Present:
Doug Darling, LRSC
John Richman, NDSCS
Ken Grosz, MiSU-B
Marsha Krotseng, NDUS
Wayne Kutzer, CTE
Michel Hillman, NDUS
Larry Skogen, BSC\nJoe McCann, WSC
Debra Anderson, NDUS

Meeting was called to order at 10:05 a.m. by Marsha Krotseng.

Approval of February 26, 2008, meeting minutes. Kutzer had a comment on Page 3 regarding counselors. Minutes will be changed to reflect that change. Kutzer moved, Richman seconded, minutes were approved unanimously.

Meeting updates:
Interim Higher Ed Committee Meeting – Dr. Krotseng gave a summary of the meeting. David Longnecker, WICHE, facilitated the meeting. Follow-up from that meeting – Svegen has contacted Dennis Jones to see if he would facilitate future meeting – April 23. Richman said he understands that Dennis is going to take the eight goals and reduce them to a smaller list. Dr. Krotseng said that was one of the possibilities that Mr. Jones had mentioned. Dr. Richman was concerned that if these goals were pulled together they would become too broad or too general. Dr. Skogen felt some of them needed clarification, especially some of the end ones were a little broad. Dr. Krotseng believes that Mr. Jones was thinking the same as Dr. Skogen. Dr. Grosz felt they needed to be made clear and understandable for the legislators. Mr. Darling felt he was not getting the feeling from the Committee that they are intending to resume the Roundtable. Dr. Skogen feels the Committee is somewhat divided. Dr. Hillman believes the majority are higher ed supporters but the vocal is the minority and that is who has been driving the agenda. Dr. Hillman gave his thoughts on Mr. Jones’ agenda. He thinks the proposal is funding related to results. Dr. Richman’s shared his views on accountability. Dr. McCann’s concerns were that there were a number of students who attend their colleges but do not always graduate. These are generally people who already have a career but take course to enhance what they do. Mr. Darling and Dr. Richman agreed that their colleges have the same scenario. Dr. Skogen said he would object to accountability being tied to graduation rate. He wonders how we can track students who only take courses to enhance their jobs or marketability. These students are also not eligible for financial aid. He feels this is an antiquated way of thinking and it needs to be changed. We need to come up with a way to track these students within the system to increase our completion rates. Kutzer said they measure success by completion of goals. Community
colleges face this statistic much more than other institutions. Dr. Hillman believes that in an underfunded system, we have performance funding based on factors that we are not in control of.

Budget & Finance Committee Meeting – Dr. Skogen summarized the meeting. Discussion was held on the Higher Ed Center in Bismarck. The Chancellor was very clear in saying that he saw this as pilot and he would be working to develop programs like this around the state. He believes that there are accessibility issues around the state and he sees this as an asset. The two-year affordability line was discussed, specifically the tuition freezes. Ms. Glatt said all funding conditions must be met in order for the freeze to occur. 4% cap for the four-year and research institutions. Dr. Skogen talked about the endowment tier that he is proposing. They seemed generally supportive of the idea. Also talked about priorities – list of 21 and then one-time priorities. Dr. Skogen suspects that the board is going to reprioritize the report with safety at the beginning. Dr. Grosz asked if the list changed since last seen by CTEC members. Dr. Skogen said the equity piece has changed. Chancellor said all school would at a minimum would get $200,000 or 52% - in summary, they added to the total budget. Richman said they also changed the ???.

Potential New Programs – Dr. Hillman said there are no announcements of potential new programs. Mr. Darling said LRSC is looking at court reporting and they are trying to tie it together with captioning – one program that will serve two sets of needs. Dr. Hillman said there is a Stage II announcement of a program name change from Commercial Art to Graphic Design and ??.

Workforce Enhancement Grants – Dr. Skogen said BSC has submitted a request using only private funds. The response from Jim Hirsch was a request for a list of private donations so far, that was submitted and they are waiting for a reply from the board. Kutzer said the board is just being organized and he has not heard of the grant proposal yet. He will check into this. Dr. Richman asked Dr. Skogen to summarize the grant proposal. The grant is to purchase I & C equipment for the energy program at BSC. LRSC is still working on their wind energy grant. Mr. Darling has met with several energy companies in the Devils Lake area. LRSC is having trouble with the match money. Dr. McCann said WSC is attempting to get a few more benefactors to commit to an amount, they are very close. Dr. Krotseng said if colleges are having trouble getting the match and there is something that NDUS can do to help, they are willing to do so.

