
INSTITUTIONAL ADVISORY COUNCIL MINUTES

Truckee Meadows Community College
Institutional Advisory Council Workshop
Friday, June 15, 2018

Truckee Meadows Community College
7000 Dandini Blvd.
Reno, NV 89512
Red Mountain Bldg, Room 255/256

Call to Order of the Truckee Meadows Community College Institutional Advisory Council Meeting: 8:34 a.m.

1. Roll Call

IAC Members: Chair Elmar Davé, Council Members: Marissa Brown, John Madole, Clifton Maclin, Joseph Nannini, and John Thurman.

Ex Officio: Julie Muhle, Nevada Faculty Alliance Representative and Cynthia Olivo, Classified Council President

In attendance: President Karin Hilgersom; Associate Vice President of Institutional Research, Marketing and Communications, Elena Bubnova; John Albrecht, Legal Counsel; Gretchen Sawyer, Executive Director of Foundation and Institutional Advancement; Sharon Wurm, Executive Director, Financial Aid; Kate Kirkpatrick, Director, Marketing and Communications Office; Sidney Sullivan, Manager, Career Center; Craig Scott, Director, Budget & Planning; Stephanie Givens, Development Officer, TMCC Foundation; Lisa Farmer, Executive Assistant, Office of the President - Recording Secretary; and Valerie Kelley, Administrative Assistant IV, Office of the President.

Absent:

Council Members: Michonne Ascuaga—Excused; Chris Bender, Debra Biersdorff—Excused ; Gigi Chisel—Excused; Collie Hutter—Excused; Nancy McCormick—Excused; Mike Kazmierski—Excused; Susan Schilling—Excused; John Thurman—Excused; Brad Woodring—Excused

TMCC Administrators: Vice President of Finance and Administration, Jim New; Vice President of Student Services and Diversity, Estela Gutierrez—Excused; Interim Vice President of Academic Affairs, Dr. Marie Murgolo-Poore—Excused
Mike Holmes, Faculty Senate Chair-Elect; Gloria Chavez, Student Government Association Secretary

2. Public Comment

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

3. Approval of Minutes – November 9, 2017

Council Member Hutter moved to approve the minutes from November 9, 2017. Council Member Nannini seconded the motion. The motion was approved by a vote of 10-0-4 Absent: Kazmierski, McCormick, Thurman, and Woodring.

4. Presentation: Overview of Nursing Program by Director Jody Covert

Nursing Director Jody Covert gave an overview of the Nursing program (Attachment A). The program accepts 32 students in the Fall and 32 students in the Spring. Clinical spots are also very limited in Reno and the surrounding area. They receive 80-100 applications per cycle. There are plans to increase each cohort (Fall and Spring) by 8 students. The program maintains a 1:8 ratio for clinical settings. Director Covert relayed program successes: retention, job placement, and NCLEX pass rates; and program concerns: limited space for clinicals, recruitment and retention of qualified faculty and space constraints within the Health Science Center.

Council Member Nannini asked about the job market for nurses in the rurals. Director Covert said Great Basin College (GBC) is great about retaining their nursing students in the rurals. However, GBC also has issues with retaining faculty and limited clinical space. Discussion followed about the number of students that transfer to four year institutions. Director Covert shared that TMCC is looking to start a Bachelor of Science, Nursing degree (BSN) program at TMCC. President Hilgersom added that **it's very likely that** the College of Southern Nevada (CSN) will be offering a BSN soon. They plan to seek approval from the Board of Regents at their upcoming meeting. Dr. Hilgersom congratulated Director Covert and the Nursing program, **it's the best she's seen in her career.**

Chair Davé asked if there was career opportunities for parallel health occupations like physical therapy. Director Covert said recent licensing changes related to physical therapy has really limited the number of eligible candidates. She does think they were will be a huge need for adjacent programs as population continues to grow in the Truckee Meadows.

