College Technical Education Council Meeting
Minutes
February 26, 2008
Conference Call

Members Present:
Dr. Marsha Krotseng, Vice Chancellor for Strategic Planning/CTEC Director, NDUS
Dr. Joe McCann, President, WSC
Dr. John Richman, President, NDSCS
Mr. Wayne Kutzer, Director, CTE
Dr. Ken Grosz, Executive Director, MiSU-B
Dr. Larry Skogen, President, BSC

Others Present:
Dr. Wayne Boekes, for Larry Skogen, President, BSC
Ms. Debra Anderson, Public Affairs Director, NDUS
Dr. Michel Hillman, Vice Chancellor for Academic and Student Affairs, NDUS
Mr. Doug Darling, for Sharon Etemad, President, LRSC
Mr. Bob Gette, Consultant

Dr. Krotseng called the meeting to order at 9:00 a.m.

Dr. Skogen is interviewing provost candidates at BSC this morning and will join the conference call around 11:00 a.m. Dr. Wayne Boekes is sitting in for Dr. Skogen.

Dr. Krotseng asked if there were any changes or additions to the January 18, 2008, minutes. Wayne Kutzer moved to approve the minutes and Joe McCann seconded. The minutes were approved unanimously.

New Programs
Dr. Hillman gave an update on the Stage I and Stage II logs. There are no new Stage I community college requests. Dr. Boekes said BSC is being asked by industry to develop a “landman” program regarding land management. They are in the process of researching what this entails. People currently employed in this field are learning on the job, and the industry wants more education/training in this area.

The only new two-year institution Stage II request is BSC’s program title change from commercial art to graphic design and communication. There were no questions or concerns expressed by council members.

Potential Marketing Initiative
Dr. Krotseng asked Debra Anderson, Public Affairs Director for NDUS, to visit with CTEC regarding the marketing of community colleges. Ms. Anderson asked the members of CTEC how we could more effectively inform potential students and the people of ND that NDUS has the programs in place to meet workforce needs and that we have the capacity to serve these
needs. How would CTEC approach, as a system, attracting students and people in the workforce who may need or desire retraining? Dr. Richman feels we do not necessarily need to communicate that higher education has the programs as much as the extent of opportunities that exist in ND for a career that will allow them to remain in the state. Specifically, what are the possibilities for staying in the state of ND, and how can a potential student get to that career? This is a multi-pronged initiative. We need to reach junior high students, high school students, K-12 instructors and counselors, parents, industry, etc. Dr. Richman believes that higher education is the conduit. We need to change the image that career and technical education programs are just “trade schools.” With two years or less of college, a student can graduate from a career and technical program and earn $40,000 - $50,000/year without leaving ND. Mr. Kutzer said we need to promote that these are viable career options. They are not just jobs; they are occupations. He suggested that we need to put money into a media campaign to market this information. Dr. Richman feels that promoting the idea of having a good career in a shorter amount of time by attending a community college would make more people aware of the community college mission. Dr. Grosz noted the difference in starting salaries; an attorney just beginning practice in ND can expect to earn approximately $40,000 in some places. By comparison, starting salaries of graduates of two-year career and technical programs begin at around $50,000 for some fields. We need to promote that there are other, challenging, technical fields that offer excellent pay with a rewarding career.

Ms. Anderson asked for input from CTEC as to the type of person the career and technical colleges are looking to attract. Dr. Richman stated we need to target both high school graduates and older than average students. The underemployed person will have more motivation to attend community college, and they may be the first group to whom we should market. Targeting high school students is a cultural shift that will need a completely different type of marketing campaign. Ms. Anderson feels we may need the expertise of an agency/agencies that have information on local trends. Finding out how the different demographic groups get their information is a priority for any type of marketing campaign. Dr. Boekes said, in the past, the state developed materials and information for P-12 students and promoted education through career education classes in the schools. We can also learn from what other states are doing to promote their community and technical colleges.

Dr. Krotseng raised the issue of funding for a marketing campaign. Industry is one potential source. Dr. Richman agreed that the people who are impacted need to provide assistance. Mr. Kutzer believes there is a national trend toward investing in career and technical programs. We need to send a message through the cabinet, the chancellor, and to the SBHE, that we are not asking for them to redirect resources; we are asking for additional resources. Dr. McCann feels we need to invest money in marketing in order to educate more people to stay in the state where there are career and technical jobs readily available. Career and technical education is imperative to the future of ND, and we need to figure out how to get the word out so that people will hear and respond.

Discussion was held on possible funding sources. It was generally felt that this needs to be addressed in the budget. Dr. Krotseng informed the council that the chancellor would like a presentation from the community colleges, to the SBHE at some point, to convey the importance of career and technical education. She, Ms. Anderson, and Dr. Hillman will meet with the
chancellor about the marketing initiative in the near future since the budget will be close to final by the next CTEC meeting.

Dr. Hillman discussed a possible career counseling initiative. They are considering the use of faculty externships. An FTE would work full time setting up faculty externships in ND businesses so that faculty could benefit from this experience and pass along what they have learned to their students. Dr. McCann suggested that instead of “career counselors” we should focus on “career specialists” whose job is not to counsel students but to provide them with current and accurate career information about the availability of jobs along with the career path, education, and training necessary to get there. Dr. Richman recommended that high school teachers should also be targeted for externships. CTE is looking to come up with a ratio of students to counselors at the high school level to aid in providing more career awareness and decision-making. Mr. Darling believes career “counselors” need to be full-time, not teachers trying to fit “counseling” into their free periods. Mr. Kutzer conveyed that CTE is considering an initiative that would result in a counselor supervisor who could provide direction to school counselors in the field.

