

WESTERN NEVADA COLLEGE  
INSTITUTIONAL ADVISORY COUNCIL MEETING  
Minutes  
Friday, August 19, 2016  
10:05 a.m. – 12:00 p.m.  
Western Nevada College – Carson City Campus  
2201 W. College Parkway, President’s Board Room  
Carson City, NV 89703

Interactive video hook-up from the meeting site to:  
Fallon Campus  
Virgil Getto Hall – Room 308

MEMBERS PRESENT:

Chet Burton, President, WNC  
Tim Dyhr, Vice President, Nevada Copper  
Jeffrey Gordon, Plant Manager, GE/Bently – via telephone  
Rob Hooper, Executive Director, NNDA/IAC Chair  
Laura Ijames, Secretary, Fallon Paiute-Shoshone Tribe – via IAV Fallon  
Nick Marano, City Manager, Carson City  
Ricky Medina, Director, Assessment/Accountability, Carson City School District  
Mary Pierczynski, Educator  
Gerd Poppinga, Sr., CEO/President, Vineburg Machining  
Richard Stokes, Superintendent, Carson City School

AD HOC MEMBERS PRESENT:

Theresa White, Superintendent, Douglas County School District  
Sandra Sheldon, Superintendent, Churchill County School District – via IAV Fallon

MEMBERS ABSENT:

Rachel Dahl, Executive Director, CEDA  
Cary Richardson, COO, Miles Construction  
Bus Scharmann, Commissioner, Churchill  
Hoyt Skabelund, CEO, Banner Churchill Hospital  
Robert Slaby, Superintendent, Storey County School District

WNC STAFF PRESENT:

Deb Conrad, Assistant to the President, (Recorder)  
Mark Ghan, Vice President of Administrative and Legal Services/General Counsel  
Jeff Downs, Chair, Academic Faculty Senate / Mathematics Professor  
Robert Wynegar, Vice President of Academic and Student Affairs

GUESTS PRESENT:

Carol DelCarlo, Board of Regents District 9 Candidate  
Lynn O’Mara, Scaale Group  
Donna Walden, Northern Nevada Development Authority

## Call to Order

1. Call to Order and Roll Call: Chair Rob Hooper called the meeting to order at 10:05 a.m. and asked for roll call. Roll call was taken and a quorum was present.
2. Remarks from WNC President Chester Burton: President Burton provided the following remarks:
  - A representative from Siemens in Berlin was on campus to help kick off the Mechatronics program which is the only program of its type west of the Mississippi. It is a holistic approach to manufacturing training and expects the technicians to have a higher level of knowledge than if the student specialized in one area. The program leads to nationally and internationally recognized certification. This is a program WNC can market outside of the region.
    - Tim Dyhr asked how WNC got the program. Chet Burton replied that WNC applied to offer the program.
    - Theresa White asked how long it takes to get through the program. Bob Wynegar replied that there are three levels and WNC is looking at level one at the moment, and that GOED is interested in WNC offering levels two and three as well.
  - WNC has the funding in place for the Reynolds expansion for manufacturing and it will double the footprint in the manufacturing area. WNC will also be getting more equipment. In the last week, Starbucks donated a Fanuc robot to WNC. There is no Fanuc training center north of Los Angeles, so after Mechatronics is up and running, this opportunity will be pursued.
  - The State Public Works Board meeting is next week and WNC has submitted a request to modernize and expand the science lab. This is about a \$2 million project and because it is small in relation to other projects, WNC may have a shot at getting the project funded.
  - Mark Ghan is working with the System office to release the RFP for Residential Housing on campus and it should go out in the next week to ten days.
  - The students have gone to a club model for sports and the soccer club has 60 students enrolled including nine international students.
  - Next week the Board of Regents is holding a special meeting that does have a potential impact on this group. The chair of the Board wants to start looking at the Board of Regents in terms of governance and self-assessment as well as committee structure and some very positive proposals are going to be discussed. There is the potential that each IAC will have a board member attached to it on a rotating basis. WNC is interested in the in-depth discussion on mission differentiation and what it means to be a system. The Board will also be discussing the role of the chancellor and what that looks like as the move forward with recruitment of the replacement for the interim chancellor.
  - An action item from about three meetings ago that came out of this group was to reconstitute the rural nursing program in Fallon and the funding came through from a grant for the first two years of the program and Sherry Black, the Fallon campus director has funding lined up for the program to continue after that. The program is fully subscribed with eight students starting this fall. This is a direct example of something that came from the IAC that was promoted and the community got behind it to make it happen.

