**BIG BEND COMMUNITY COLLEGE**

**BOARD OF TRUSTEES**

February 22, 2011

Present: Mike Blakely

Katherine Kenison

Jon Lane

Mike Wren

Absent: Angela Pixton

Trustee Katherine Kenison called the meeting to order at 10:30 a.m.

Dean of Institutional Research Valerie Kirkwood explained the Access Monitoring Report is the first AMP report of the year. Formerly, six monitoring reports were presented specific to each Board Ends Statement. The report structure was modified to three reports which cover all six Ends Statements while addressing the AMP. The Board is reminded that we present research data across the college community with reports to the Board, to various college committees, to college departments, to the community via MediaSite presentations of Board meetings and State of the College. The goal of Access is to acquaint people with BBCC resources, learn what our district needs and engage residents in the use of resources including registering for classes.

**1.2 Assessment of Need**

**Includes elements of E-2 Access, and E-3 Partnerships.**

Business Information Management Instructor Daneen Berry Guerin provided information regarding the process of updating their program. Due to advisory board discussions, a review of labor statistics, and student comments, the Office Information Technology (OIT) Program was renamed the Business Information Management (BIM) Program. Consistently, the former name of the program was confused with an IT program. Business Information Management describes the program focus more accurately. BIM offers four degrees; two medical office degrees and two administrative office degrees, as well as six certificates.

The BIM Advisory Board has recruited a representative from the medical field. National and Washington State labor statistics project a significant increase in openings for medical office assistants and administrative assistants. Offering programs that teach the skills needed in these areas will assist students to obtain and or improve their employment.

Instructor Berry-Guerin shared that students enrolled in the OIT program at the time the program changed had the option to complete the OIT degree. All of those students chose to take additional classes to complete the BIM degree.

Trustee Jon Lane asked about the consistency of other colleges accepting these credits. Instructor Berry-Guerin explained that BIM is not a direct transfer degree.  However, these degrees do meet the transfer requirements for the BAS degree at CWU in Administrative Management.  Two current BIM students plan to transfer to that program this fall.

Trustee Mike Wren asked about changes to the program’s class content after the title change. Instructor Berry-Guerin responded that the core classes remained the same. Medical and technology classes have been added.

**1.1 Resources/Services**

**Includes elements of E-2 Access, E-3 Partnerships, E-5 Climate and E-6 Multiculturalism.**

Director of Basic Skills and JATP Sandy Cheek described the Basic Skills program. She defined access as the ability to get what you want. Many people are limited by poverty, geographic isolation, lack of education and experience, thus making resources more difficult to access. Many people make do with seasonal jobs and questionable futures. Director Cheek stated the Basic Skills program represents the first rung on the educational ladder for many people. Offering these classes in our communities and after normal work hours makes access more possible and shows responsiveness to community needs. Classes are also offered at some worksites meeting specific needs of employers/employees.

Budget constraints have greatly effected access. During time of limited funding the most robustly enrolled classes are priorities. Basic skills courses may not have the highest enrollments however they offer less tangible benefits. In many communities the only constant BBCC presence is a basic skills class in a basement after normal work hours. It is difficult to re-establish trust in communities once a class and the college has withdrawn from a community.

Partnerships with agencies such as OIC, and SkillSource allow BBCC to leverage their resources to promote college services. Lamb Weston, Simplot and Inland Tarp are examples of private companies partnering with BBCC to deliver basic skills courses.

Almost every community in the BBCC service district has been touched by basic skills classes. Director Cheek showed a map representing the decrease of basic skill offerings in BBCC’s service district communities due to budget constraints. She stated community colleges are open door institutions however those doors are closing. Enrollments are decreasing while the demand remains high. Reduced budgets translate to reduced offerings despite the high demand. Director Cheek showed ESL classroom photos. The spaces are overcrowded however students persevere and improve their English and prepare for college.

Trustee Lane asked about the tuition for basic skills classes. Director Cheek stated basic skills students pay a $25 fee mandated by the Legislature. There are ABE fee waivers available for documented hardships.

Director of Title V, Terry Kinzel, provided information regarding Community Knowledge Centers. Distance learning provides access with online classes. Many targeted students don’t have access to computers or the internet. The USDA Rural Utility Services (RUS) grant provided connection to Lind, Washtucna, Mattawa, Ritzville, and Othello/Warden via community knowledge centers. Thin client computers were located in accessible locations within school districts. The superintendents and principals shared BBCC staff’s excitement. ESL classes could help 25% of the students in Lind.

When BBCC assessed reactions to the centers they realized that students were not using them. This showed BBCC needed a different approach. We worked to increase the student usage by creating center guides. We also talked with school district staff and formed teams of advisers. BBCC staff participated in the school district faculty in-services at the high schools and broke through the barriers. After relationships were formed a school district employee was hired to be the liaison/mentor between BBCC and the school district. The connection between BBCC and the school district faculty was key to students accessing the knowledge center. Title V funding adds additional centers and a staff position to reach out into the communities not just for set up but follow through and continued training for center usage. The goal is twofold; wider access and fitting the solution to the community.

