



# Rural Community College Alliance

## Tuesday September 25 – Thursday September 27, 2018

### Tuesday September 25, 2018

1:00 – 6:00 p.m.	<b>Registration Desk Open</b> ~ <i>Lobby</i>
2:00 – 6:00 p.m.	<b>Exhibitor Set Up</b> ~ <i>Summit C</i>
4:00 – 5:30 p.m.	<b>RCCA Board Meeting</b> ~ <i>Judge Room</i>
6:00 – 8:00 p.m.	<b>Evening Reception</b> – Join us for a relaxed and fun evening with a full buffet. Come and go as you wish during the two hour meal time. Meet and greet colleagues, friends, co-workers, sponsors and exhibitors. ~ <i>Mountain View</i>

### Wednesday September 26, 2018

7:00 – 7:45 a.m.	<b>Breakfast Buffet</b> ~ <i>Summit A</i>
7:00 – 8:30 a.m.	<b>Exhibitor Set Up</b> ~ <i>Summit C</i>
7:45 – 8:45 a.m.	<b>Opening Session</b> ~ <i>Summit A</i> – <b>Keynote Speaker: Financial Issues and Planning for the Future of Your College</b> , The stress of an audit can be avoided and set your college up for a successful future. This session offers strategies you can implement right away. Through case studies and best practices, you'll learn what the best-prepared colleges are doing to create efficiencies in their financial preparation. By improving internal processes you will be able to create a system that allows management to make informed decisions impacting the future of your college. <i>Brian Stavenger, CPA, EideBailly</i>
8:45 – 9:15 a.m.	<b>Coffee with Exhibitors</b> ~ <i>Summit C</i>
9:15 – 10:15 a.m.	<b>Concurrent Workshops (3) 60 minutes</b> <b>1. Bridging the Gap: Best Practices in Intellectual Public/Private Partnerships</b> ~ <i>Ivers</i> Higher education is increasingly challenged to provide high-quality, affordable, and accessible education to students during a time when reductions in appropriations create unprecedented budget challenges. PPPs are increasingly used to ease the burdens of infrastructures, including IT, facilities, and student support. A slightly different perspective would allow institutions to leverage private expertise, innovation, and efficiencies from an intellectual standpoint as well. Redlands Community College, located in a rural west-central Oklahoma, partnered with a minority-held company, Symbiotic Aquaponics to enhance STEM learning in high-risk student populations, namely through infusing hands-on, andragogically sound, and Native American ways of knowing. Redlands provided facilities, faculty, and expertise in navigating higher education. Symbiotic Aquaponics provided technical and design expertise to build a world-class aquaponic system on the campus. Aquaponics relies on the “teamwork” of plants and fish, each with a distinct role, and this intellectual partnership mirrored that relationship. We now have two new degree programs, ongoing community outreach, and increased sustainability. <i>Julie Flegal-Smallwood, PhD, Redlands Community College</i>

**2. West Hills Community College District ~ Kearns**

Due to their geographic locations, rural community colleges face many unique challenges to student success that their urban counterparts take for granted. Chief among these are service areas marked by extreme economic disadvantage and the limited (or complete lack of) access to broadband internet access. West Hills Community College District serves around 10,000 students in a 3,464 square mile rural district on the West Side of Fresno County in California. The communities served by WHCCD are characterized by a number of interconnected challenges, such as rural isolation, extreme poverty, high unemployment, low levels of educational attainment, limited English-language proficiency, and limited access to technology (including broadband), among other factors that educational research has found to negatively impact student achievement. Only 43% of our rural population has access to Broadband internet, severely limiting distance education classes and creating an extreme, endemic barrier to student success. The lack of broadband access is a challenge for workforce training, telemedicine and economic opportunities in our 3,464 square miles service area. Broadband access is not a luxury, but a necessity to implement long-term, larger-scale strategies to increase economic opportunities. Come hear how West Hills utilized its premier public policy series (Essential Elements) to assemble leading experts in education, technology, industry, and government to create a multi-faceted strategy to bring wireless broadband to the rural residents of the San Joaquin Valley in order to tackle this collective and chronic obstacle to education and economic opportunity.