3. Remarks from WNC IAC Chair Rob Hooper: Chair Hooper provided the following remarks:
  - Welcome and thanks to the members in attendance today and for helping form the quorum for the meeting.
  - The importance and relevancy of the IAC is climbing right now. The board's plans for the IAC in the next session is going to increase the responsibilities. The council's commitment needs to increase; there is a lot of work ahead. Comments from the IAC need to be very thoughtful because they will be communicated to the board. Members need to think about what messages need to be delivered to the Board of Regents and the chancellor. Reportable results need to become a focus of the IAC. Western is being looked at as the leader in the development of the IAC programs. Chair Hooper's goal is that the WNC IAC is that leader within the System.
  - Public comment will be taken during this meeting and the IAC will be seeing more people come in from the public. This is positive because the IAC needs outside input into the council. No action may be taken on a matter raised during this meeting until the matter is included on an agenda as an action item. Public comment will be limited to two minutes per person. Persons making comments will be asked to state their name for record and spell their last name. The council chair may ask for additional public comment on a specific agenda item when it is being considered.
4. Public Comment: Carol DelCarlo introduced herself as a candidate for the Board of Regents District 9 and said the IAC is a tremendous avenue for communications and getting more people involved. Carol DelCarlo is looking forward to attending the next Board of Regents meeting as an observer and thinks that it is important to be talking about the role of the chancellor and Board of Regents.
5. Remarks from WNC IAC Members: No comments were made. Chair Hooper suggested all members do their homework and think about what needs to be communicated upstream to the Board of Regents. That is one of the main purposes of the IAC.
6. Approval of Minutes from May 19, 2016: Chair Hooper asked all members to take a minute to review the minutes from May 19, 2016. Deb Conrad said one correction needed to be made to remove the word District from in front of Tim Dyhr's name in the Roll Call. Chair Hooper asked if there was a motion to approve the minutes with the correction. Tim Dyhr motioned to approve the minutes. Nick Marano seconded the motion. **Motion carried by unanimous vote.**
7. Chair's Report on the last Board of Regents Community College Committee Meeting: Chair Hooper asked if it was helpful to receive the full report in advance of the meeting (handout can be found online at: <http://www.wnc.edu/president/institutional-advisory-council/>) and hoped that it helped save time. Chair Hooper said the quality and caliber of these meetings keeps going up and our council is progressively reaching a higher level of functionality. The IAC's goal is to be a very functional organization. Chair Hooper reviewed the meeting with key points as follows:
  - WNC IAC's top five objectives were presented to the Board. The top two were, in some form, on the other IAC's objectives as well and that became a topic of conversation later. Chair Hooper said he pointed out to the board that the council was getting to the tactical stage of determining what steps to take to move forward.
  - TMCC's IAC reported that they were working on getting student input to determine what the students want. They were developing their elevator pitch, had implemented a

career link that was working well, and planned to review the composition of the council to see if it accurately reflects the community it is in.

- CSN's IAC talked about their multi-campus system, their performance metrics and aligning career curriculum.
- GBC's IAC presentation was all about the four year college.

