

**BIG BEND COMMUNITY COLLEGE
BOARD OF TRUSTEES
STUDY SESSION**

April 13, 2010, 4:00 p.m.

Present:

Mike Blakely
Katherine Kenison
Angela Pixton
Felix Ramon

Absent:

Mike Wren

1. Academic Master Plan Report #1 Access 2010

Dr. Bonaudi reminded all that the meeting was being captured on Mediasite. He explained this Study Session is devoted to an analysis of the Academic Master Plan for this year. Three monitoring reports are presented on BBCC's progress each year. Presentation of this information during a Study Session provides time for discussion of the report. The report will be officially presented to the Board for acceptance at the Regular Board meeting later today at 7:00 p.m.

Dr. Bonaudi Introduced Dean of Institutional Research and Planning Valerie Kirkwood. Dean Kirkwood stated this is year two of the 2009-14 AMP report. The Access report details how BBCC informs the service district of college resources and provides opportunity for the communities to express their needs. The Programs report will be presented during the May 25 Board meeting and the Outcomes report will be presented during the Board Retreat in August.

The first section is **1.1 Resources / Services Inventory**. This section is related to the E-2 Access, E-3 Partnerships, E-5 Climate, and E-6 Cultural Enrichment Ends Statements. Dean Kirkwood explained that Autumn Dietrich (formerly Weis) the Director of Public Information is on her honeymoon. Director Dietrich created a video clip to share information. In the video she said there was no process in place to measure the effectiveness of communications when she came to BBCC in 2008. She described Azorus as a data focused program that will help measure effectiveness. She stated, to date, Azorus is showing that "word of mouth" is an effective communication tool.

About evaluating the effectiveness of our communication strategies, and our planning with respect to the college catalog and a viewbook, Ms. Dietrich also discussed the development of a viewbook and the college catalog. A survey of all Washington State community and technical colleges revealed most colleges

are reducing their number of printed catalogs and schedules. Some are even considering no printed copies, i.e., only an on-line version would be available. BBCC is following that same theme. The number of pages and copies of the catalog and schedules have been cut. There were 6,500 copies of the 2008-09 catalog, 3,200 copies of the 2009-10 catalog and the copies will be cut in half again down to 1,600 for the 2010-11 catalog.

The viewbook committee believes a presentation folder would be most effective. Members of the committee brought samples folders to review. The general theme has been chosen by the committee and the design was chosen by the BBCC students. The folder allows for specific program information to be inserted. The folder is very simple and highlights the steps to enrollment. The goal is for the viewbook to have a two-year shelf life. Mailing the viewbook to potential students rather than the catalog will save postage. The viewbook is flexible and allows for specific information to be shared.

The next section is **1.2 Assessment of Need**. The two foci in this section are institutional assessment and community assessment. This session contains elements of Board Ends Statements: E-2 Access and E-3 Partnerships. Dean Kirkwood reviewed the assessment tools BBCC uses: surveys, online instructor evaluations, focus groups. She also listed the information that is collected: needs of students, community members and employers; quality use and satisfaction with services; areas of improvement; quality of relationships; cultural awareness; and climate.

Data Analyst Starr Bernhardt described the process used to develop a program based on assessment. She used the center pivot program as an example. A conversation between Trustee Angela Pixton and a center pivot provider led Trustee Pixton to share information with President Bonaudi who in turn passed it along to Dean Clyde Rasmussen. He spoke with center pivot industry leaders from Reinke Irrigation. Surveys were administered to gauge the need for a center pivot program in this area, to a wide sample of the agricultural community including growers and equipment manufacturers. The response was overwhelmingly positive in support of such a program.

Institutional Research is transitioning to on-line surveys. They have found that on-line surveys are effective and collect more information than a paper survey. They also save time and resources and improves response rates. BBCC uses Survey Monkey for only \$200 per year with unlimited use.