5. President's Update:

a) Update on Articulation Efforts

Dr. Hilgersom shared that through the efforts of new NSHE Chancellor, Dr. Thom Reilly, there is a new Council being proposed with a Counselor to aid articulation and transfer. This Council would be able to evaluate areas that often lead to obstacles when students look to transfer between institutions.

b) Website Redesign Update

President Hilgersom shared a handout with the estimated timeline for the website redesign project. The website was one of the most important marketing and recruiting tools for a college.

c) Capital Projects Update

Dr. Hilgersom provided updates on current and new capital projects (Attachment B).

President Hilgersom closed her remarks by sharing that the Northwest Commission on Community Colleges and **Universities (NWCCU), TMCC's accrediting body, accepted and approved the follow up report on our outstanding finding** from their last visit (2.9.C eligibility standard 10). Thank you to the faculty and staff for stepping up and getting this information together.

She was happy to share information that was just released related to apprenticeships. The State apprenticeship program was approved and will affect hundreds of students. The State is using a new model where TMCC is the guiding body. Over 600 paid apprenticeships were approved in five different areas.

6. Chairman's Update

Chair Davé reviewed changes to the structure of the agenda in hopes of maintaining more consistency in the agenda and meetings. Each agenda item will now be tied to one or more specific NSHE strategic goals: Goal 1: Access; Goal 2: Success; Goal 3: Closing the Achievement Gap; Goal 4: Workforce, Goal 5: Research. Another change to the agenda was ending with a takeaway section to allow Council Members an opportunity to share what has been done and articulate plans to move forward.

7. Community Directions:

Items under this heading will address the following NSHE Strategic Plan Goals – Goal 1: Access; Goal 3: Closing the Achievement Gap

a. Update on Nevada Promise Scholarship Program

Mrs. Sharon Wurm, Director of Financial Aid, reviewed a handout (Attachment C). Discussion followed about mentor/student ratios. The optimal ratio was 5:1, but statute states 10:1.

Council Member Nannini was anxious to see the persistence rate with this first cohort. He thought the mentoring component of this program is outstanding. Chair Dave said it is necessary to follow up with mentees, his meetings were very helpful to him to emphasize where these students are coming from.

- b. Discussion regarding participation by TMCC and the TMCC IAC in the upcoming legislative session to include but not limited to information regarding setting priorities and opportunities to testify.

Chair Davé met with the Nevada State College (NSC) IAC Chair, Dr. Nancy Brune and discussed increased participation at the legislative session. President Hilgersom shared that NSHE is already working on their prioritized list of legislative actions for the next session. Council Members were asked to bring their suggestions to the President and/or Chair so they can share them with the other community colleges and NSHE. Dr. Hilgersom shared a memo from Dr. Dalpe who is a member of the NSHE Government Affairs Committee and shared the items submitted as priorities for TMCC.

Council Member Hutter asked for clarification on the bullet about contacting legislators. Dr. Hilgersom said the rules would be more strictly adhered to by NSHE employees. Once the agenda is set by NSHE and shared with the institutions, IAC members would be free to promote the stated priorities. To keep IAC members up to date about **legislative efforts, their email addresses will be added to TMCC's Government Affairs** listserv.

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

8. Student Directions:

Items under this heading will address the following NSHE Strategic Plan Goal 2: Success

- a. Presentation: Overview of NSHE Dashboard & TMCC Enrollment Dashboard by Associate Vice President Elena Bubnova

Associate Vice President of Research, Marketing, and Web Services, Elena Bubnova walked through both NSHE and TMCC data dashboards on each organizations website.

Chair Davé appreciated the information, as this is was exactly what he was looking for. He did ask that information also be included about how TMCC compares to other community colleges, and the addition of how actual numbers compare to **TMCC's** projections and goals. It would also be helpful include data on what marketing efforts were in place or will be in place to achieve and maintain those goals.

Discussed followed about an effort from IAC Chairs for joint marketing of the community colleges. Associate Vice President Bubnova relayed information about joint efforts led by KNPB for a common marketing message related to workforce development.