8. Chair's Report on the last IAC Chairs Meeting: (Taken out of order.) Chair Hooper reviewed the report on the IAC Chairs Meeting (handout can be found online at:

<http://www.wnc.edu/president/institutional-advisory-council/>) with highlights as follows:

- The five objectives were presented.
- Developing a two-way street of communication with the Board of Regents was encourage so that information comes back down to the IAC from the board. Chair Hooper added that the IAC's comments are being listened to and the council needs to ensure that leadership comments are being made and taken the right way, and that a feedback loop needs to get started.
- Advocacy was discussed in terms of being a counterweight to the University representation and how the IAC can support grants and capital needs.
- Chair Hooper asked how the Board of Regents bifurcates between the universities and community colleges.
- TMCC shared how they could be good advocates and a better tie between employers and graduates as well as reporting on their career link on website.
- CSN also discussed being advocates as well as ensuring graduates are meeting the workforce demand.
- GBC discussed the state college initiative and awareness within the community.
- There was discussion about the IAC being an arm of the board. Chair Hooper said the IAC is an arm of the community from one direction, a partner with the college and then an arm of the Board of Regents in another direction and that makes the council the conduit or in other words, puts the council in the hot seat. This is where the idea of empowering council members to be able to communicate on behalf of the IAC publicly. The IAC has to discuss and approve the things members can say publicly. The funding formula was also discussed in conjunction with how to get more funding to the rurals. University mission creep was also brought up.

Chair Hooper announced a special circumstance due to resolution of technical difficulties with being able to hear those attending the meeting via IAV in Fallon. Chair Hooper asked if there anything Laura Ijames or Sandra Sheldon wanted to add on any item up to this point. Both replied they had nothing at this time.

9. Chair's Report on the Presentation to the Board of Regents: (Taken out of order) Chair Hooper reviewed the presentation (handout can be found online at:

<http://www.wnc.edu/president/institutional-advisory-council/>) with key points as follows:

- WNC's IAC is working to support WNC as a workforce development engine.
- WNC has eight career programs and all need attention.
- WNC's IAC has an impressive roster of council members.
- It is important that the board sees the IAC as a tool that is available to them. Chair Hooper said they do and that view is increasing.

- Five statements consolidating the charge of the IAC from Chapter 17 of the NSHE Procedures and Policies Guidelines were presented. Chair Hooper added that he received positive feedback on the condensed statements and these are items the IAC needs to come back to frequently to ensure that they are being met. Chair Hooper reported to the Board that the WNC IAC takes its charge seriously.

Chair Hooper said to members that the council will need help to meet the objectives.

Chair Hooper commented to the members that the IAC chairs will now be meeting with the chancellor and the chair of the Board of Regents prior to regular board meetings at least two times a year. Instead of filtering comments through the Community College Committee, this is a direct conduit. President Burton encouraged members to utilize this conduit and said the board is starting to listen now.

Chair Hooper reminded members that in order to represent the group, members would need to provide a lot of input. While group emails are not a viable form of communication, Chair Hooper can receive individual emails from members.

Tim Dyhr said it is helpful to have those condensed statements about the charge of the IAC in order to internalize them and determine where there are opportunities in members' respective roles in the community and to support WNC being a key player in workforce development.

10. Review of the WNC Performance Metrics Presentation at the June Board of Regents meeting:

President Burton reviewed the WNC Performance Metrics Presentation (handout can be found online at: <http://www.wnc.edu/president/institutional-advisory-council/>) that was given to the Board of Regents at the June meeting. The presentation is the annual report card to the Board on WNC's performance. This year WNC's Jump Start College partners from Lyon County were invited to speak as part of the presentation. Lyon County had the largest number of graduates receiving Associate Degrees at the last graduation. President Burton said the presentation was well-received by the Board. President Burton highlighted the following:

