



## CAMPUS ADVISORY COUNCIL

Minutes

Helena College Lecture Hall – 12/12/2016

### COUNCIL MEMBERS IN ATTENDANCE:

- Brian Obert**, MBAC
- ~~Bryan Page~~, Dept of Labor & Industry
- ~~Carol Rule~~, Helena Job Service
- ~~Doug McBroom~~, Dept of Transportation
- ~~Gene Walborn~~, Dept of Revenue
- ~~Lisa Cordingley~~, Helena Education Foundation
- Margaret Bowles**, OPI
- Rick Hays**, Community Volunteer
- ~~Tiffany Ferguson~~, Northrop Grumman

### HC STAFF/FACULTY IN ATTENDANCE:

- Daniel Bingham**, Dean/CEO
- Chad Hickox**, Associate Dean of Academics
- Barb McAlmond**, Director of Marketing
- Robyn Kiesling**, Gen Ed Division Chair
- Tammy Burke**, Trades Division Chair
- Mary Lannert**, Director of Continuing Ed
- Sandy Sacry**, Director of Nursing
- Holly Wendt**, Student Senate President
- Ryan Loomis**, Recruiter

**Recorder:** Summer Marston, Assistant to the Dean/CEO

### OLD BUSINESS:

#### **Update – Recruitment and reaching out to the community to help with remediation and special populations**

Ryan explained that HC is part of an organization that reaches out to high schools across the state, and he recently returned from this travel. Hosting program shadows that meet with our faculty. Ryan reached out to community partners based on Advisory Council feedback he received at the August meeting. He has been able to provide information and have some regular meetings. Up to date with CTI, WoRC, WIA youth program – meeting and touring the facility.

#### **Update – Current partnerships and development of additional partnerships around the community**

- Great working relationship with Job Service, CTI, etc. Had jointly applied for a grant; however, it was very competitive and not awarded to us. Will reapply in the next round.
- Faculty members are working with Montana Contractors Association and Helena Builders Industry Association to research apprenticeships in commercial construction, electrical, plumbing, etc. Should have a clear sense by the end of next semester.
- HC partnered with Helena Sand & Gravel on a CDL course; they hired some of the students. Looking to purchase a couple trucks to support and expand the burgeoning CDL program, both for local and OTR. New federal guidelines require a minimum of 120 hours. HC has received a grant through EPA for the second year – focuses on Hazwopper, lead abatement, etc.
- Working through the process to start an educational site in Townsend. Townsend School Board has approved on their end. Through Townsend, HC could easily branch out to White Sulphur (the principal is a former director of Access to Success housed on the HC Donaldson campus), Boulder, etc. Moving forward in other communities with Fire & Rescue (Livingston, have Missoula, developing a partnership in Montana City – model with municipal or rural fire department provides some assistance, lodging, livestreaming, etc.
- Looking at ways to partner with YMCA's strong summer program. Robyn Kiesling explained HC would like to do something in STEM area – science, math, utilizing our faculty and our campus – to expose kids to STEM education and to HC. Also considering an early childhood reading program that has the potential to dovetail into

early child development. Perhaps in partnership with Exploration Works to expand STEM in kids. Sofi may make a good partner in this as well.

### **Follow-up on Previous Topics**

#### **- Foundation Update**

“Show Helena College the Love” annual fundraiser will be February 9 at the HC Donaldson campus. Showcasing STEM and technical components of fire/rescue, nursing, etc. Will have door prizes that evening for those who drop business cards in the fishbowl, and will kick off the raffle at that time. Raffle tickets can either be purchased blue/gold for MSU or maroon/silver for UM. One winner for each flagship will receive two tickets to that institution’s homecoming game in the president’s box, a game football, pre-game tailgate/brunch, and one night’s lodging. Friendly competition between Cats v. Griz, people voting with their dollars. Hoping both flagship presidents will attend. In addition, the Foundation has given out first set of scholarships, \$500 scholarships up to about \$10,000. HCF has a website ([www.helenacollegefoundation.org](http://www.helenacollegefoundation.org)) and members are currently doing a 30 for 30 campaign to raise \$30,000.

