Members Present:
Dr. Marsha Krotseng, NDUS
Dr. Michel Hillman, NDUS
Dr. Ken Grosz, MiSU-B
Dr. Larry Skogen, BSC
Mr. Doug Darling, LRSC
Dr. Joe McCann, WSC
Dr. John Richman, NDSCS

The meeting was called to order at 9:40 a.m. by Dr. Marsha Krotseng

Approval of March 25, 2008, meeting minutes. Joe McCann made a motion to accept the minutes; Larry Skogen seconded. The minutes were approved unanimously.

New Programs – The only new item on the matrix from the community colleges is the BSC request for a title change from Commercial Art to Graphic Design and Communication. Since the agenda was mailed out, he has received additional requests for the AAC meeting. There was a Stage I and Stage II request from LRSC for a diploma program in simulator maintenance. There were no comments concerning this proposal, and, it will move forward.

Workforce Enhancement Grant Update – There is some progress to report since the last CTEC meeting. The Workforce Enhancement Council met last Thursday to consider the application by BSC. Dr. Skogen updated the council on BSC’s grant application. He received a letter from Jim Hirsch that the Council was going to subtract the scholarship money from the grant application and forward a request for $496,000 for approval. The logic for not including scholarship money is that the legislation specifically says the funding can be used for equipment, curriculum, etc. and therefore, those are the only things that can be used toward a match. LRSC is having trouble coming up with the match money. Mr. Darling experienced frustration with the limitations that have been put on the match money. Dr. Krotseng felt we might need to visit with Mr. Goettle and Mr. Hirsch to see how we can move this along and utilize the funds.

ITCND Career Awareness Update – Dr. Krotseng thanked everyone for forwarding names of participants from their institutions who could attend a focus group on information technology career awareness that is being hosted by MDU in Bismarck on April 30. This will be a great opportunity for colleges to network with information technology business people to find out what employers are looking for in potential employees, thus, enabling the colleges to be aware of those skill needs.

Career Advising Update – We have also been working to further define the career advising initiative discussed as part of the proposed budget process. Dr. Hillman said the broader title we are using is career planning to help students plan their careers, which could involve advising, counseling, and promoting. There are two initiatives underway. There is a new federal grant
called College Access Challenge Grant. It is basically an entitlement to each state although states must apply for the grant. The chancellor has asked Dr. Krotseng to take the lead and Dr. Hillman to assist in working on this grant. Carla Braun-Hixson and Julie Erickson of BSC will assist in writing the grant which will focus on connecting students with college and careers.

The other initiative resulted from a meeting with the chancellor and representatives of the P-16 agencies to discuss how we can promote career planning in North Dakota. As a result of the multi-agency discussion, a group was convened to examine the issue of career planning: the current status and where we need to go. Dr. Hillman, Dr. Krotseng, Tom Decker from DPI and Kathy Holle from CTE met with teachers, counselors, career specialists, REA staff, and college and university representatives on April 18. A number of recommendations came out of the meeting. The overall recommendation is that ND needs to have a well-organized, planned, coherent P-20 career planning and advising process in place. The group recommended that there be a ½ year or 1 semester course in the 9th grade specifically focused on career planning. The chancellor has been asked to attend a P-16 staff meeting on May 2 to discuss how these recommendations relate to the SBHE budget request. As part of that discussion, he has indicated he will suggest there be a special joint boards meeting this spring to discuss agency coordination on budget requests with career planning as a central focus. If we can obtain the resources outlined in the board’s budget request and the funds from the College Access Challenge Grant, we can begin to create a much-improved infrastructure to support student career planning.

Dr. Richman commented that he is encouraged to hear the discussions about the joint effort and that the chancellor will be in attendance.

Marketing Initiative Update – Dr. Krotseng said they are taking a two-pronged approach to the marketing initiative. First, Debra Anderson from NDUS will work with the public affairs representatives from each institution to find out what is currently going on and make some recommendations. In addition the chancellor has suggested that perhaps he might work with some leaders in private industry to see if they would be willing to help draft and sign an OP-ED piece about industry needs and how the ND colleges can help meet those needs. The chancellor would like the council’s thoughts on this approach. Mr. Darling thinks it is a great place to start, but he does not feel it would reach large numbers of potential students and their parents. The audience would influence how the piece is written. Dr. McCann thinks there should be something geared toward the younger students as well. Dr. Richman believes we need to pursue diversified methods of reaching them (newspapers, radio, television, text messaging, web, etc.) to reach multiple targeted audiences. Dr. Krotseng stated that would be only one component of a larger strategy and it offers a way to get something out quickly. Everyone agreed multiple methods would be best.

Dr. Krotseng summarized the discussion: The council believes an OP-ED piece would be a good place to start. The target audience for this includes parents, grandparents, teachers, counselors, non-traditional/older than average students, etc. The OP-ED articles are only one method that will be used as part of a multi-targeted approach.

Community College Study – Bob Gette distributed the reports he has compiled so far and explained the data. Discussion was held on the reports and after gathering more information and
making the suggested changes to the reports, Mr. Gette will again distribute them via email to CTEC for review.

There was considerable discussion about the amount of detail on workforce training to be included in the report. If workforce training is a critical part of the community college mission, how do we recognize that and relate it to this community college study?

Dr. Krotseng requested that CTEC continue to think about and come up with some way to include the workforce training quadrants in the document. If anyone has suggestions, they should forward them to her. We need to convey to the public that what we are doing in our community colleges embraces the full range of the community college mission, including workforce training.

Dr. Skogen suggested adding an appendix or summary stating the relationship between community colleges and workforce training, tying the two together without getting into budget details. Dr. Krotseng agreed this is one approach, and she would welcome other recommendations.

The next step is for Mr. Gette to finalize the report and redistribute for review. Future discussions can be handled by email. If anyone has updates to their budget section, he will accept changes and incorporate them into the report. Dr. Krotseng requested that any general comments or suggestions be shared via the CTEC listserv.

**Other Business:** Dr. Skogen reminded everyone about the Phi Theta Kappa ceremony at BSC on Saturday, April 26. They have received the medallions, and he has letters from several of North Dakota’s four-year schools offering scholarships which will be included in a packet of materials for each recipient.

Dr. Krotseng announced that tomorrow is the meeting of the Interim Higher Education Committee and that Dennis Jones will be facilitating that meeting.

Dr. Krotseng shared that last week she attended the Workforce Development Council meeting for the chancellor. The council is an advisory body to the Governor. Higher education is at the table as the chancellor is a member of that body. There was a request that the workforce training quadrants provide regular updates to the Workforce Development Council at the quarterly meetings. Dr. McCann suggested that the representatives from each quadrant might rotate their attendance in order to provide the update.

Another committee also is being formed – the Workforce Intelligence Council – and Dr. Krotseng will be attending that meeting on May 5.

Discussion ensued concerning reaction to the proposed higher education budget. NDUS is working on a budget fact sheet to be distributed shortly so that each institution will have talking points indicating the relationship between the University System budget request and the critical needs of the state.
Dr. Richman said the Rural Community College Association is important and he wonders if CTEC or the system can pay for the dues for each college. Dr. Krotseng said we will add this to the next agenda.

Dr. Krotseng said several of our board members may be attending the ACCT meeting next year.

The meeting was adjourned at 11:45 a.m.