President Hilgersom said in comparison to other community colleges, TMCC is #1. The hard part for TMCC is how to maintain the trend and keep going up. The President suggested an option to keep enrollment growing would entail targeting unique niches to grab pockets of enrollment. Chair Davé thought it was important to have the discussion about how to continue these trends and determine what marketing efforts were garnering results.

Council Member Bender interjected that TMCC is also competing with other entities within the entire west coast. It would be helpful to be able to view similar data on those institutions, a larger metrics to see how TMCC compares to California and surrounding states, especially with the additional of the private institutions. This would be beneficial when trying to attract new businesses to Reno. Discussion followed about the Integrated Postsecondary Education Data System (IPEDS), which places TMCC in comparison with nationwide peers. Discussion followed about IPEDS comparisons and the colleges chosen for TMCC for comparison. The Chancellor asked all the institutions to choose three peers you are in par with, and three aspirational peers. Dr. Hilgersom thought more work at the program level was needed to see if TMCC is meeting the same bar as their IPEDS peers or to determine if TMCC can become a magnet to fulfill industry needs. Cost is a big factor when looking at programming, when the needs assessment for culinary and hospitality program was done, it was unique because many students rely on privates institutions for culinary and hospitality. **If these were more traditional programs, it's hard for TMCC to compete with California as** community colleges are almost free for in-state students in California. Chair Davé asked to tie the discussion back to goals 1 & 3. The reality is need is local, cohesive marketing for Nevada first, then look outside.

- b. Discussion and Possible Action by the IAC to Direct Staff to Create a Set of Metrics to be Presented at Future IAC Meetings

Chair Davé led a discussion about what data the IAC would like to see updated quarterly. Faculty Senate Chair-Elect Mike Holmes, requested a break out of applied science associate degrees on the dashboards. It was helpful to see separate numbers for the degrees that have a funding multiplier.

Dr. Hilgersom would like to explore a category for “skilled talent” for occupations that have a high rate of pay after completion.

Council Member Hutter asked for a snapshot of the budget. It was important to keep aware of how TMCC is performing and being funded under the funding formula. Vice President New said for for FY18-19 TMCC is very healthy, the Legislature was very generous with their funding. He added that FY20-21 may be of some concern as the current academic year is the benchmark year for the next year budget. Enrollment is down 5-6% from the last measured year. TMCC will see a dip in the budget, the severity will depend on how the state funds the college. There is a positives like Nevada Promise and a growing population base that will eventually catch up and provide a bump in enrollment. Dr. Hilgersom understood the Council was asking for a quarterly report of revenues and expenditures for future meetings. Council Member Hutter added there should also be information on how the college is moving forward in future fiscal years.

- c. Update by SGA President on TMCC Student Government Association (SGA) Activities and Initiatives

Ms. Gloria Chavez, SGA Secretary, reported that the SGA was in the process of running special elections, followed by the running of the regular election season. They were working to update their governing documents and have been visiting classroom to expand their visibility.

9. Industry/Employer Directions

Items under this heading will address the following NSHE Strategic Plan Goal 4: Workforce

- a. Discussion Related to Career and Curriculum Alignment in the Following Areas:
 - i. Quality Assurance Program
 - ii. Smart City Technologies Program

Chair Davé brought these two areas for consideration as he was needing a definite need in the area. To be prepared for the **“New Nevada” skilled training needed to expand beyond logistics and manufacturing.**

- b. Discussion and Possible Action to Direct Staff to Begin Assessments Including but not Limited to: Need, Cost, and Resources Addressing Benefits for Students, Employers, the Community, and TMCC for a Quality Assurance Program

Council Member Ascuaga moved to direct staff to begin assessments for a Quality Assurance Program. Council Member Hutter seconded the motion. The motion was approved by a vote of 10-0-4 Absent: Kazmierski, McCormick, Thurman, and Woodring.