- One of WNC's challenges is enrolling minority males which is a challenge nationwide. Two years ago enrollment was up to almost 60% women and WNC has been making a conscious effort to reach out to minority males. Enrollment of women is now down to 57% and a majority of that shift was minority males. The new soccer club has become a carrot to get students into college. Our club team has five students off the Carson City High School team, all minority males, and they all said if it weren't for soccer they wouldn't have come to WNC.
- About two-thirds of WNC students go on to pursue a four-year degree and the split with workforce development degrees and certificates should be more along the lines of 50/50, so workforce development needs to be emphasized more.
- Over 50% of WNC's students are Pell eligible which is a major factor and non-traditional students, those over 25 years old, make up 45% of WNC's students. WNC is quickly approaching its Hispanic Serving Institution designation with 23% Latino students. Veterans has gone from 2% to 4% of our population because of the outreach WNC has been doing and the population continues to grow.
- Over the last ten years our total student body numbers have declined by 30% and that is troubling because if students don't get through the door, they never get to finish. WNC's enrollment did spike 10 years ago when recession hit. The key is that even

though enrollment went down, FTE is only down 7%, so there are fewer students but there are each taking more credits. Also ten years ago WNC awarded 341 Associate degrees and last year it was 518. There are fewer students, but they are completing at a much higher level. Certificates have also doubled in last four years. Of WNC graduates, 25% are first time full time students and the target is 34%.

- Since the funding model was implemented in 2013, higher education funding hasn't really changed, but WNC's funding has gone down 15%. On top of that there was a 25% decrease from 2008. WNC has experienced a more than 40% decrease in funding. WNC's budget has dropped every year since 2008. Since 2013 WNC has maintained the funding for academic and student support has remained flat and all of the cuts have come from overhead. It has been important to not only maintain programs, but start new programs like Jump Start, the expansion of the Applied Technology program and the manufacturing program, expansion of welding and machine tooling, as well as nursing in Fallon.
- The take-aways on the metrics are that WNC is graduating more students with fewer resources, students are taking more credits and succeeding at a higher level and it shows that the partnerships with K-12 are working and getting students prepared earlier so they are ready for college when they get there.
- Jump Start is moving the needle by getting students into college and helping prepare them for college and being completers. The State has an ambition goal for Complete College America. We're in the mid-30s as a state in college degrees or certificates and the goal is 60%. If we don't do these alternative programs preparing students for tech jobs we won't get there.

Tim Dyhr asked if the funding formula is about all about enrollment. President Burton replied that it is based on weighted student credit hours and enrollment drives that. Tim Dyhr asked if any credit is given for the high graduation rate. President Burton replied that it is a factor and helps. The real baseline for the model is the weighted student credit hours. Tim Dyhr asked for clarification on the large increase in the scholarships. President Burton explained that it was because there is a corresponding decrease in student services from when the college shifted the way money was awarded to better help students meet their educational goals.

Mary Pierczynski asked how long the TAACCCT grant was for and President Burton replied that it ends in 2018, so WNC is already thinking about how to fill the holes.

Chair Hooper asked how completions fit into the funding formula. President Burton replied that if a student attends at least 60% of a class for the semester, then if they receive an F, it is an earned F and credit is given to the institution. If it is an unearned F, then no credit is given. In terms of completion with degrees or certificates, 20% of WNC's budget is carved out the institution has to earn it back through the performance pool. That is a mix of how successful WNC is in graduating students and multiple other things that factor into it.

Chair Hooper asked if certificates add as much weight as AA degrees and Bob Wynegar replied that they do not, adding that the AA degree completion rate is the biggest factor. President Burton said WNC has exceeded the performance pool expectations by about 12% each year the last three years. No more money is provided for exceeding expectations, but money is taken away from falling short of the expectations. Chair Hooper asked if the best

scenario under the funding model is having a high volume of students enrolled in two-year degree programs receiving multiple certificates along the way. Bob Wynegar replied yes, and everyone passing every course.