The Spring enrollment survey is administered every other spring. The costs of printing and pencils to administer a paper survey is approximately \$100 and the expense of an online survey is about \$10. The online surveys do not interrupt classes, and students can take the surveys anytime. Organizing and summarizing paper survey results was labor intensive. With Survey Monkey it is a much more effective process. In 2006, 315 paper responses were collected for

the Spring Enrollment Survey, in 2008, 500 responses were collected. To date, 412 online surveys have been collected and next week a reminder will be sent which usually results in a spike of responses. Currently the following surveys are being completed online: spring enrollment survey, former student surveys, community needs surveys and online instructor evaluations. The employer surveys will be administered online in the near future. This is a culture shift and it is working great.

The next section is **1.3 Counseling and Advising**. Elements of the E-2 Access and E-4 Student Achievement Ends Statements are included. Associate VP of Student Services Candy Lacher highlighted training for the advisors. Three staff members attended the National Academic Advising Association (NACADA) conference in Seattle funded by the Title V Grant. Achieving the Dream (AtD) funded five staff members to attend the AtD conference in Charlotte, North Carolina. The staff learned a lot about advising. Webinars have also been offered on campus. Ms. Lacher report an online advising resource kit has been developed and is available to all staff on the portal.

Ms. Lacher stated advisors are assigned in admissions based on the student's interest. For the spring quarter there are 150 students assigned to each counselor and faculty advising loads average about 30 students. Professional/Technical faculty usually have more advisees. Counselors schedule 30-60 minute blocks for student advising. Walk-in students are also accepted daily.

Director of Career Advising & Outreach and Tech Prep, Mary Shannon, explained Rapid Response. When there is a layoff in the area BBCC in partnership with Employment Security, and Skillsource schedule time onsite at the business to discuss training options and funding and they make follow up appointments. She reported several Rapid Responses were held with Genie. Samaritan Hospital also held a Rapid Response recently. Outreach Advisor Jose Esparza and Director Shannon do a lot of a advising in the professional/technical area and help with overflow from the counseling office.

Ms. Lacher stated the new student registration provides opportunity for group academic advising. The student groups see one presentation and then split into smaller groups for advising. Then they are enrolled in their first quarter. Counseling staff have designed a resource binder to help with advising.

Students are encouraged to meet their advisor the first week of the quarter and time is provided during new student orientation for students and advisors to connect. The 2010 Spring Enrollment survey with approximately 300 responses measuring the effectiveness of advising showed 94% of the students were satisfied with advising at BBCC. The same survey showed that 65% of the respondents sometimes or often use academic advising services. Note that advising is not required after 30 credits.

Associate VP Lacher discussed the Former Arts & Science students survey results. After a dip in the ratings for advising by counselors as excellent or good area from 86% down to 63% in 2008, the ratings have risen up to 77% in 2010. Fall to winter retention rates have steadily increased up to 84%.

Financial Aid Director Andre Guzman shared information regarding accessing financial aid. Traditional outreach and resources are both key components. He shared the WA state per capita income average is \$39,000 and BBCC service district per capita income average is \$23,000. Up to 70% of BBCC students use some form of financial aid. There has been a 28% increase in financial aid recipients since 2007-08. Recipients include worker retraining and scholarship funding. These programs are exploding due to the financial needs of our students. Foundation scholarships are up 32%. Revision requests have more than doubled. Increased allocations equal increased work. Loans have increased 35% from 2007-08. The workload in financial aid has increased and no additional personnel have been hired resulting in many hours of overtime.

Director Guzman went on to describe examples of traditional outreach activities performed by Financial Aid: College Goal Sunday, Educate Latino Fair geared toward potential Hispanic students, high school financial aid nights, FAFSA info sessions (changed from individual sessions to group sessions- 187 served in this way so far this year) and GED transitions and Viking seminars. Director Guzman reported this is not just at BBCC but an issue statewide. Some community colleges have chosen to close the Financial Aid office one day per week to allow for dedicated, uninterrupted processing time. He said BBCC may revise the schedule in the near future. He is considering closing the office Wednesdays to avoid being unavailable for folks who travel to visit close to weekends.

Trustee Mike Blakely asked if any federal money has been received. He said legislation passed authorizing more federal funds. This will increase workload even more by making more money available to students. Director Guzman said the state need grant funding was depleted the beginning of the second quarter. President Bonaudi stated this demonstrates the impact of tough economic times, and, he noted there is a limit to how many applications the staff can process. This is one example of what budget cuts will do to BBCC.