Mr. Robert Gette joined the meeting and Dr. Krotseng updated the council on their recent discussions. Mr. Gette will research and update the statistical information in the “Next Step in Becoming More Accessible” report. Dr. Krotseng and Mr. Gette would like input from the council. Along with the update, Dr. Krotseng also would like to see a focus on the workforce training component. The ultimate outcome of the original study was to develop some programming ideas to implement in the respective regions and determine necessary funding. These data are now 2 years old and need to be updated. We need to review these revised job market statistics for planning. Each institution should examine their 2006 proposal and determine if it is still valid given current and projected workforce demands. The data are important to verify if the proposals are still on target. However institutions also should apply the knowledge they already have about their region for an initial review. Mr. Gette said he could address the educational levels in the update because that information is now available in the databases.

Mr. Darling mentioned that he had just received information from CTE on the number of students attending Minnesota technical schools and Dr. Krotseng will forward that information to Mr. Gette. Dr. Richman asked what the next step was after receiving Mr. Gette’s report; budgets are getting pretty far along and, by the time this report is ready, will nearly be finalized. Dr. Krotseng believes this information will help make our case about what we need to do to move forward strategically with community colleges. She expects the report to be completed by the end of April.

Mr. Gette would like to keep in contact with CTEC members during his research and preparation of the report to ensure that he continues to move in the direction that is expected of him and that the council will be satisfied with the outcome. Mr. Gette also suggested that we might want to target some of the specialized industries in the state. Presidents should communicate specialized needs for their specific regions in the information they provide to him.
Other legislative priorities
Dr. Krotseng asked the council what other items should be considered in terms of legislative priorities. Dr. McCann believes our earlier discussions today have already addressed career counseling and expanding access to underserved ND population centers. Parity, one-hundred percent funding, salaries, and the cost of career and technical education are all important items for CTEC. It was noted that community colleges are typically a state’s low cost access point and, overall, North Dakota’s community college tuitions are out of sync with regional and national averages.

Dr. Grosz expressed interest in the opinions of Lee Kaldor’s presentation to the SBHE at last week’s SBHE meeting. The general consensus was that the information was well received. CTEC members agreed that the colleges and the system should ask for what we need (the funding necessary) to fully operate our institutions and serve the state. The general consensus was that we need to move forward more boldly than in the past and present our needs. If we don’t ask, they won’t give it to us. The group also expressed understanding of challenges this may present for the chancellor; however, the recommendation is offered in the spirit of opening opportunity for further discussion.

Workforce Enhancement Grants
Dr. Krotseng asked if anyone had new information to share with the council. WSC is working on a program in the Petroleum Safety and Technology Center focusing on programmatic needs as well as recruiting and training of new students/employees. They are also attempting to find a way to bring and/or offer construction workforce education at WSC and are pursuing a Department of Labor grant for funding along with the private sector. He believes they may be ready to present the Petroleum Safety and Technology Center proposal within the next 6-7 weeks. Dr. Richman said NDSCS is still working on their programs. Dr. Krotseng asked that anyone who is close to submitting a request to the Workforce Enhancement Council summarize that request and submit a brief summary to the chancellor and her. Dr. Boekes gave an update on BSC’s progress. They are continuing to work on the Instrumentation and Control program proposal. Dr. Skogen said that according to Shane Goettle of the Department of Commerce, the federal earmark cannot be used as match and BSC must come up with private/industry money. He also suggested that Dr. McCann could review his draft proposal with Mr. Goettle to obtain feedback.

Statewide CTE Plan
Wayne Kutzer updated the council on the hearings held in the four quadrants earlier in February. They are on track for final approval of their plan in March for submission in April. At this point, they are awaiting data needed to establish the baselines.

Dr. Krotseng mentioned the upcoming meeting of the SBHE with the Interim Higher Education Committee scheduled for March 10. Harvey Link, Vice President Academic and Student Affairs at NDSCS, has agreed to present faculty workload considerations for the two-year colleges, and he will be contacting the chief academic officers at each college to finalize and prepare his presentation.
**Legislative Endowment Initiative**
Dr. Skogen explained his reasoning behind the endowment initiative and the use of a tiered approach. Dr. Skogen asked for comments by council members regarding the draft document he distributed. He is concerned about overly restricting what can be done with this fund but would like it to be available for important needs that arise relating to workforce. Dr. Richman has some reservations about funding but believes it is worth pursuing. Dr. McCann summarized Wyoming’s endowment initiative and compared it to the proposal. He believes it would be good to have a list of what the endowment funds may be used for. The list would also help to make the legislators feel good about the investment of one-time money that will keep producing money for the state. It was agreed that all council members would submit their thoughts to the council and Dr. Skogen will refine the document and redistribute it to the council for further discussion.

**Phi Theta Kappa**
Dr. Skogen gave a quick update on the recognition program. Certificates have been ordered and Dr. Krotseng will pay for them out of system funds. He has also learned that the region offers $1000 that we can use toward the program. Presidents will be asked to bring their advisors and to assist with the cost of the meals. Dr. Krotseng asked Dr. Skogen to follow-up and let everyone know the status of planning for the recognition ceremony.

The meeting was adjourned at 11:35 a.m. by Dr. Krotseng.