Marketing Initiative Update – Dr. Krotseng passed out a summary of the discussion of potential marketing initiatives from the February 26 CTEC meeting. Debra Anderson shared what she has come up with. The first step is to put together a survey of the state’s workforce needs, and input and guidance from other sources would be helpful. What are the needs of the state and where do we go from here. This information will be used to put together an RFP. The Chancellor is eager to show that we are in tune and proactive. Two tiered initiative – immediate and long term. We need to consider what we feel is the best way to communicate with today’s students. We may need the expertise of people in the know. Dr. Skogen said there is a lot of good information being shared with students already and it would be beneficial if CTE, Workforce Training and anyone else pushing information to students could work together. Brand - . The issue for CTE has always been secondary by nature but they frequently talk about higher ed and workforce
training and the funding for each. Kutzer feels we need to get past the either/or mentality and work together to promote work tech ed. Mr. Darling said he agrees with Dr. Skogen – two issues – where does the money come from to advertise and to get the word out; and to utilize the most effective medium for transmittal of that information. BSC has been advertising a different web address for each medium they are using – radio, television and newspaper, and they are tracking their responses in that way. Much discussion was held on how students are steered towards careers. Ms. Anderson asked how we frame this issue in a manner that will help legislators and opinion leaders to grasp this concept that we don’t bear sole responsibility. Dr. Richman believes we are a convoy – it is our responsibility to provide education for citizens in our state who want it. The message we have to change is that there are successful occupations in North Dakota and that message needs to be conveyed to future students. He believes none of the colleges have the money to pursue this, until we have the tools (funding) to do what needs to be done, our great ideas will remain stagnant. Ms. Anderson said they are thinking of asking for funding under the ACE portion of the proposed budget. Dr. Skogen said we need to take an approach that will benefit the student – convey the message that there is a life here in North Dakota. Dr. Grosz thinks that we may need to take a few risks in our marketing to get the attention of potential students. Kutzer believes we are still training counselors in the manner of the past and they are counseling in the way of the past – careers in technical education are mostly foreign to them. In ND counselors are still required to be certified as a teacher to be a career counselor. There is a proposal to lift the certification requirement that could help to get a greater variety of counselors in the field. Dr. Hillman feels we need to know that there is a chance to get some resources before we create a total plan. Ms. Anderson should look at the cost of BSC marketing and come up with a proposal to present to the Chancellor for his feedback. Dr. Krotseng suggested finding out what each institution is doing. She also suggested getting the marketers from each campus together and find out what they are doing and what they would like to do. Dr. Richman wondered if Workforce Congress and Job Service should be involved. Dr. Krotseng comprised a list of all relevant participants for this type of meeting. Dr. Skogen thinks resources could be an outcome from this meeting. Is there a need for combining resources and working together for the greater good. Discussion was held on what Workforce Development Committee is doing. It was felt that a marketing piece would be the result of their meetings. Dr. Richman felt there were five steps in this process – Awareness, Incentives, Accessible, Affordable, and Accountability. Dr. Krotseng thinks the way to proceed is to find out what each campus is doing, hear the results of the April 10 Workforce Congress and then have a meeting to bring everyone together for discussion about the future. Dr. Krotseng wondered if we wanted to nominate someone from this group to represent CTEC at this meeting – John Richman volunteered to serve, Joe McCann also volunteered. Skogen moved, Darling seconded a motion to have John Richman represent CTEC at this future meeting.

Career Advising/Decision Making - In the budget request there is an unspecified priority relating to this career advisory topic. Students are not connected with the careers that are available in ND. There is a nominal number of counselors out there compared to the number of students. The chancellor is very interested in promoting the counseling and he has asked Dr. Krotseng to put together a plan regarding career counseling. They are meetin on April 8 and they will invite representative people and provide them with information on career advising and counseling in ND and making some recommendations. Hopefully this will provide some information for the chancellor to put in the budget request regarding career planning. The whole idea is to promote
better career planning to students and having the resources in place for them to do so. Also discussed the possibility of having a joint boards meeting later this spring. Dr. Richman wondered if there was discussion on providing post secondary advising/counseling and Dr. Hillman said yes this would be a P-16 initiative. It has been suggested that we have faculty externships for teachers to attend in the summer so they could learn what the job prospects are so that they can take that knowledge back to their classrooms. Dr. McCann believes there is some benefit to have shared counselors between the secondary and post secondary schools.