The next section for discussion was **1.4 Marketing Plan and 1.8 Communication**. These sections contain elements of the E-2 Access, E-3 Partnerships and E-6 Cultural Enrichment End Statements. Director of Public Information Autumn Dietrich again shared information via a video clip. She said BBCC uses a diverse range of media to inform the public of resources: newspaper, radio ads, and theater advertising. She receives good feedback and the data shows word of mouth is the most effective advertising.

BBCC Foundation Executive Director Doug Sly shared information about the Foundation's outreach efforts. Foundation members Ms. Erika Hennings and Ms. Katherine Franz Swinger wanted to encourage Lind and Ritzville students to apply for BBCC scholarships. The students attended a college planning day and the BBCC Foundation funded a pizza feed. Jose Esparza and Max Heinzman led a tour. Several scholarship applications were submitted and the high school counselor was impressed by our campus and is now our advocate.

Director Sly reported the Foundation Board started visiting with school district board meetings to share information about each school district's students who attend BBCC classes. They also share the history of scholarship awards in their communities. The visits have evolved into promoting BBCC fundraising. Foundation Board members visited the Quincy School Board meeting that was held today. They discussed the center pivot program and it was a big hit. Title V is also very interesting to the communities with high Hispanic populations. The Foundation Board members will visit the Warden school board on April 22.

Weinstein Beverage is a strong partner with the BBCC Foundation. They provide the intervention scholarships and they are working to access Pepsi funding. Pat Weinstein said BBCC is our customer and our partner. Director Sly said two new Board members were appointed during the last Foundation Board meeting: Wes Crago from Ephrata and Vicky Melcher from Odessa.

The **1.5 Partnerships** section was next, it is related to Ends Statements E-2 Access, E-3 Partnerships, E-4 Student Achievement and E-6 Cultural Enrichment. Dean Kara Garrett shared about BBCC's partnership with the Othello Community Hospital. Director of Health Education Programs, Katherine Christian, talked with the Othello Community Hospital staff about some of the second year nursing students gaining clinical time in Othello. The Hospital is small and eight students are too many, less than eight is too few to be economically feasible in a clinical setting. Together they developed a plan and by winter quarter one of the Othello Community Hospital staff members was in place to instruct five students. This is a win/win situation. Our students gain valuable clinical time and some of our graduates are being hired by the Othello Community Hospital.

Dean Clyde Rasmussen shared information about two new educational partners. He said partners are critical to technical professional programs to keep them up to date. The Ag advisory committee developed a survey with questions to address the need for a Center Pivot Program. Dean Rasmussen contacted businesses across the service district for their input. The Industrial Electrical and the Maintenance Mechanic Advisory Committee members were also involved. BBCC is developing partnerships with Reinke and Zimmatic. A Center Pivot Program certificate of achievement will be offered to students next year. Dean Rasmussen will work with Director Autumn Dietrich to develop a brochure to help market the program.

Dean Rasmussen also shared information regarding our partnership with the CWU Aviation Program. It allows students to obtain a four-year degree on our campus. BBCC developed a contract to share a position with CWU. BBCC alumnus Bryan McKune was hired into that position and he recruits and teaches aviation.

Terry Kinzel, Director of Title V talked about BBCC's partnership with Heritage University. She explained that BBCC is working with a \$3.5 million new Title V grant with Heritage University. This is an ongoing partnership and the relationship has helped BBCC change the way it serves the Hispanic student population, taking college level credit, which has risen from 21% to 29%. After researching the communities and data they discovered that both institutions have HeadStart services in their service areas. Due to some new federal requirements 50% of HeadStart employees need baccalaureate degrees. This is an area that we can help our communities. The HeadStarts in Mattawa employ over 200 people, many of them already have an AA degree from BBCC and may seek a BA degree. Eastern Washington University and Heritage University are offering BS degrees in Children's Studies. Students with AAS transfer degrees can earn their BS in this path. The Applied Technology Program follows the same process, and can be earned online through Heritage University. Their goal is to open the doorway to baccalaureate degrees. Under the Title V grant BBCC and Heritage identify and align pathways for students for continued education and learn from each other.

