

College of Western Idaho
2015 College Address Script
President Bert Glandon

Welcome to CWI's Fall 2015 State of the College Address!

We are changing student lives right here in the Treasure Valley for dynamic purposes and we are helping bridge gaps and address the current and future needs specific to our local community.

My focus on today's address is to share with you a little information on where we have come in the past year and most importantly where we are headed in the coming year. We have several major initiatives this year that will truly position CWI – your college – to be the educational engine that take our community to the next level.

To kick things off I would like to introduce Melissa Geary, our student guest speaker and Phi Theta Kappa Honor Student. Melissa Geary joins us this morning as a second year Communications Major and soon to be CWI Spring 2016 graduate.

Student Speaker (speech unavailable)

STUDENT SUCCESS

The important role that faculty and staff play in a students life.

Johnny Rowing – convincing students to join speech and debate and overcome challenges to become strong leaders

Steve Lysne – engaging students in the field to study beyond the classroom

Pam Hodges – helping connect CNA students with employers through job fairs

And so many more!

Last year was another phenomenal year at CWI with numerous highlights. I don't have time to go through all of the successes, but to name a few:

National Champions:

Speech and Debate – 4th National Championship

Business Professionals of America – 7 students

SkillsUSA – 6 medals

40% Increase in Dual Credits Students

Micron Center received national recognition in Outstanding Designs by American Schools and Universities Magazine

Enrollment in apprenticeship programs is the highest in five years this semester, with total enrollment reaching 452 students.

ACCREDITATION

As you know, CWI started the process for independent accreditation in January 2010 and in February of 2012 CWI was granted candidacy status. As part of the process of attaining accreditation status, departments from across the College have been working on self-study activities and reports and hosting the Northwest Commission on Colleges and Universities. In addition to illustrating quality of programs and support for students, the College must show that it is both fiscally responsible and sustainable.

CWI hosted two people from NWCCU last year as part of our Year Three Reporting and will have another evaluation visit in the fall of 2016 with the hopes of being granted initial accreditation status in 2017. This will be a very important visit and one that our entire community should be excited about. Although you may not speak directly to an evaluator, it is very important that you familiarize yourself with CWI's mission, vision, and core values, as well as our strategic plan.

EXPANDED STUDENT SERVICES

As we kick off the 2015-2016 academic year, I am pleased to share a few enhancements we now have available for students:

1. A new student life area located in the Nampa Campus Academic building – New ASCWI president Crystal Flores and new student life coordinator Hing Potter
2. More workshops have been added to help students with everything from time management to career exploration to computer and systems navigation
3. New web-based tool for connecting students with internships and jobs – implemented at the end of spring and already has 156 employers in the system with 89 current job postings
4. Over the past couple of years CWI has worked to establish strong partnerships with the universities in Idaho helping create smooth transitions for our transferring students. Although we have articulation agreements with all of the public universities and a couple of private institutions, we have partnered with Boise State, Lewis Clark State College, and the University of Idaho to ensure our students are guaranteed admissions and have an even smoother process for becoming a Bronco, Vandal or a Warrior upon graduation from CWI. Our student services team are continuing to work with others to create these direct links for students.

INVITE FORWARD

Last year CWI's retention workgroup launched a new initiative – Invite Forward. The basis of the program is to call upon faculty and staff who actively encourage students and invite them to challenges beyond the classroom.

Some examples would be to perhaps write a note on an essay inviting a student to submit it to the student literary journal, *Basalt*; ask a student whether she has ever considered taking the next level class; or let a student know that the college has a Debate team, and you think he would be a great addition. Simply put we are asking you to identify a talent or an interest in a student and invite that student forward.

Let's take a quick moment to share in a video that helps illustrate the initiative in action.

VIDEO

FISCAL SUSTAINABILITY AND GROWTH

CWI is a Growth Institution. To meet the need of our value and continue to develop out programs growth will be an essential assumption by which we operate.

INVESTMENT IN EDUCATION

CWI's proposed budget for 2016 is \$53.76 million. This graph illustrates the percentage break-outs by source as we are partially funded by the state and tax payers within our district. It is important to note that tuition and fees make up 41% of our budget.

County taxes and payment currently represent 13% of our budget as CWI's 2014 tax levy rate is \$16.63 per \$100,000 of property valuation. Comparatively CSI was \$95.54/ per \$100K and NIC at \$120/per \$100,000.

DISBURSEMENT BY FUNCTION

This illustration shows the breakout of CWI's anticipated expenses by function with more than 72% in direct support of instruction and student support.

FY 16

Instruction	\$22,710,500	=	40.8%
Academic Support	\$11,015,500	=	19.8%
Student Services	\$ 6,074,900	=	10.9%
Scholarships	\$ 443,000	=	<u>0.8%</u>
Total:	\$40,243,900	=	72.3%

INVEST IN STUDENTS

CWI is actively seeking organizations and people who will **investment in students**. The College Advancement Department and Foundation are one hundred percent dedicated to supporting access to education through scholarships, providing start-up funds for new educational programs, and funding the long-term capital plans to support growth and provide vital educational opportunities for our community.

