



March 27 & 28, Casper, WY

Minutes/Notes

Attending: Tim Wright, Mark Englert, Sherri Lovercheck, Jake McIntyre, Judy Hay, Jose Fiero, Dave Anton, Tom Armstrong, Joe McCann, Kathy Dolan, Kelly Strampe, Dee Ludwig, Patrice Noel, John Freeman, Jackie Freeze. On the phone for all or part: Steve Thulin, Jason Wood, Gerry Giraud, Laura Yetter Robertson

1. Welcome **new team members**—New team members Jake McIntyre, Kelly Strampe, and David Anton joined the team for their first live meeting
2. **Minutes** from March 12 were approved.
3. The team discussed **key points from the Faculty Alliance** report at last Commission meeting in February. Issues:
 - **Add a faculty member** from each college. This has been accomplished and several are already attending meetings.
 - Concern was expressed about the ability to achieve the goal and access. While the team understands the concern, the 5% goal was developed after much research and discussion and while a stretch goal, it is still viewed as something we can strive to accomplish. The team had an extensive discussion about the goal with several people speaking in favor of maintaining it for continuity of our efforts. Jackie and Joe reminded everyone that the goal was established after review of the Georgetown study, CCA projections and Wyoming Labor projections related to Wyoming jobs requiring degrees or certificates through 2020. The goal will remain in place to be reviewed at appropriate times for success and revision. This is simply a goal and at this time, has no punitive results attached.
 - Wanted **more detail about activities/purpose**. The issue of keeping everyone informed and soliciting feedback along the way is an ongoing challenge. While the level of knowledge may vary among various faculty and institutions, everyone is talking about completion whether it is framed in the Complete College vernacular. All of the institutions were working on strategies before we formalized the Wyoming effort. More discussion about the quality vs numbers issue. Concerns about **varying levels of communication** on different campuses. This is certainly true for a number of reasons, but the team agreed that it is an important part of our role to work to keep people informed. Many institutions

have done sessions as a part of their in-service preparation and team members have done forums for their faculty and staff.

- Concern is still very much alive regarding **quality**. The CCW bottom line is to provide the highest quality education possible to the students in our state and to do everything possible to prepare them for their future job. The marketing plan will address some of this as we go along. Faculty can help us stay true to this agenda. One thing to do is to focus on the programs, initiatives and services instead of the end result, which will take care of itself.
- Likened it to the implementation of the Hathaway Scholarship. The team was a little unclear what this meant. Jake will talk with Pete about it.

4. **Marketing Plan** strategy development

The team had an in-depth discussion on how to facilitate education and information about the CCW effort, but more importantly, about the accomplishments of the institutions and our students.

- a. Getting colleges to add to the **best practices** and information flow. The team was charged with going back to campuses to gather best practices that can be shared in one page descriptions with appropriate contact information. The website will be categorized into areas such as classroom activities, retention, advising, developmental, etc.
- b. **FAQs**—the team will add some FAQs to the site and to share with groups when we do presentations.
- c. News campaign—**success stories**. We will request the college PR officers to provide some student success stories that represent the depth of our student populations. Jackie will also work on getting some press for things like CCW meetings and workshops.
- d. **Review of the website**. Now that the initial development has been in place for some time, the team reviewed it to determine needed revisions and additions.
 - Add an index
 - Further define best practices by category
 - Create a Faculty Focus section under about CCW where we can respond to issues/concerns and share ideas. Maybe move the blog to this area.
 - Change top tabs
 - Add Faculty, section on what we've learned, transfer from CCs to UW
 - Remove brochure and principles and goals and combine with About CCW
 - Patrice and Jose will help with some additional content
- e. **Publications**
 - **college readiness** brochure when we have a sound definition
 - General **descriptive brochure** for when we are doing presentations (will work on as a team)
 - Focus on the fact that the most important accomplishment of CCW is getting and keeping the dialog going
 - Include: brief CCW description (what it is/is not)