Trustee Jon Lane asked about the thin client computers. Director Kinzel stated the school district system was not compatible for college content. BBT Director Russ Beard created a relationship with the ESD staff and they allowed the district to connect with the BBCC library system. The thin clients are working great connected to the library system.

**1.3 Counseling and Advising**

**Includes elements of E-2 Access and E-4 Student Achievement**

Counselor Max Heinzmann stated advising is important to student success. Data Analyst Starr Bernhardt worked to capture data regarding advising. A campus wide analysis of the 2010 Outcomes report made the importance of gathering the data clear. Staff found that advising was happening across campus but not being documented.

Analyst Bernhardt facilitated a data gathering tool based on faculty suggestion on the Institutional Research Portal. Faculty and staff can enter the data individually or it can be transferred from their outlook calendars. Over 2,000 advising contacts have been recorded. This is not all of the advising that is being provided but it’s a good start. Analyst Bernhardt demonstrated the online log. It is important to follow the success rates of students who have been advised to determine how the amount or type of advising effects student success. Faculty have indicated they would like to provide the information in a different way. The Institutional Research department is working to refine the process and build a more complete picture. Then they will organize the data, analyze the trends and report the results.

Trustee Mike Wren stated this topic was discussed extensively last year. The data will either validate what we think or not. Trustee Mike Blakely asked about the faculty’s cooperation with this effort. Analyst Bernhardt stated that faculty have been cooperative but the process needs to be more convenient for them. Trustee Katherine Kenison asked about the definition of an adivising contact. Analyst Bernhardt stated an advising contact can be a phone call, helping a student complete an education plan or contact during an outreach event.

Counselor Max Heinzmann stated the open door policy of the community colleges is important. Baccalaureate schools are selective however community colleges allow all to enter and we meet them at their educational level, sometimes pre-college. He said there are many forms of advising. One online resource for students is the degree audit program, paper worksheets are also available. This helps students see their progress towards degrees based on the credits they have earned.

Counselor Heinzmann shared a referral that recently led to student access. A potential student contacted him to inquire about correspondence courses. He said he didn’t have a computer or internet access or tv. Counselor Heinzman referred him to Title V Director Kinzel. She informed him about the community knowledge center in his town. After learning about this he plans to drive to his local high school and pursue college classes. Counselor Heinzmann said he gets excited about “seeing students do that which they once thought impossible.” Recently a very excited student reported “I’m getting math!”

**1.4 Marketing Plan & 1.8 Communication**

**Includes elements of E-2 Access, E-3 Partnerships and E-6 Multiculturalism**

Dean Kirkwood demonstrated the new BBCC commercial from the website. Trustee Mike Blakely stated the Quincy Chamber distributes an electronic newsletter and they would be receptive to including a link to the commercial. Trustee Katherine Kenison reported she viewed the commercial in the Fairchild Cinemas before a movie.

**1.5 Partnerships**

**Includes elements of E-2 Access, E-3 Partnerships, E-4 Student Achievement and E-6 Multiculturalism**

President Bonaudi shared examples of partnerships specifically for the MIST program partners: Irrigators Inc, Lad Irrigation, Valley, WA State Potato Commission, Skone Irrigation, Zimmatic and Reinke. Other BBCC partners include economic development councils, school districts, churches, SkillSource and Opportunities Industrialization Center (OIC). Partners bring a wealth of resources. The WA State Potato Commission is providing eight $2,000 scholarships to the MIST program.

Partners also create awareness in our communites. The Pre-Employment Training Program (PET) started with the Grant County EDC, BBCC and local industry discussing how they were competing for entry level employees. Based on community need the organizations worked together to build an entry-level training program to create a pool of qualified applicants. President Bonaudi emphasized the importance of BBCC’s involvement with industry taking the lead. BBCC was the facilitator and provided meeting spaces and helped compile curriculum and instructors which the industry provided. This has evolved into a six-week class. Our role has broadened to keep the consortium together. New members are being recruited; SGL, Chemi-con and REC are all members now.

President Bonaudi also described how local health organizations partner with BBCC by offering clinical sites and staff for our nursing students. Samaritan Hospital formerly provided instructors, and Othello Community Hospital provides a regular adjunct faculty member instruction.

The MIST program was developed during the worst national and statewide economic downturn. It required facility and equipment investment and BBCC relied on willing partners. Reinke built a small portable center pivot system and a full size center pivot system for the Soil Conservation proprerty. BBCC funded the installation. Developing this program helped finalize combining the IET and MMT programs into the IST program. The MIST program has specific center pivot system curriculum. Reinke will be hosting an employee training session here soon and they are allowing five current IET students to participate at no charge.

One last partnering example came to BBCC through an aviation graduate who piloted for Federal Express. Through his contact a Fed Ex 727 was donated to the AMT program. As can be seen, partners are essential to our ability to serve our students.