**Phi Theta Kappa - Recognition ceremony for the Phi Theta Kappa scholars is scheduled for April ??**

**Expanding Access to Career and Technical Programs** – Dr. Krotseng welcomed Bob Gette and representatives from the Workforce Training industry. Wayne Boekes commented that most of the people here helped Mr. Gette to prepare his report in the past and they wonder what happened with the last report. Mr. Gette said it just did not get moved far enough along to generate money. Mr. Gette is going to update the report with current data. He would like to spend some time looking at the job market in ND. When the document is put together we will still look at the date as related to regions in ND. Mr. Gette had a number of handouts and he shared them with all those present. The first report was “Occupations by Wage and Growth”.

Dr. Skogen questions Dr. Krotseng about the future use of this report since the budget has already been prepared. Dr. Krotseng replied that the information would be used for …….. Mr. Gette also handed out a similar report for each region of the state. The programs included in these handouts were geared towards Associate Degrees and work experience. He then shared a report on the same topic related to Associate Degree and Bachelor Degree for the entire state and then broken down by region. There is a lot of discussion about how the private colleges are doing so well and Mr. Gette feels they may have seen these numbers and are gearing their programs towards growth. These reports were prepared with information obtained from Economic Modeling Specialists (formerly CCBenefits).

The next report Mr. Gette shared was entitled ND Employment Projections and this report was from Job Service of North Dakota.

Mr. Gette said that he chose the top 10 or so occupations from the report prepared two years ago and compared the information to what is current. It is interesting to note that projections from two years ago do not always reflect the areas of growth that state colleges have pursued. Dr. Krotseng stated that no matter what the areas of growth the reports point towards in the report, counselors may have independent knowledge in their region which the data does not support. Mr. Gette felt that the last biennium the request for funding was conservative and we may want to think larger for the upcoming request. Dr. Skogen asked how quickly we will have this report together. Mr. Gette is looking to have a report together by the next CTEC meeting – April 22. He has a spreadsheet for each institution to use for budgeting and he will gladly share this electronically with each institution who would like to receive it in that manner. If what we want to do is figure out how we can serve the people of ND, we should take a serious look at the date from this report. Dr. Skogen wonders where this information should be used. Dr. Boekes feels it is important to answer this question since the last report was not used in the manner it was
prepared for. The question was raised about whether we could run the workforce development piece through the Department of Commerce. Dr. McCann said the first report was geared towards helping to develop programs and to make an effort to offer some of these programs that are in areas of need statewide. There was considerable discussion about running this funding through Wayne Kutzer and the Department of Commerce. Dr. Skogen made a motion to have Dr. Krotseng meet with Mr. Kutzer about the possibility of him adding a line item to his budget regarding workforce development. Dr. Krotseng said she is willing to speak with Mr. Kutzer and also suggested that if there is a joint boards meeting this would be a good item for the agenda. She believes the institutions need to work together and present a united front. Dale Knutson explained some things that Wayne Kutzer had shared with him regarding workforce training. He asks how will we align/interact/collaborate workforce training with the traditional college side of career tech ed? Legislators see the funding as the same thing and we need to distinguish the difference between the funding. Dr. Richman believes that if we don’t recapture control of workforce development, the public will continue to be confused about who is running the program. (?) Dr. Skogen identified the two problems he felt institutions were facing ------ and what he felt a solution could be.

Future budgeting strategies

Mr. Gette will need information from the colleges in order to complete his report. He needs a new description and budget from each college regarding what they propose to spend. If the activity focuses on an industry that does not coincide with the report, the rationale should be included in the description.

Dr. Krotseng asked each institution what their intentions were. Dr. Richman felt it depended what area each institution decided to pursue. Mr. Gette said he would e-mail each institution instructions and a due date for completion so that he could come to the April 22 meeting with information.

Discussion on the current long term plan for the university system.

Dr. Skogen moved to adjourn and Dr. Richman seconded. Meeting was adjourned at 2:30 p.m.