*Linda Thomas, West Hills Community College District*

**3. Do You Need Funding For Your Institution's Strategic Priorities? Find Out Why Federal Grants As Well As Corporate and Private Foundations Should Be Part of Your Fundraising Strategy ~ Hearst**

Community colleges often avoid pursuit of federal, corporate, and private foundation opportunities to support their strategic priorities; however, many funding sources either favor or are designed for two-year institutions. Community colleges should be more optimistic and aggressive because they do have competitive advantages. For example, the majority of grant awards for the U.S. Department of Education's Title III Strengthening Institutions Program (SIP) go to two-year community and technical colleges. Rural community colleges typically have a competitive advantage in the Title III SIP competition based on the tie-breaking endowment value criteria. With an emphasis on two-year institutions, the National Science Foundation's Advanced Technological Education (ATE) program focuses on two-year programs that educate a workforce for high-technology fields. In addition to these federal opportunities, rural community colleges can benefit from strong state, regional, and local interest of corporate and private foundations. Identifying the opportunities that best align with your institution's strategic priorities is easier than you think, and we'll show you how in this session customized for RCCA registered attendees based on geographic location, community and student demographics, and federal grant eligibility (based on 2018 data). JCCI has provided grant writing and consulting services to more than 300 higher education clients for over 40 years and secured over \$100 million in funding in the last decade alone. In fact, 9 of 10 Title III SIP clients received over \$18 million in funding in the 2015-16 cycle and three clients received over \$7 million in 2017. During the last grant cycle for TRIO SSS, 7 of 11 JCCI clients received more than \$20 million in funding.

*Judy L. Taylor, President, JCCI Resource Development Services and Dana Herron, JCCI Associate*

10:30 –11:30 a.m.

### Concurrent Workshops (3) 60 Minutes ~ Wednesday September 26

#### 1. College Promise in Rural Communities: Addressing the Skills Gap, Economic Development, and the Rising Cost of College Attendance ~ Ivers

A high school education is no longer sufficient for success in the 21st Century. Yet, the cost of attendance for rural students is rising and is a major barrier to attendance at rural community colleges. The rising cost of attendance and tuition and fees is directly impacting the growing skills gap in rural America. A lack of a trained workforce is severely impacting rural economic development. To meet these needs, rural community colleges are partnering with government, business, education, and foundation leaders to launch and sustain College Promise programs in their regions. To date, more than 200 local communities and 16 states have enacted a variety of College Promise initiatives for their residents. This session will address college affordability, the College Promise movement, lessons learned, and the challenges and opportunities ahead for rural community colleges to increase access and college completion for their students.

*Rita Aguilar, Chief of Staff, College Promise Campaign*

*Lori Cortez, Dean of Institutional Advancement, Sauk Valley Community College*

#### 2. The National Junior College Athletic Association (NJCAA) and an Entrepreneurial Mindset ~ Hearst

A session on the National Junior College Athletic Association and how an entrepreneurial mindset plays a key factor in its development and successful implementation. A special focus on effectuation and how that plays a key part in the overall success as well. The National Junior College Athletic Association is the country's second largest intercollegiate athletic association and serves over 500 member college and 60,000 student-athletes, while promoting enrollment, engagement, retention, graduation, and transferability.

*Dr. Christopher Parker – CEO of the National Junior College Athletic Association*

#### 3. 10,000 Baby Boomers are Retiring Daily - Our Community Colleges Will be The Main Engine Building a Skilled Workforce~ Kearns

Our country's infrastructure is due for an upgrade. We will need large numbers of trained operators to make this upgrade a reality. We are also currently experiencing employment shifts between industries, where workers who lost their jobs in one industry, need to be re-trained or re-skilled in another industry. In addition, approximately 10,000 baby boomers are retiring daily. Our Community Colleges will be the main engine building a skilled workforce. Training simulators offer a wide range of benefits for training institutions. It is safe, cost-effective, convenient and facilitates 24/7/365 training. A simulator is the only safe method to train for emergency situations. It also has a high "coolness" factor and is ideal to capture the attention of our modern learners. It is a highly effective training tool.

*David Sherwood, Business Development Manager, 5DT*

11:45 -12:30 p.m.

### Luncheon~ Speaker: Anne Hazlett, Assistant to the Secretary for Rural Development ~ Summit B

12:30 – 1:00 p.m.

### Dessert with Exhibitors ~ Summit C

1:00 – 2:00 p.m.