#### **- Program Articulations with other Colleges**

HC has two Diesel articulations with MSU Northern – a 2+2 and a new Bachelor of Trades Management degree. Students can take 30 core classes at HC, then do the next 30 online through MSUN, and do not have to leave Helena. As well, MSUN has a 1<sup>st</sup> year welding program, and can come to HC to get their 2<sup>nd</sup> year AAS. HC currently has about 20 articulations in place with other institutions, in addition to more informal pathways. Working to market a university center partnership. Chief academic officers meet at every Board of Regents meeting and are constantly discussing ways to make seamless, direct articulations.

#### **- Marketing**

Barb McAlmond talked about a new marketing strategy targeting online marketing. After someone visits the website, HC ads will appear in their browser windows. In addition, Helena College now has a student ambassador program up and running, currently in its third semester. Students apply, and two are selected to represent the college through volunteerism in the community and to speak with prospective students who come to campus.

#### **- Access to Success data update**

Dean Bingham discussed the handout showing data on Access to Success, a program that targets students who are not engaged. Many are couch surfing, others just not making it in any other program. Access consistently has great retention. Keep class size manageable to maintain quality. This data will be shared with legislators, OCHE, Regents, etc.

#### **- TAACCCT 3 and TAACCCT IV**

TAACCCT 3 is wrapping up, done in March. Has provided the College with a great deal of equipment, mostly in machining. A few more pieces of equipment are being purchased – welders, diesel engines, piece for robotics equipment (curriculum will now include robotics). HC is currently neck and neck with Boeing regarding robotics. Boeing is a huge supporter of the College. During a recent high school visit to Boeing, they asked if they can bring those students to HC. Pioneer Aeronautics is also big supporter of the College.

TAACCCT IV is a year behind, will wrap up in 2018. Implementing new nursing curriculum this year. HC nursing program is increasing enrollment, currently with 64 students. Math more tailored to what the student’s field requires.

As well, with support from both TAACCCT 3 and TAACCCT IV, HC will be building a Lightboard studio to make videos for classes, marketing, etc.

- **Recruitment / Retention**

HC utilized a program called Starfish to track and monitor students. This allows HC to reach out and offer assistance and resources to students who are struggling. Sometimes just the message is enough to help students get back on track, but some students are placed in academic recovery program and receive intrusive advising to help identify processes and support to get the student back on track. Over the last few years, enrollment has dropped as the economy improved nationwide. Helena College is but currently a little ahead. If we continue in that trend, the spring semester may be 4-8% above where we were last year. Much of this due to recruitment and retention. Retention is currently at about 55%, higher than national average of around 40% for two-year with open-enrollment.

**NEW BUSINESS:**

**STEM Education with Marketing**

Chad Hickox expressed his appreciation of Advisory Council feedback. Mary Lannert discussed a conference she attended in October. Helena College plans to put a program in place this summer where kids learn about coding, taught by elementary and junior high teachers. Putting resources into faculty leading undergrad research with students conducting research and publishing. Helps provides students with a seamless transition. Faculty have developed Scholarly Research Council to discuss which grants to go after, possibly start an online research journal. Advisory Council members suggested utilizing video – HC has videos on Facebook page, but mainly trades-related. Could add employer testimonials, show equipment, PhD faculty research. “I started at Helena college... expect more, attain more...” Follow-up at the next meeting in 2-3 months.

**IT Education**

Working with local experts from outside the institution to make sure everything is up to industry standards. Bringing in some on CT, mostly focusing on networking and programming. Using the current vacant position to ensure we are meeting the needs of industry. Looking to find individuals who can come do an audit from their professional perspective for direct employment degrees.

**DELIVERABLES:**

- Continue discussion regarding video testimonials, promotional YouTube or Facebook videos, etc.