Nick Marano asked how Jump Start fits in. Bob Wynegar said it has been very helpful because they tend to be very successful with a pass rate of 94-95%. Because they are more successful in their courses, they are generating more dollars in the base revenue per students. Tim Dyhr asked if more of them get AAs and go on and Bob Wynegar said that more of them complete their courses successfully and that drives the base budget. Nick Marano asked if they are taking full loads and Bob Wynegar replied yes, which helps tremendously. President Burton added that Jump Start is not a one-size-fits-all model. For some students taking a full course load works model to get the dual degree is a good model. For others to get 30 credits, which is a full year of college, that is one year parents are worried about paying for.

Mary Pierczynski asked if the funding formula gives more credit to the Bachelor degree than Associate degree and President Burton replied that it does scale up based on the degree. Mary Pierczynski asked what the parameters are for a certificate and Bob Wynegar replied that it has to be 9 credit hours and tied to a nationally recognized credential. Tim Dyhr commented that the community college can cost-effectively fill the niche to develop a workforce and thought that one message to the Board of Regents could be that if this is the mission, give the community colleges credit for it in the funding formula.

Jeff Gordon asked about if there is a sense of the interest of people in the workforce today but are trying to go back to school. President Burton replied that exact data isn't available, but 45% of WNC's student population is over 25 years old and when President Burton talks to them, a vast majority are trying to work and put themselves through school. WNC incentivizes 15 to Finish because it is undeniable that those who take a full course load each semester are more likely to be successful and graduate. The State stepped up with Silver State Opportunity Grant which pays the full cost of attendance and WNC counsels students to find a way to take a full load because they are much more likely to succeed. Jeff Gordon added that it raises an interesting discussion about the on ramps and off ramps of the Leap initiative and that the need for another layer to guarantee success.

11. Discussion on plan to achieve Objective 1: Recruitment of qualified students to career programs to support workforce development: Chair Hooper said that ideally students come in for two years and they complete their program. The question is how to get the pipeline filled up. This discussion is the council's number one object regarding recruiting qualified students to career programs to support workforce development. The council members need to discuss the strategy for getting out in the communities and stimulating enrollment of new students into career programs. Chair Hooper added the council will need more people to contribute that are in the room. This discussion is on what is that we want to do and how do we plan to move forward.

Gerd Poppinga:

- Asked if any tracking is done of people who graduate high school but aren't going to WNC.

Ricky Medina:

- Replied that was a great question and said it is truly hard to do.
- Said that probably the best system is through the individual classes at their class reunions.

Gerd Poppinga:

- Shared a story about a young man who had started a family and not gotten a certificate or degree and who couldn't see how to attend college now.
- Commented that there is a disconnect between WNC not reaching into the high school the last year or last few years of high school to connect with students to give them alternative career paths.
- Said that population is the one WNC needs to get a hold of somehow.

Richard Stokes:

- Said that when someone is in the situation of having a family to support, then the level of concern is raised and a young person who has meals on the table, a cell phone and all the video games they want, they may not have the level of concern that drives them to figure out how they are going to make their way as an adult out on their own.

Gerd Poppinga:

- Asked if emphasis is placed on what a student is going to do after high school because it seems the connection isn't being made with them regarding the gravity of real life issues.

Ricky Medina:

- Added that the school district is trying to build that system even in elementary school so that students can have a career when they get out of school.
- Commented that educators historically think about getting students to graduate high school and that is the end goal.
- Said moving forward that needs to change to graduating and getting them into a career, so it becomes a cradle to career system.

Tim Dyhr:

- Gave example of the opposite end of the spectrum describing a young lady who went from high school to WNC to UNR and she said it was great starting at WNC.
- Said if the council has a clear message, then it can be communicated the WNC can be a student's first choice.
- Said the question becomes what do you want to be and then the students can be directed to the best path to get there.

Chair Hooper:

- Said the four bullet points that came out of the last meeting do a good job of stating how members can communicate to high school and middle school students about career options.
- Asked how do members go out and stimulate the concept that considering career options is important even though a student may not know what they want to do yet.
- Said educator awareness of career programs is also important.

