



April 29, 2016

Casper College, Gateway Building Room 223, 10 a.m.

Minutes

Attending: Dave Treverso, Brad Tyndall, Shawn Powell, Chris Sheid, Mark Englert, Claudia Stewart, Kathy Dolan, John Freeman, Joe McCann, Karla Leach (guest president), Patrice Noel, Jackie Freeze. Via phone: Jim Rose, Sherry Lovercheck, Erin Taylor, David Anton

Unfortunate snowy morning across southern Wyoming

1. Minutes April 6, 2016 were approved

2. Marketing subcommittee report

a. The **Next PBS Segment** will air in June and be replayed in September. It was suggested we try to record much of the segment in conjunction with the student services conference later in May in Sheridan. Mark will try to get their New Century scholar recipient to be in Sheridan the morning of the 24th. Mark and Brad will work to identify at least one more student to be interviewed (the CWC student could be recorded earlier in Riverton). It would be good to include Dave Treverso to talk from the industry perspective. John will also see if we could get a couple of statements from Legislators: Northrup and Wassenburger. We will also record a clip from Jim. We will need to ask Craig to travel to Laramie/Cheyenne to record these clips. Jim might be able to come to Sheridan to be on the panel. Panel in Sheridan: Dave, Jim, Jackie, Judy? Focus of the panel will be pathways and the important of CCW during this difficult economic time in our state.

b. We will do an **Early summer postcard** sometime in June/early July and send it to Erin's legislative, trustee and other decision-maker lists. Will also ask the President's to have their administrative assistants distribute to their internal distribution lists and institutional VIP lists. Jackie will send a note to presidents. We will ask Summer and/or Tracy to distribute to superintendents and principals.

Focus of the card will be on a couple of data pieces (completion #s, course completion), highlighting the PBS shows (provide links) and pathways. We also need to discuss the enrollment declines, reasons behind them, and relationship to the completion agenda.

c. The **Newsletter in June** will focus on goals and more student stories if we can get them. We have them from Central, Casper and Western, but need to add more. Stories help

to personalize our efforts and are read when other things might not be. There are 2 UW students Sara mentioned who are community college transfers who would make good stories. Patrice will follow-up to get video recorded, photos taken and stories written. Dave T. suggested we highlight a workforce story. Chris will try to pull one together from Western. Dave can also help with this. Chris will coordinate. Others can try to do that as well. Focus needs to be related to what we are trying to do with our CCW effort. We'll also try to provide some national comparison data.

The group had a discussion about whether the newsletter was still a good way to share information. Agreed that it keeps us on track and moving forward and helps to show incremental progress. We need to keep the newsletter active and containing information that helps to share the state's education story.

Similar to the postcard, this should be distributed widely including to all trustees.

- d. The team talked about the **Website**. Jackie reminded everyone that the site was built quickly and originally designed to share the who, what, when and where of the group. We have matured and moved beyond the introductory stage. We need to create a more dynamic site and make sure everyone is contributing to content. We need to focus more on students and courses/programs. Add links to 2 + 2 programs. Focus on institutional initiatives. Joe also suggested more connect toe the WIOA efforts. Jackie reminded that the updating is currently done by an ex-Western employee who will soon be cycling out and we need to have a strategy for adding content. We need someone to design a system that could be updated by users with minimal training. How can we personalize? This will become a goal for next year—how do we make it happen. Finally, we need a marketing effort for the website so people look to it for information and as a resource tool.
- e. **News Releases** present a gap in our marketing effort. We need to have regular news stories going about the CCW effort. Chris will draft a first story and then work with the other PR people on the PR council and the UW PR person, Chad Baldwin) to move this forward in a more strategic manner. He will report back at the next meeting.
- f. **CCW Banners**—Kathy suggested we consider some standup banners that could be housed at each campus and used for all kinds of activities. Jackie and Chris will work on a design and cost and share back with the team. These could be purchased this summer if each school could pay for their own.
- g. **Other**—The team talked about the fact that we still do not have any operating money for the marketing effort. The community college presidents have had a brief discussion about the topic but there is a need to have some marketing money and to share responsibility for things like printing and distribution.