Trustee Felix Ramon said he sees great potential for increase in developing programs with Heritage University and Central Washington University. He said this same model could be applied to other 4-year universities and increase baccalaureate degree opportunities with multiple partners. There is also potential for additional grants with other institutions.

The **1.6 Recruitment** section includes the E-2 Access, E-3 Partnerships, E-5 Climate, and E-6 Cultural Enrichment. Outreach Advisor Jose Esparza shared information about Azorus and how we're using it in our outreach programs. Recall that this is software to establish relationships with potential students to get them enrolled. The program went live six months ago. The Recruitment team provides direction for Azorus. Advisor Esparza is meeting with the recruitment team next week and he will be creating faculty biographies for the portal pages. The biographies will also be linked to the automated e-messages.

Advisor Esparza said Azorus is averaging eight prospects per week. The admissions office reported seven phone inquiries per month in the past. He is adding the human element and making phone calls to the students who have indicated they want to enroll but have not done so.

Mary Shannon, Director of Tech Prep stated Tech Prep is a dual credit program that connects area high school students to BBCC professional/technical AAS degrees. The consortium is made up of 15 Grant and Adams county high schools and the Odessa high school. In 2009, 647 students earned community college credits through tech Prep. The consortium meets quarterly and this improves communication. Students can earn college credits in their high school classrooms. Credits are federally funded and there is no cost to the students. "It's a good deal!" Participating school districts pay a fee to be consortium members. The credits boost students' earning potential and resumes. This is a people intensive program and dependent on high school teachers registering students. Office Tech Prep courses have the highest enrollment rate. Approximately 30% of Tech Prep students continue their education at BBCC after high school.

1.7 College Services is connected to E-2 Access, E-3 Partnerships, E-4 Student Achievement, E-5 Climate and E-6 Cultural Enrichment Ends Statements. Director of IT Russ Beard provided an update on tutor.com. In the Spring of 2008 the free online tutoring for students was funded by Achieving the Dream. In December 2008, BBCC began offering tutor.com 24 hours per day, 7 days per week and there was a spike in usage. In January 2009, there was exponential growth of a 250% increase. Math staff are sharing information about tutor.com with students. Director Beard said it's impressive that the satisfaction level has remained very high at 98%. Sessions are accessed from off campus 91% of the time.

Director Beard reported E-learning on campus has grown. BBCC is running out of MediaSite classroom space and online classes are working well. The number of online classrooms have doubled in the past year. There are currently 15 Mediasite rooms. The Viking workshops staffed by BBT from 8am-7pm helps students with technology questions. These workshops have served 1,500 students since fall 2009 leading to improved student success. Enrollment in distance education has grown steadily from 1,065 in 2005-06 to 2,117 in 2008-09.

Director Beard showed examples of an online Angel classroom, Elluminate classroom and Mediasite options. The Rural Utility Services (RUS) grant focuses on Mediasite classrooms in five communities as learning centers: Ritzville, Othello, Washtucna and Warden. The community learning center in Lind opened Friday, April 9. Director Beard complimented the Lind school district for embracing this opportunity. He anticipates the Washtucna learning center will open the end of this quarter. Students can log in at the learning centers and take BBCC classes.

Dean Kirkwood concluded the report by stating we are communicating with our service district asking how we can improve and what our communities' need. This report reviews seven action plans BBCC is continually assessing. We

continue to track information to measure what is having a positive impact on student success.

Trustee Angela Pixton commented she has noticed advertisements for Regis noting the many advantages to distance education, it fits into students' lifestyles and cuts expenses.

Trustee Mike Blakely stated BBCC is doing an outstanding job and has made great strides in the past four years. He said we can't afford more people and we need to encourage students to tell our story. He said this report detailed what faculty, support and administration is all about.

President Bonaudi stated the Board will be asked to formally accept this report at the regular meeting later today. Good things happen when we go off campus.

Trustee Ramon stated the fact that faculty, staff and administration are willing to make effort and commitment to get out in the community increases enrollment and partnerships. He also said you never know when you talk with community members how it will impact them. He complimented the great quality in the report and thanked the group.

The Study Session adjourned 5:47 pm

Felix Ramon, Chair

ATTEST:

William C. Bonaudi, Secretary