President Burton:

- Said that last spring school counselors spent half a day learning about WNC's CTE programs and then the counselors heard from students.
- Asked that the superintendents on the council encourage counseling staff and the influencers at the schools to work with WNC when WNC extends invitations to come on campus and learn more about the various programs.
- Said with the high tech industry coming to Nevada the paradigm needs to change and the alternate pathways be given appropriate emphasis.

Tim Dyhr:

- Said that from mining perspective, technical skills are what is desirable.
- Suggested there is an opportunity to create awareness that WNC is the first choice for certain careers.
- Said he wants to be able to understand the messaging clearly so that anytime he sees anybody in Lyon County he can say there is a great pathway at WNC.

Chair Hooper:

- Said if members look at this issue it is about developing a strategy of reaching influencers. Reaching educators, high school students, parents and employers.
- Asked how can the influencers be combined into an organized program that attracts students into pipelines and how does that get put into an actual plan.
- Suggested the NNDA workforce education committee could possibly be tasked with putting this together into an implementation plan.

Note: Nick Marano had to leave the meeting at 11:20 a.m. A quorum was still present.

President Burton:

- Said if students don't get into the pipeline, the State won't meet its goal of staffing Tesla and Panasonic and Panasonic is already having a difficult time finding qualified people.
- Said the strength of this group is in the backgrounds of members and the members don't need to be the marketers.
- Said maybe one key is working with the 7<sup>th</sup> and 8<sup>th</sup> graders and the alternative career paths.
- Asked how to reach the young people with family and give them the resources and ability to get back in the pipeline.

Tim Dyhr:

- Said he asks what's missing, what's possible and what do we need to happen to make it possible when assessing an issue.
- Asked what is missing here: is it funding? Staffing? Something else?
- Said collectively this is a process the council should go through.
- Asked how success stories are being conveyed and how can the successful students be highlighted.
- Said his company wants more students like them so they can do the jobs for us.

Ricky Medina:

- Suggested taking it a step beyond that to looking at how success is measured.

- Said at the end of the year, rather than just looking at ACT scores, also look at how many students are going into the programs at WNC as opposed to just getting them to the finish line.

Theresa White:

- Said she is from Douglas County and her dilemma is a little different; when we talk about college, we are thinking about getting a four year degree, not attending community college.
- Said educating counselors is one piece, but WNC coming into the schools more often might be helpful.
- Said there is a huge group of kids who don't want to go to a four year college, but there are no jobs for them in Douglas. Douglas County has Jobs for America's Graduates and drop-out specialists and these are influencers who might better reach the group of students in the middle.
- Said kids who think they will go to college but never get there are a group that needs to be reached.
- Said it is very important for the influencers to know how many jobs are available and in what fields and what the earning potential is so it can be better articulated to students.

President Burton:

- Said TAACCCT IV grant purchased a tool called Burning Glass that WNC shares with DETR that looks statistically at what is available right now and also offers forecast.

Theresa White:

- Said knowing the earning potential of two year degree or certificate is huge because that is what is talked about regarding a four year degree and then that conversation can occur with the kids.

Ricky Medina:

- Said care needs to be taken that the message isn't smart people go to college and career ready people are not those technical employees that are needed, but are just the employees who hold the hammer and that's it.

Theresa White

- Said part of what makes Jump Start so successful is the mentor piece. Some of the CTE kids think they aren't good at math but the connection is being made for them real life math is what they are already doing.

Chair Hooper:

- Said from strategy point of view this might be stated: messaging the influencers with content of success testimonials and articulation of job potential and earning potential and changing the perception of community college.
- Said the same message can play to students, educators, parents and employers by being stated a little differently to the different audiences.
- Asked how a metric can be created to show level of success in getting those students into those programs.

President Burton:

- Said WNC's Nursing program has three applicants of every slot in our program, but a welder makes as much as a nurse and it doesn't take three years to get there.
- Asked how to translate that same passion for nursing to the other fields, because clearly the word is out there about nursing.