- Values—Help all students navigate this journey and come out successful
 - Goals
 - Metrics
 - Some activities/initiatives
 - Direct people to the website
- f. **Dashboard** . Keep it a manageable length and focus on the key performance objectives
- g. **Town Meetings**. Suggested by Steve Bahmer. Steve, Joe, Mark, Steve T, Tim and John will work on a strategy. Joe to get the first meeting set
- Invite trustees, legislators, local leadership, staff, community members
 - Election year, people will come
 - Focus on how we are working to assure everything fits together: strategic planning, goals, initiatives, outcomes
 - Answer the question: What’s my role?
 - Try to develop a fall travel schedule. Maybe June in Casper at time of the Commission meeting
- h. No **paid advertising** at this point
- i. Continue **newsletters**
- j. Work on getting more **press**
- k. **Monthly tidbits** (postcard or e-mail blitz).
- Develop a distribution list (maybe President’s offices can help). PR folks at UW? Include trustees, legislators, WEA, WDE, Contact lists from each district
5. Update on FY13 activities and future plans—Joe handed out the draft of institutional activities and planned initiatives. It will be completed mid-April and then distributed and posted on the website.
6. **Membership in CCW for private schools**. Formal membership is limited to state-funded higher education institutions in the state. Others may be added to our mailing list and may participate in events as appropriate. Jackie will contact the interested party to let them know.
7. Getting more **student services people** involved—at this point Judy and Jackie are representing the group and doing regular reports at Council meetings. We will certainly include everyone in events such as the Guided Pathways and if anyone else is interested in joining the extended team, they certain may.
8. **Developmental Bootcamp**—The state will have 9 people attending the Bootcamp include two from the K-12 arena and 3 college faculty members. The Self-Assessment was completed and submitted. All CCW team members were sent a copy. We will do a panel at the Guided Pathways session and will do other reports as we go through the process.
9. Defining **College Readiness**

The team had an extensive discussion about defining college readiness so we are all talking about the same thing. Jackie handed out strategies from Massachusetts and Washington. She also shared information provided by Julie Magee and Paige Fenton-Hughes from the Department of Education. They started a task force to develop a definition sometime ago but it was never finished. It was suggested that we request higher education involvement when the process continues. Some thoughts:

- Articulation sessions may be the place to start the discussion. HS GPA is the best predictor in math and English but is that enough. Need to discuss the senior year gap.
- Needs to be universally understood at all levels
- AAC is comfortable with current ACT and placement score cut-offs
- Motivation is not measured and we are learning more and more about what a key factor that is. Definition needs to include this factor somehow
- We need to take care. If we continue to do things in the same ways (in terms of expectations), we will get the same results
- Frame things differently: look at what students can do, not what they can't
- Should include all aspects of the college experience, not just what happens in the classroom
- ***Future agenda item: More discussion of relationships with our K-12 partners***

10. **Update from UW**—Patrice

- Sara not in attendance because of UW Board meeting
- President and interim VP of Academic Affairs are moving things forward. Still four interim college deans but they are active and involved.
- The USP rollout was discussed and community colleges expressed the ongoing concern about course approval for university studies equivalents
- The potential USP certificate was discussed at length. Varying opinions about the value
- Good discussion about the 2+2 program guides. Should be out by Fall 2015
- UW also developing 4-year plans
- A greater focus on articulation is expected
- UW is doing expanded follow-up with students at midterm and adding the Freshman experience class to help with adjustment and retention
- Working to enhance the transfer experience
- Testing a database that would allow community college students enter courses and see where they stand on the road to the UW degree

11. Report on **Commission Strategic Planning**—Joe reported on the state of the strategic planning process at the Commission. It is expected to be done by June. Drafts of suggested changes related to the 4 Ps were distributed. Jackie incorporated some of the draft dialog in the discussion of the metrics.

12. **Metrics discussion**—Much of what was decided here is covered in the separate metrics document. The discussion will continue on a few of the items and then it will be ready for approval by the group and decision-making regarding timing for the first Dashboard and how it will be developed.

- a. **High Level Metrics.** Jackie has worked with the community college IR people and the University IR people to further refine metrics and to determine sources of data. All data that is currently part of the metrics is attainable by the colleges.
 - b. **Metrics at the detail level (4Ps).** These are coming together well and everything is working together to provide streamlined information.
 - c. Identifying **milestones** is something that still needs to be completed
 - d. **IR Universe** for CCs is being developed that may help facilitate the process.
 - e. **Course Completion**—The group had a long discussion, led by faculty representative about faculty concern over this metric. They are concerned that it could lead to grade inflation, a situation similar to *No Child Left Behind* and compromising of quality of courses and programs.
13. **Employment** data—an early meeting was held with Workforce Services. A separate set of notes reflects that discussion
14. **Moving Forward**—keeping the energy flowing
- a. Guided Pathways
 - b. Metamajors
 - c. Milestones
 - d. Developmental Ed position paper?
 - e. Advising/Student Support
 - f. Scalability
 - g. Creating an annual report
 - h. Best practices
15. **Other**
- Presentation at Mar. 31 Commission meeting. Jackie cannot be at the meeting. Others will report on behalf of the group

Next meeting: April 9, 1:00 on the phone