### Concurrent Workshops (3) 60 Minutes

#### 1. Early College Start: Low-Hanging Fruit or Enrollment Management Strategy ~ Ivers

During the 2010-11 academic year, more than 1.4 million high school students were enrolled in dual credit courses (National Center for Education Statistics, 2013). Research has indicated benefits for students that complete dual credit, including increased participation in postsecondary education, higher rates of persistence, and greater levels of degree completion. Few studies have examined potential benefit for community colleges offering dual credit programs. This presentation examines four years of dual credit offerings by one rural-serving community college. The community college developed contracts with 16 high schools in its

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service area. Data were collected over a four-year period to determine whether participants of the Early College Start program enrolled at the community college immediately following high school completion in greater numbers than did their peers who did not participate in the program. In other words, can the Early College Start program serve as an enrollment management strategy or are the participant's low-hanging fruit that increase enrollment numbers only for the short term? Analyses include consideration of the college participation and graduation rates in each of the respective counties and whether the delivery format influenced continued enrollment.

*Brent D Cejda, University of Nebraska-Lincoln*

## **2. Pathways 2 Tomorrow Consortium: Serving Rural High Schools Career and Technical Education Experiences and Dual Credit Coursework ~ Kearns**

Career and Technical Education(CTE) in Rural America has been a focus over the last couple of years due to the severe shortage of qualified workers in the skilled trades. This presentation will detail how a consortium of Educational Service Units, 10 area High Schools and two colleges have partnered to address the lack of workers and create CTE awareness for youth in the region.

*Dr. Michael Chipps, President & Lyle Kathol, Vice President of Educational Services, Northeast Community College*

## **3. The Role of Community Colleges in Educating Incarcerated Students ~ Hearst**

This presentation will detail the role and responsibilities of rural community colleges in educating incarcerated persons within their college service areas. Specifically, the presentation offers a systematic appraisal of the barriers currently preventing students from accessing higher education during their periods of incarceration. Skorton and Altschuler (2013) highlight one of the most difficult barriers to overcome for prisoners who desire to participate in higher education: funding. In 1994, Congress eliminated Pell grant eligibility for prisoners (Erisman and Contardo, 2005). Given the inequitable representation of people of color and lower income persons in correctional facilities, this funding barrier is crucial to overcome in the systematic embedding of higher education within Oklahoma correctional facilities. Other barriers, as identified by Erisman and Contardo (2005), include public resistance to "giving" prisoners an undue advantage in obtaining higher education, resistance by public policymakers, and the already discussed problems with remediation requirements and organizational barriers. These barriers can be overcome with the leadership of administrators at community colleges.

*Yasminda Choate, Seminole State College*

2:30 – 8:30 p.m.

## **Tour – Bus Departs at 2:30 Sharp**

**Jordanelle Dam and Reservoir**, located on the Provo River about 6 miles north of Heber City provides water storage at an upstream site by exchange for Bonneville Unit water in Utah Lake and Strawberry Reservoir and for most of the water presently regulated in 15 small reservoirs on the headwaters of the Provo River. The reservoir functions as a long term holdover reservoir to provide storage through a six year drought period. Jordanelle has a capacity of 320,300 acre-feet with a surface area of 3,068 acres. **Dinner:** will be served at Utah Valley University in an open field with gorgeous views of the valleys while being served and entertained by Cow Camp Catering. Enjoy a dutch oven meal with a delightful selection of entrees, salads and desserts. You will be back to the hotel by early evening to enjoy night life of Park City

## Thursday September 27, 2018

**7:00 – 12:00 p.m.** **Registration Desk Opens ~ Lobby**

**7:00 – 7:45 a.m.** **Breakfast Buffet ~ Summit A**

**8:00 – 9:00 a.m.** **Keynote Speaker: Athletics, Budgets and Recruitment, Dan Hovestol, Northern Intercollegiate Athletic Conference ~ Summit A**

**9:00 – 9:30 a.m.** **Coffee with Exhibitors ~ Summit C**

### **9:30 – 10:30 a.m.** **Concurrent Workshops (3) 60 Minutes**

#### **1. If We Can Do It, So Can You ~ Ivers**

With nearly 150 years of combined postsecondary education experience and over 80 years of combined CEO level leadership, three former Kentucky community college presidents will share their experience of adding fundraising to their role. The importance of environmental scanning and strategic planning to the fundraising process will be outlined. The session will also address key steps in developing a major investments campaign. This will include the readiness assessment; planning a campaign; determining the campaign's feasibility; implementing and conducting a major investments campaign; and planned giving. The role of the President / CEO, the institution's governing board and foundation board in the fundraising process will be discussed. The session will also address the importance and reliance of volunteers to a successful major investments campaign.