Last year a grant committee with representation from around the college was formed to help match needs and funding opportunities. Additionally, the college brought on a full time grant project manager and an external resource to support our goal of increase funds to support CWI through grants and large asks.

We are also anticipating another capital campaign on the horizon to support the development plans that I will go into detail later in the presentation.

ENROLLMENT

Last year our enrollment topped 20,000 students attending CWI for credit and non-credit programs. This year our enrollment appears to be trending about the same.

MARKETING & RECRUITMENT

CWI's goal to be a major factor in helping Idaho bridge skills gaps and increase the percentage of students who go on to attain a degree or certificate requires our college to be purposeful in our outreach efforts, especially those underserved populations who require additional convincing that college is for them.

Last year our marketing and recruitment departments launched a new marketing campaign – Upgrade U.O and targeted outreach efforts to help students in our area realize that college is accessible and that CWI is the first and best choice for starting.

As you can see these efforts led to a substantial increase in impressions, community engagement, visits to campus, and ultimately support of meeting our enrollment goals for this year.

CWI must continue to serve our communities.

VIDEO

INSTITUTIONAL SUSTAINABILITY

Where will CWI be 25 years from now and how do we plan and strategize now for that period?

PROGRAM CHANGES

CWI continues to be innovative in our approach to education. From new ways of learning engagement such as the symposium style labs for math to partnering with education and industry to bring on new programs like Law Enforcement and Masonry.

This year we have a handful of new programs and some areas that have made significant enhancements to the learning delivery style. These include:

Law Enforcement

Math 095

Real Estate

Masonry

Transportation Management

General Education Certificate

CWID First Semester Class

As we continue down the path of independent accreditation our academic transfer and professional technical divisions have plans to add several new programs.

TECHNICALLY TRAINED WORKFORCE

At CWI we believe strong partnerships with the community address the skills gap needs and provide quality education that directly support the success of students.

CWI has established partnerships with both public and private organizations to meet a shared goal of meeting the skills gaps in our valley.

A few examples of how CWI partners include:

High Schools – for dual credit and transfer support

Business/Industry – program design, skilled workforce, and ongoing training of employees

Other Colleges and Universities – ease of transition and program alignment for student success

Economic Development Groups – act as an educational resource to help attract and grow local businesses

Government Agencies – Dept. of Labor and Dept. of Commerce

Individuals in the Community – always keeping doors open and responsive to evolving educational needs

COMPREHENSIVE STRATEGIC PLANNING

The College has contracted with Eva Klein and Associates to help us update our comprehensive strategic plan. Starting this fall the College will begin work on this plan to ensure we are aligned and positioned for institutional sustainability and growth.

LONG-TERM PLANNING

CWI serves two primary counties, Ada and Canyon, and through its area of impact defined by the state Professional Technical Division 10 counties total. Based on the demographic make-up of these areas and the programmatic need to serve the community and student populations, CWI developed a three campus master plan in 2012 with the intent that the College would have a primary physical campus location in Canyon County and one in Ada County, as well as a robust online, virtual campus allowing additional ease of access.

CWI has acquired several leased buildings along the way in attempts to address the classroom and services space shortage; however, even with this unsatisfactory, stop-gap solution, students still face challenges scheduling classes and accessing support services without traveling around the valley. Additionally, the College is spending more than \$2M a year on these leases and market demand for commercial space has increased with the improving economy driving costs higher, which does not support a long term campus concept for students attending CWI.

NAMPA CAMPUS

Starting with the Nampa Campus, CWI took a visionary step forward in its update to the Nampa Campus Master Plan. The updated master plan reflects a more current and comprehensive view of this campus and its future growth and development in support of the community.

The process, which was supported through the state Permanent Building Fund, included collaborative visioning and working sessions that engaged groups throughout the college, agencies, and surrounding communities. The new plan was based on growth estimates through 2040. Due to its size and location

the Nampa Campus provides adequate area for developing programs that require more physical spaces for labs and equipment, such as trade and health care programs.

Based on the visioning and needs assessment, CWI identified the greatest needs of students and the community would include more dedicated space for health programs and a common space dedicated to student support services.

HEALTH SCIENCE EXPANSION

The first of the two buildings is a Health Sciences building that will aid in the consolidation and expansion of the College's health programs and associated academic labs and classrooms into a single location.

Idaho's healthcare workforce needs will be 7% higher than the national average through 2024. The Healthcare industry is expected to have the largest increase of workforce need in Idaho¹. CWI works very closely with the main hospitals and health centers to meet the workforce needs for certificate and two-year degree program credentials. Our students attain the desired skills so that they can begin work immediately upon graduation and then continue on to one of the fine bachelor programs available through Idaho's universities if they choose.