**1.6 Recruitment**

**Includes elements of E-2 Access, E-3 Partnerships, E-5 Climate and E-6 Multiculturalism**

Coordinator of Student Recruitment & Outreach José A. Esparza stated his goal is to increase enrollment and public awareness. Student Support Services (SSS), counselors and financial aid staff are all involved in outreach. Coordinator Esparza attends career and college fairs. He just returned from a career fair at the Columbia Basin secondary school. He has also attended fairs in Pasco where he made 250 contacts, and Eastmont in East Wenatchee. Aviation Instructor Byran McKune also attends aviation fairs in western WA.

When students come on campus for tours Coordinator Esparza engages them in conversation. Last week eight students from Ephrata’s Sage Hills Alternative High School visited and five students visited from the Manson High School. If over 30 potential students come in a group he requests assistance from other staff. Tours include visiting the registration office, the business office, the financial aid office, the gym, cafeteria and library. Tours are customized to the students’ interests. Coordinator Esparza has also worked with the math placement test staff so students can take the test while they’re here for the tour.

Tailored presentations to different interested audiences and class presentations are also provided by Coordinator Esparza. He presents to ESL, ABE and GED classes and Skillsource participants. He recently presented financial aid information to Quincy students along with Rita Delgado. There were 60-80 students and parents present. Trustee Mike Blakely commented that he also attended this event and he was impressed that the students were assisted with their FASFA applications. BBCC has also provided similar outreach events in Royal City and Wilson Creek. College Goal Sunday was held February 13. This is an event open to all students and their parents to receive hands on assistance submitting their FASFA online regardless of the college they want to attend.

BBCC has upcoming events to help students and potential students explore future careers and think about college. During the annual Gear Up event community members present individually and students choose their topics. A college planning day is held here at BBCC with CWU, EWU, UW, WSU, Evergreen, PLU and Gonzaga represented. High school students from the entire service district attend. The Latino Education Fair, Edúcate is held in April. Last year there were over 350 participants.

BBCC Placement tests have been taken out to the high schools in order to increase access. The test was administered in the Ephrata, Lind, Washtucna, and Odessa high schools.

Trustee Mike Blakely commented that he remembers when the automotive faculty visited Quincy to recruit students.

**1.7 College Services**

**Includes elements of E-2 Access, E-3 Partnerships, E-4 Student Achievement, E-5 Climate and E-6 Multiculturalism**

BBT Client Services Manager Scott Carsey talked about the migration from video conferencing (ITV) to lecture capture via the MediaSite product. He explained that video conferencing has been available at BBCC since 1998.

The Budget crises in 2008 prompted discussions on streamlining distance education. Video conferencing required equipment at each site and a facilitator/coordinator. MediaSite has been integrated so that faculty can teach and the technology is not a barrier. Video conferencing is high maintenance and MediaSite is much less so. It only requires power to the recorder. MediaSite has lower storage requirements and is much more user friendly. With video conferencing there were issues around archiving lectures on VHS tapes. Mediasite has archival capability and it was integrated into distance education. Lecture capture via Mediasite was introduced to BBCC in 2009. Video conference generated 88 FTEs in five years and MediaSite generated 95 FTEs in one year. Video conferencing is limited by classroom space and equipment. Accessing MediaSite only requires a computer and internet connection. MediaSite’s on demand viewing for students allows for easier access. Feedback has shown much higher satisfaction rate with MediaSite. Mr. Carsey demonstrated a MediaSite classroom. He explained that video conferencing is still used for administrative functions.

Trustee Mike Wren asked about the MediaSite delivery and student interaction. Mr. Carsey stated the interactivity is different with MediaSite. Instructors can’t see the students, they communicate through instant messaging, e-mails and discussion boards. VP Mohrbacher elaborated that with Mediasite and Angel (another software) together, instructors and students can participate in blogs and discussion boards. The tools provide a good package for online delivery to students. Students can also access MediaSite classes for review at anytime after the live lecture. BBCC currently has four classrooms with MediaSite capabilities. Due to student demand, two MediaSite studios were created, one in the Student Success Center and one in a vacated faculty office. Trustee Mike Blakely suggested making the MediaSite link on the website more obvious.

Dean Kirkwood concluded this report focuses on how BBCC tracks access and if residents are using our resources. Increased enrollment and student success are the goals. BBCC will continue to refine the data gathering process. The Title V grant is funding an early alert warning system for students with failing grades. National data reveals that using early warning systems can lead to increased student success.

Trustee Mike Wren commented that he has seen a dramatic increase in need and delivery of relational support. He said BBCC does a very good job in this area. Trustee Mike Blakely said appropriate counseling makes a big difference for students. Students often choose who they are comfortable with and most faculty respond well to that.

The meeting was adjourned at 12:06 p.m.

Katherine Kenison, Chair

ATTEST:

William C. Bonaudi, Secretary