- c. Discussion and Possible Action to Direct Staff to Begin Assessments Including but not Limited to: Need, Cost, and Resources Addressing Benefits for Students, Employers, the Community, and TMCC for a Smart City Technologies Program.

Council Member Ascuaga moved to direct staff to begin assessments for a Smart City Technologies Program. Council Member Hutter seconded the motion. The motion was approved by a vote of 10-0-4 Absent: Kazmierski, McCormick, Thurman, and Woodring.

President Hilgersom thanked the Council for passing these motions, staff would report back once the assessments were completed. She added it was important to keep in mind whether or not students want to enroll in the courses when evaluating the programs. Part of the analysis should also consider whether these new programs would attract more students from out of state.

10. TMCC Directions

Items under this heading will address the following NSHE Strategic Plan Goals — Goal 1: Access; Goal 2: Success; and Goal 5: Research.

a. Update on Current Marketing Initiatives

Associate Vice President Elena Bubnova reported TMCC was seeing results from new tag line and ad strategy, #TMCCPaysOff. Students Services staff relayed they have been hearing from more high school students. Associate Vice President Bubnova felt this new edgy, clever marketing was having an impact. Marketing was continuing to look at ways to market directly to digital natives.

b. Discussion regarding Potential Statewide Cohesive Marketing Collaboration with other NSHE Community Colleges

c. Overview of Existing TMCC Undergraduate Research Opportunities.

Dr. Laura Briggs gave a presentation on the undergraduate research (Attachment D). Chair Davé thanked Dr. Briggs for the very informative and enthusiastic presentation and for her work with students on SEA-PHAGES.

11. New Business (Future Agenda Items)

There was no new business.

12. IAC Council Member Take-Aways

An opportunity to discuss what Council Members have learned, how they can circulate information about programs and/or courses at TMCC, and/or discuss next steps. (2 minutes max, per person)

Council Member Nannini was very interested in learning about how to support Nursing programs in the rurals. He was hearing a lot about the need for family medicine in those areas of the state. With regard to dashboards, he was very interested in finding out how data is taken and used to help recruitment at high schools, how data informs outreach.

Council Member Madole relayed that TMCC partners with Associated General Contractors (AGC) on a number of things, including some Caterpillar heavy equipment courses. He thought TMCC was doing great job of meeting needs.

Council Member Brown was thrilled to hear about the increase in Nursing students.

Council Member Biersdorff shared information about events coming up for the Washoe County School District: Principal for a Day, and tours for people from Panasonic and the County Manager to the new skilled training workshops in Sparks.

Council Member Bender was very encouraged to see the change in layout, attempting be in alignment with NSHE goals. He hoped that statistical data developed would include other schools in geographical, competitive areas. There were lots of opportunities for TMCC to get into different forms of education.

Council Member Hutter said she always leaves these meetings thinking what an amazing institutional TMCC is, she thanked the Chair for the new agenda and direction. She was very excited about the QA possibilities and offered her employees to help in any way they can. She was also excited about the Smart Cities and Cybersecurity possibilities as well as the area needed people to work in these areas. With companies coming to the area related to blockchain, we need IT support professionals.

Council Member Ascuaga said the expansion of apprenticeship programs, breaks down some barriers between industry and education. She was interested to see evolution of teaching to the skill instead of teaching to a degree.

Council Member Schilling loved the meeting and presentations. She thanked the Council for including law enforcement on the Council. She was exploring more and more ways to connect public safety to the college.

Faculty Senate Chair-Elect Mike Holmes said it was nice to see such a strong commitment from the Council in support of the college.

Gloria Chavez was glad to participate and learn about the new projects and see the behind the scenes work.

Cheryl Woehr, NFA representative, said it was interesting **to see how TMCC's evolved**. She liked seeing the advances in technical programs. TMCC has excellent faculty.

Heather Combs-Salley appreciated the innovation of TMCC, meeting the students where they are.

13. Public Comment

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

14. Adjourn

The meeting adjourned at 11:55 a.m.