goals, objectives and benchmarks in the strategic master plan.

##### ii. Optimization of Resource Program Utilization during the Summer

Chair Davé also heard concerns about the poor resource utilization and the NSHE lack of state funding for program offerings during the summer.

#### b) IAC Members Comments and/or Concerns from the August 11, 2017 Meeting

Council Member Michonne Ascuaga asked if TMCC was seeing any impact on enrollment with the addition of the Nevada Promise Scholarship program. President Hilgersom said TMCC was seeing the needle move on the number of

Financial Aid applications, due to the Nevada Promise program. It was a little too early to tell what the actual enrollment impact would be, but she anticipated great potential with the addition of the program. Discussion followed on dual credit, dual enrollment, and what the college is doing to capture Washoe County High School graduates.

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

Council Member Woodring has been working closely with TMCC Foundation Executive Director Gretchen Sawyer on bolstering the TMCC Foundation Board. Council Member Woodring's term as Foundation Board President will be coming to an end in January 2018.

Council Member Brown continued to praise and promote the work TMCC is doing in terms of healthcare programs. She applauded the Marketing and Communications Office for always turning out excellent work to get information about these programs to the community. Council Member Brown was looking to find partnerships with allied health care providers to allow for more clinicals. She was finding that the Medical Assistant program offered by TMCC is not long enough, there was difficulty placing TMCC students who were only required to attend a three month program. Other programs in the area lasted from a year to 18 months. It would be helpful if TMCC could track employment for program graduates.

Council Member Schilling shared that the Washoe County Sheriff's Office is continuing a number of partnerships with TMCC. She would be taking the need for mentors back to her office and would be sharing it as soon as the meeting was over.

Council Member Thurman is paramount in Nevadaworks daily operations. Due to a recent presentation, several Nevadaworks Board and staff members have committed to be mentors for Nevada Promise. Part of the coordination of workforce programs that Nevadaworks does includes connecting with representatives in each sector council as identified by the State of Nevada. Councilman Thurman recently heard that many local county elected leaders felt they were not connected to education and technical career training. Nevadaworks hosted a meeting with a group of these individuals connecting key stakeholders from K-12, higher education, and workforce development.

Vice-Chair McCormick apologized that Council Member Kazmierski was not able to be in attendance, but he was participating on a panel at the TMCC Applied Technology Center. EDawn recently hosted a luncheon to promote industrial mechanic and other apprenticeship programs. Vice-Chair McCormick spoke at the Engage Veterans program earlier in the week to help vets better connect with employment opportunities in the community.

Council Member Hutter continues to always try to sell TMCC to their employees and the companies that Clickbond works with. Clickbond was working with the TMCC Foundation to develop broader support base for TMCC and UNR as an ongoing part of their budgets. She was encouraging other local business to participate as well.

Council Member Ascuaga has been involved with the development of the college's hospitality and tourism program. She has been connecting TMCC staff with industry leaders to find out what type of curriculum is needed. Dr. Hilgersom added that the International Student Services has heard from several countries that there is significant interest from international students.

Council Member Biersdorff was excited to start her time on the IAC. As the Chief Academic Office for the Washoe County School District, she is always promoting TMCC.

Council Member Nannini also expressed his excitement to join the TMCC IAC. In his capacity at the Career Studio at the University of Nevada, Reno, he works to connect students with the community and the community with students. He also has the opportunity to work with a number of non-profits connected to the arts and is happy to start forming relationships between them and TMCC.

SGA President Kim Tran relayed that the SGA was working to increase their visibility on campus and at each of the TMCC locations. This included a number of new activities and contests to engage students. Ms. Tran thanked Marketing for all their assistance in their recent campaigns. She also expressed her appreciation for TMCC in general, as a high school and college student, she has seen herself grow thanks to the programs and resources at the college. She thanked the Council Members for continuing their efforts for the betterment of TMCC.

Classified Council President Heather Combs-Salley reported that Classified Council was working on fundraising for more book scholarships.

Faculty Senate Chair Cheryl Cardoza shared that the Faculty Senate is deeply involved in curriculum and development of new programs.

Professor Scott Huber, Nevada Faculty Alliance representative, shared that it was critically important for the college to align with the business community. He was in favor of early engagement with Washoe County School District students and thanked everyone for their efforts.

Chair Davé called a recess at 10:30 a.m. The meeting reconvened at 10:42 a.m.

### 9. Information on TMCC Internships & Apprenticeship Programs

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Dr. Kyle Dalpe, Interim Dean, Technical Sciences, recognized guests from the Northern Nevada Apprenticeship Coordinator Board. Dr. Dalpe outlined the two different types of apprenticeships at TMCC.

Marie Iannacchione, Internship Coordinator, TMCC Career Center, reviewed the benefits of employer internships. TMCC offers a number of for credit internship programs. She is always looking for additional employers and ways to grow the program. Through Mrs. Iannacchione's efforts, TMCC internship credits are transferable to the University of Nevada, Reno.

President Hilgersom asked for a brief definition apprenticeship. Dr. Dalpe stated it was a training program to provide a training component to place a student into the workforce. There were a number of different components and requirements that varied on the type of apprenticeships. Discussion followed regarding construction needs in the community. Mr. Randy Canale gave an overview of the UA Local Plumbers and Pipefitters partnership with TMCC and their apprenticeship program. Currently they introduce two classes a year and receive approximately 70-80 applications wanting to participate in the 12-18 person class. Cheryl Olsen, Program Director, Technical Sciences gave an overview of a planned new CNA internship program with Renown. She was also working with the Governor's Office to identify other healthcare related areas.

Council Member Hutter said there were also a number of apprenticeship programs through various businesses. They also were paid internships and many helped with the costs of education.

### 10. Discussion and Possible Action Related to New Program Development

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- a) How are New Programs and Curriculum Introduced?
- b) What Programs May be Missing from TMCC Offerings or What Programs May Need Updating?
- c) How is Feedback and Input Used in the

Chair Davé asked if there was an update on the development of the hospitality and culinary program discussed at the last meeting. He also asked the Council to provide feedback on possible addition of a Quality Assurance, Quality Engineering, and Quality Management professionals. Chair Davé explained the growing need for professionals such as these in highly regulated companies. Providing education in this area would help companies looking at Reno as a potential location for their business development.

Council Member Ascuaga shared that she had been working with Interim Vice President of Academic Affairs and her staff to help develop programs for a business that has existed in the area and will continue to expand with the additional of new and expanding businesses in the community. In her discussions with industry leaders, there is excitement to provide an opportunity for this training and education. Cheryl Cardoza, Faculty Senate Chair, explained the process to introduce new programs. Council Member Brown added that there was an incredible shortage of available, qualified personnel to work in healthcare areas surrounding patient quality and safety. She suggested looking into the possibility of a certification program to help meet the growing regulatory needs.

This was followed by discussion about the evaluation, review and possible process to remove programs that may no longer be relevant.

### 11. Discussion and Possible Action to Establish IAC Priorities for the Next Biennium to be Discussed at the Upcoming NSHE Cabinet Visit

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Dr. Hilgersom briefly reviewed the top priorities as determined by the Leadership Team (Attachment B) as funding priorities for the next legislative session. Due to time constraints she encouraged anyone with feedback and/or comments to submit them to her and Vice President Jim New prior to Wednesday of the following week.

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

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There was no new business.

### 13. Public Comment

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

### 12. Adjourn

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The meeting adjourned at 11:32 a.m.