We need to make sure that our updates are sent to our federal legislative delegation as well. We need to be more intentional about sharing with the University of Wyoming Board of Trustees and employees.

3. College and Career Readiness and Dept. of Ed.

Brad Barker from WDE is on this team and has agreed to talk about our interest in the process and report back. He has not been on one of our meetings recently but will report when he is next able to attend.

Jackie and Tracy met with Laurel Ballard and talked about having someone from our team represented as a non-voting member of their planning team so that we can stay informed and represent the higher education view of the definition.

David compared the national definition that is the starting place for the Department of Education work and found it is very similar to ours. The national has more detail and does not focus as much on the non-cognitive skills. David and his subcommittee will continue to review and consider other options as appropriate. Jackie, Tracy and David will try to stay informed on the activities of the Department of Education Committee. Dr Leach is also a member of the committee.

4. Metrics moving forward

- a. ACT will continue to be used by Hathaway at least for the coming year. Dr. Leach reported that colleges will be drafting a resolution regarding measures for college and career readiness and bridge programs. There is a statewide discussion of assessment and accountability on June 13 and 14 and more information may be forthcoming from that session.

There was a discussion on the variety of placement options now that COMPASS is going away. Brad reported that all of the community college academic administrators agreed to cross-walk all of the tests/placements regardless of what is used. This was the first many of the team had heard of that and it is not happening on all of the campuses. There is more discussion to have. Our role is really to understand and share information once final decisions are made.

- b. Jackie reported on the community college database and the opportunity to utilize it to run reports for the Dashboard. This will help with long-term sustainability and scalability. Jackie will work with IR staff and Commission to create the backbone for these reports.
- c. Commission staff, Jackie and UW employees met a couple of weeks ago to discuss the combining of the data. UW has a major project related to data moving forward at this time and while interested, may have trouble working on this for this year. It may be that we pilot pulling the community college data and add UW next year.

5. Year End Report

- a. **Topics/Structure**—The team discussed the format for the year-end report and concluded that it should be similar to last year. Jackie, Mark and Patrice will pull together newsletter information, the Dashboard and other key activities and share a

draft. John will ask MaryKay Hill for suggestions on important issues the Governor would like to see information on.

- b. **Initiative Updates**—Joe reported that not everyone had submitted updates in March. He will follow-up and update the document so we can share information in presentations, on the website and in our annual report.
- c. **Meeting with Governor Mead**—John will work with the Governor’s office to find an acceptable date or two in June or July and then we will decide who is available for the visit. We wanted to include Superintendent Balow in the discussion so John will also try to see when she might be available.

6. Partnerships

- a. We had talked some time ago about visiting with the Wyoming State School Board about CCW and trying to develop a stronger relationship. We need to make an attempt to get on their agenda for a future meeting, maybe in the fall.

7. Involvement/New Members

- a. The team had a discussion about making sure that we have representation and involvement from every institution. Jackie reminded everyone that we do have team members from each institution but some have been less active than others. Jackie will talk to VPs about assuring that there is at least one active participant from each school and that there is a point person from each institution. We talked about having each president appoint their point person so it is clear who will be the official contact. We need to involve other key groups, ie., public relations people, as appropriate. We also talked about having more frequent in-person meetings and will try next year to have quarterly meetings in different locations. We will revisit the meeting time for next year as well.
- b. **Additional Industry Rep**—Dave T suggested we get someone from the tourism industry as well as someone involved in economic development around the state. The team will send suggested names to Jackie.
- c. **HS Principal**—Our high school counselor representative, Nicole Sackrider, is working on some names. Claudia also suggested a possible person. Any other suggestions should be sent to Jackie

- 8. **Transitioning Leadership**--Western is continuing a relationship with Jackie to facilitate a few special projects. They are willing to sponsor her continued involvement in CCW for this coming year. During that year, we need to develop strategies for new leadership and a more comprehensive sharing of responsibilities and costs. The team agreed to support continuing Jackie in the chair and liaison role for one more year.