*Dr. Bruce Ayers, President Emeritus, Southeast Kentucky Community and Technical College*

*Dr. Ed Hughes, President Emeritus, Gateway Community and Technical College*

*Dr. Pat Lake, President Emeritus, Henderson Community College*

#### **2. Strategic Planning and Board Governance in the Rural Community College ~ Hearst**

The importance of a Strategic Plan that sets the strategic direction for rural community colleges is crucial to institutional success. The role of the Board and understanding Board Governance will help CEO's and Academic Administrators navigate the challenging post secondary environment. Together, Strategic Planning and Board Governance are critical elements that impact operations and student success. This workshop session is being presented by Ken Tourand, President/CEO of the Nicola Valley Institute of Technology and Warren Weir, Academic Administrator for Cowichan Campus at Vancouver Island University. With over 55 years of combined experience working in Leadership, Governance, and Aboriginal Post Secondary Education, Warren and Ken will provide insight into the importance of having an effective Strategic Plan accompanied by a fully functioning Board. Participants will learn how Boards operate, the role of the Strategic Plan and its key components (SWOT/Mission/Vision/Values/Strategic Goals), the seven skills of Board Governance, and the key ingredients for an effective Board. The session will be interactive and utilize SLI: DO as a way for participants to actively engage in the presentation.

*Ken Tourand, President/CEO, Nicola Valley Institute of Technology*

*Warren Weir, Academic Administrator, Cowichan Campus, Vancouver Island University*

#### **3. Collegiate High Schools: A Partnership to Enhance Student Academic & Career Pathway Options ~ Kearns**

Attendees will learn about the concept of Collegiate High Schools in the state of Florida, and specifically the evolution of differing models between St. Johns River State College and its local school district partners. St. Johns River is uniquely positioned to serve as the state college for a three-county region that encompasses zip codes fluctuating from the wealthiest in the state to the most rural in the state. The Collegiate High School is designed to be a unique tool that provides a strategically structured, cost-saving acceleration pathway for students who,

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regardless of zip code, seek rigor and opportunity. For students from the most rural areas, access to rigor and opportunity of this type equates to greater academic expectations and persistence. The session proposed will explore the statutory authority mandating the concept; early model adaptations that preceded the current structures; initial and ongoing strategy engagements with district partners to develop and support the process; student eligibility and selection criteria; communication and marketing strategies with district partners and parents; instructional program configurations; and the academic and career pathway benefits of successful program completion.

*Edward P. Jordan, PhD, St. Johns River State College*

**10:40-11:40 a.m.**

**Concurrent Workshops (2) 60 Minutes**

**1. Content Marketing Wins Students and More! A Case Study: Mid-Plains Community College ~ Ivers**

Delivering compelling and relevant information for your demographic is the key to building enrollment and filling programs. The well-known challenges facing rural community colleges make it particularly important to develop engaging and straightforward informational content. Clearly demonstrating the career pathways and opportunities awaiting potential students at your community college will grow your programs, and strengthen ties with the local economy. Find out how this approach at Mid-Plains CC produced strong results.

*Dr. Larry Whitworth, President Emeritus Washtenaw Community College  
Andy Long, Vice President Student Affairs, Mid-Plains Community College*

**2. A Spirit of Unity: How a Healthy Athletics Program Energizes a College Campus ~ Hearst**

This session will explore the effective implementation of an intercollegiate athletics program and the overall benefit a healthy program can have on a campus community. Session topics will include ways athletics can assist in achieving your college's overall mission with special emphasis on integration in the areas of: Admissions, Retention, Academics, Student Development, Marketing, Alumni Relations and Finance. Benefits and challenges to implementation will also be discussed.

*Dan Hovestol – President/Northern Intercollegiate Athletic Conference, Vice Chairman/Association of Christian College Athletics, Director of Enrollment Management – Montana Bible College (Bozeman, MT), Executive Director – Mokahum Ministry Center (Cass Lake, MN)*

**11:50-12:50 p.m.**

**Luncheon Keynote Address ~ Summit B  
Commitment, Success and How to Win the Race, Emily Smith**