Theresa White:

- Said nursing wasn't always looked at that way, but when the need rose, the educators started talking about the health care professions as viable careers because the earning potential was good and the jobs were available.
- Said our educators need to know the kids can make good money and get a job.

Richard Stokes:

- Said the workforce education committee could put some of that information together.

Chair Hooper:

- Said the plan needs to be put together for where the money is going to come from the pay for marketing and who is going to do the necessary work.
- Added the council's responsibility is to better articulate our strategy and put out a strategic plan.

Tim Dyhr:

- Said with Siemens Mechatronics program WNC can start to distinguish itself and say we might not be everything for everybody but we've got THIS.

Chair Hooper:

- Said an actionable item to come out of this is that we take this strategy of messaging the influencers with the content of successful testimonials, articulation of job potential and earning potential and through that change the perception of community colleges and creating a metrics system and turn that over as an assignment to the workforce education committee to come back to us with a more articulated plan that would identify tactical elements and how we could implement something like this.
- Mary Pierczynski motioned to approve the strategy as stated by Chair Hooper. Tim Dyhr seconded the motion. **Motion carried by unanimous.**

12. Discussion on and development of key talking points which allow IAC members to represent the IAC publicly and with a uniform message: Chair Hooper sent the discussion item worksheet (handout can be found online at: <http://www.wnc.edu/president/institutional-advisory-council/>) to the council members via email.

Chair Hooper:

- Said the basis of this is that the council has to have a discussion and acceptance within the council that authorizes each member to utilize these concepts to articulate what we do, how we do it and why we do it to the public.
- Added that moving forward with the upcoming legislative session, some council members may be asked to go in and testify and the next session is going to be a lot about the community colleges.
- Said council members need to be prepared to go in and advocate.
- Said the same applies to going to county commissions.

- Said it would be good to have a system whereby we go out into the communities and become evangelists for the community colleges.
- Added that he sees the document as an evolving, living document that should be revisited quite often.
- Said it is also a document that will have things added into it for us by the Board of Regents and that is one of the things we'll be talking about at upcoming meetings.
- Said he went through the charge described in Chapter 17 and he pulled out the information and summarized it for the handout.
- Asked does this adequately describe a starting point and are there changes or additions that need to be made.

Mary Pierczynski:

- Asked if Board of Regents makes changes, will council members be updated.

Chair Hooper

- Replied yes and added that when Frank Woodbeck reviewed it, Frank Woodbeck felt it adequately described the charge.

President Burton:

- Said the special Board meeting next week included approving the priorities that will go to legislature and as a system we all support that, but some things are more impactful for community colleges than others.
- Said those items are the ones the council members can focus on.
- Commented that if anyone asked what the number one thing for community colleges would be coming out of the legislative session, it is the weighting for CTE.

Tim Dyhr:

- Asked if in order for us to speak as IAC members, these talking points need to be acted on and adopted.

Chair Hooper:

- Replied yes, the council needs to act on it and maintain it and the result of the discussion on achieving objective one will now need to be added.

Tim Dyhr:

- Asked if the document can be changed later.

Chair Hooper:

- Replied yes, it would need be brought back to council for action.

Chair Hooper asked Mark Ghan if the motion just approved could be added and Mark Ghan replied yes.

Chair Hooper repeated the strategy for achieving objective one:

- Message the influencers with a program that within its content contains testimonials of success, includes articulation of job potential and earnings potential and through that change the perception of community college and create a measurable metrics system

for us all to contribute to from K-12 on up to show how we are moving students into these programs.