9. Goals/Planning

a. Goal review FY16

- i. Complete the feedback loop for the College Readiness Definition, approve, and forward to other key stakeholder groups for endorsement.
Done
- ii. Focus on educating key stakeholders on the completion agenda.
 1. Develop strategies to better reach different audiences and decision-makers.
Ongoing project that will continue throughout our tenure. Very visible and active year. Involved as appropriate in guiding completion agendas.
- iii. Create and distribute the first Dashboard and annual update of our metrics.
 1. Gather success data on some of the initiatives
Done. Will continue to systematize and build the system.
- iv. Develop stronger collaborative relationship with the Department of Education and K12 Partners
Some strategies complete: adding another department of education staff person, adding a high school counselor, contact with superintendents and principals. Much work still to do.
- v. Add additional team members from under-represented groups (Industry, K-12, Legislature)
Added a new industry rep and more K-12 involvement but need to continue to build diversity on the team.
- vi. Continue to develop new approaches to remediation and sharing best practices.
Institutions have made this a focus area. We had a statewide meeting to share some results. Need to continue to share success and failures and develop an accessible best practices tool.
- vii. Facilitate discussion on the guided pathways initiative.
Much work has been done by the institutions in this area: individual paths, 2 + 2 agreements, advising revamp. Need to continue to share success and failures and develop an accessible best practices tool.

b. Tentative Goals FY17

- i. Develop a strategy for revising the CCW Website to better meet current needs and to be more interactive.
- ii. Host a fall meeting with College and HS Math, Reading and English Faculty

1. Should be preceded by individual college contact with service-area high school faculty.
- iii. Work with the Wyoming Community College Commission staff, UW staff, and DRIG Council to create reports that can be run automatically to populate the database for the Dashboard.
- iv. Have quarterly meetings in different locations where team members, staff from the institution hosting and statewide leaders from the area could participate.
- v. Develop a more systematic way to share best practices in remediation delivery and guided pathways.
- vi. Build relationships with K-12 partners by working more with the Department of Education, adding members to the team and sponsoring joint events.
- vii. Maintain an understanding of the GISS project the community college boards are undertaking and CCW.
- viii. Development a leadership transition plan and take steps to carry it out during FY17.
- ix. Continue collaboration on the statewide college and career readiness definition.
- x. Provide an opportunity to our faculty representatives to become more engaged in the process. Make sure every institution has an active appointee.
- xi. Develop strategies to make more direct connections with workforce partners and determine our role in helping with Wyoming's economic downturn.

10. Other

- a. **Fall Meeting** with HS and College Math and English faculty. We will move forward with a plan for this event for early fall. A subcommittee will be established at our next meeting. We will partner with the academic and student services community college councils and appropriate UW staff. We will attempt to have a CCW meeting around the time and in the same location. We need to encourage and support pre-meetings between colleges and their service-area peers and then find ways to get a high level of participation at our event. Could we get someone from CCA to help with the dialog (Apache Community College in Washington)? There is also a fall gathering in Casper for math and science faculty.
- b. **Fall CC Summit**—The Community College Trustees Summit will take place on Oct. 20-21 I Laramie. The theme is: "We do more together. Opportunities during an economic downturn." Keynote: Dr. Davis Jenkins, CCRS. We will want to be involved and do some type of presentation during this event.

- c. John Freeman announced that he will also be done at the end of FY17 and that we need to find another legislative representative. He will put out some feelers.

Dates to Remember:

15-to-Finish session in Minneapolis, June 30

Fall Summit, Oct. 20-21, Laramie

CCA Convening, Nov. 10-11, San Francisco

Legislative Reception, Feb. 8