This building is designed to provide open corridors with optimal viewing into clinical labs spaces similar to what was designed into our Micron Center for Professional Technical Education building. This provides great teaching and learning opportunities for students, teachers, and visitors interested in the health science field. Additionally the building will have larger academic classroom space with advanced technological resources to enrich the quality of education for students.

STUDENT SUCCESS CENTER

The second critical need is for a Student Success Center. Not to be confused with a traditional Student Union style building as typically seen on university campus, the Student Success Center is designed around a thoughtful combination of quality resources that directly support student success.

The Center will promote increased interaction and collaboration in an inclusive culture. It will foster student involvement and peer mentoring along side the colleges support staff to reiterate a one-stop approach for students to attain the critical care that leads to success.

From advising to financial aid, to a robust Library Learning Commons where tutoring and academic support work side by side, to a bookstore with retail services, conference spaces, and support services, students will benefit from this collaborative center that focuses on helping them achieve academic success. Many of these services are currently housed in leased facilities or lack a physical presence needed to support students.

PERMANENT LOCATION FOR ADA

With more than 50% of our student population living in Ada County and more than 7,000 students attending classes at our various Boise locations, our community has a need for a campus that is accessible on the East end of the valley. Additionally, Ada has the largest population base in the state and COMPASS projections indicate continued growth.

Based on our strategic planning and three campus concept, our Board of Trustees and administration have been evaluating possible sites over the last three years. We have looked at several possible opportunities, with careful consideration of location, cost, size, building considerations, and of course accessibility for students. Although a long and exhaustive process, the Board wants to ensure that the site we ultimately choose will be the best long-term investment in serving students and our community.

POTENTIAL IN BOISE

On April 22, CWI's Board of Trustees approved entering into agreement to purchase approximately 10 acres of land at 3150 W. Main St. located at the intersection of Main and Whitewater Park Blvd. Previously home of the Bob Rice Ford car dealership, the site appears to provide adequate accessibility and development of a campus concept that would benefit our students and the community.

The College has 180 day feasibility period to complete due diligence on the property which will include surveys, appraisal, tests, audits and other reports that we deem necessary. Although detailed campus programming will not be completed within this timeframe, we will begin engaging the community in conceptual campus planning for development. We know the site will need to serve our existing student population and programs offered in Boise with the ability to enable the College to grow its program offerings that are in high demand.

CTA Architects is leading the conceptual design process and the first step is gathering community insight which includes our faculty, staff and students. They have scheduled two community drop-in sessions at Whittier Elementary on September 1 and September 3 from 4-7 pm or you can provide input through an online survey. Additionally, the CTA Architects team will be coming out to our Ada and Nampa campuses on September 2 from 9 -11 am for the convenience of faculty, staff and students who cannot attend the public sessions. We truly value everyone's contribution of thoughts as this is YOUR COMMUNITY COLLEGE CAMPUS!

COMMUNITY CONNECTIONS

One of the common themes that you may have noticed throughout the presentation is how CWI is not just a service for the community we serve, but their investment and participation in our programs is vital to the success of our students and programs.

I want each of you to consider how you can play an active role in support of your community and how you can engage our community in helping serve students.

COMMUNITY ENGAGEMENT

We want the community to visit CWI's campuses and see first hand the impact of their investment, and how they can partner with us to support students and community initiatives that provide enrichment opportunities. A visit to our Micron Center for Professional Technical Education is a great example of the educational impact and amazing regional training resources that are possible because of long-term investing in facilities.

Invite leaders and industry experts to your classroom and in turn offer your expertise in support of community learning opportunities.

Partner to launch programs, support educational excellence, and support community initiatives – Periop and Masonry examples of how CWI partnered with industry and education to implement new programs and garner grant support

And always encourage students to get involved – students volunteering in the community is not only advantageous to the community, but it is a critical part of their learning process and integration into the community.

Our brand as a quality educational resource and valuable community investment relies heavily on how we engage with our students and the community. Along with the strong branding and marketing that our marketing and recruitment departments are doing with outreach, we need everyone around the college to help encourage people to share. We hear the good stories in conversations on a daily basis and with the increase in use of the internet for engagement and research we want to encourage students, partners, and guests to share their experience by leaving a review online.

Online reviews of our college are important for attracting new students and showing our supporters and tax payers the important impact we are making in education.

Since starting our active campaigning to encourage people to share reviews, CWI has increased our score on Facebook and Google from a 3.1 to a 3.8 and 3.2 to a 3.7 respectively on a scale of 1 to 5.

NIC = 4.0 on Google and 4.4 on Facebook

CSI = 4.3 on Facebook

Our goal by the end of year is 4.5 and we need your help to achieve this goal!

VIDEO

Community leaders and special guests, thank you all for joining us this morning as we kick-off another fantastic year here at CWI! Employees please stay with us as we transition to our employee awards and recognition portion of the address.