Tim Dyhr motioned to adopt this document with the amendment. Ricky Medina seconded the motion. **Motion carried by unanimous vote.**

13. Discussion on the feasibility of adding a “career link” to the WNC website which links to NNDA and other sites: Chair Hooper stated this is a discussion item only. The idea of adding Career Link to the WNC website came out of discussions that were heard at TMCC and what they are doing. President Burton said WNC has a career site on the current website and that it would be easy to add links to DETR, NNDA and any other interested company. Chair Hooper asked if it reflects what jobs are available. President Burton said that piece of the Burning Glass product is still being worked on. WNC is in the process of hiring a career coordinator now and that position will be solely focused on that. Chair Hooper asked if there is any kind of tracking mechanism. President Burton replied that Burning Glass has it built in to the tool, but added tracking right now is poor. Chair Hooper said when Burning Glass is at the level it can be presented, then it came be added to an agenda at that time. President Burton said for now adding links is straightforward and Bob Wynegar added that all that is need is a list of links to add. Chair Hooper commented that driving students to the WNC site is also an interest. President Burton said that it was a matter of doing outreach to others to, but that NNDA would be easy. Chair Hooper added that WMA could also put a link to WNC and that Carson Tahoe could be talked to about it. Bob Wynegar said that part of that is being built in to Burning Glass. Chair Hooper asked if President Burton was familiar with how TMCC was doing it. President Burton replied a meeting with TMCC to look at it was possible, but that Career Link would be a duplicate of Burning Glass.
14. Review of the WNC FY 16 Budget and Budget Outlook: President Burton said:
  - WNC came out of 2016 a little bit up because enrollment was up.
  - The key there is that is the baseline for the next session.
  - WNC is losing bridge funding but the organic growth will cover a big chunk of that.
  - If CTE weighting goes through then WNC will have funding for new initiatives for the first time since 2007.
  - Enrollment has improved in last several days, but WNC is seeing major challenges more so than we’ve had in the last ten years.
  - Enrollment is an issue nationwide in part because community college enrollment is counter-cyclical to the economy.
  - UNR said in a recent article that 34% of their students are not ready to take college level math, so when mission differentiation is discussed, as a state how students are guided if they aren’t ready needs to be looked at and as a system how do we put them on that track so that it is a.) More cost-effective and b.) Gives them a much higher chance of graduating. The odds of those students graduating is very low.
15. Fall 2016 Enrollment Challenges: Chair Hooper stated the President Burton covered agenda items 14 and 15 during item 14.
16. Public Comment: Chair Hooper reminded members to submit any agenda items they would like considered for the next meeting and asked if there were any comments from members before

opening up for public comment. President Burton said he is was open to receiving individual emails with suggestions on scheduling in order to help find a time for meetings that work for everyone. President Burton added that he is appreciative of the members' participation and that is means a lot to where WNC is trying to go and to the service as well.

Lynn O'Mara introduced herself as the Business Unit Leader for Scaale Carson City and said for full disclosure that Scaale is on retainer with NNDA and is assisting with setting up the Western Manufacturing Alliance. O'Mara has worked in the healthcare and high tech electronics industries, has taught at the community college level and is a Carson City resident. O'Mara:

- Commended WNC for the work they've done and said WNC is on the right path.
- Asked the council to remember homeschoolers because their numbers are growing and they are interested in tapping into the post-secondary and higher education programs.
- Recognized superintendents White and Stokes for attending the NNDA meeting and bring some really good comments.
- Said that the IAC is a public body and as such can hold town hall meetings in order to reach out to communities, not just businesses, to engage more with students and get them involved and making choices about what they want to do after receiving a high school diploma. The town halls would also allow the council to engage with parents and the community at large.
- Said college needs to be de-mystified and that having something, a certificate or a Ph.D., from a higher education institution is valuable and worthwhile to pursue.
- Suggested WNC have visitor days that include spouses, families and parents and shows that WNC is a great place to be.
- Said based on her experience working full time and carrying a full course load to receive her Master's degree, there are options for working adults that WNC could consider.
- Thanked the IAC for all their work and said it was a very interesting meeting today.

Adjournment: The meeting adjourned at 12:00 p.m.

Respectfully submitted,

Deb Conrad

Handouts for this meeting can be found on the following  
link: <http://www.wnc.edu/president/institutional-advisory-council/>