



PRESIDENT’S COMMUNITY COUNCIL DISCUSSION  
HOT TOPICS NOTES | FROM MAY 6, 2013

**1) MCCF Campaign: *Educating our Community, Ensuring Our Future***

- Competition for Money/Fund Raising Dollars
  - Campaign fatigue in community as economy recovers
  - Other non-profits raising money and launching campaigns now
- Donor wants ability to direct where money goes
  - Current funds or create new funds of interest
- Corporate donor wants to see return on investments
  - Donor wants to be involved
  - What’s in it for me?
- Approach to individuals and corporations – possibly different
- Need to step up communication with community- no one has heard of the campaign
  - College to District & Advocacy/PR
    - Perceptions
    - In person
    - Targeted communication
    - Mass communication
- Impact on future bond election? (Too many asks?)
- Alumni? How to reach them – good donor source
- Why MCCC vs ASU/UA/NAU?
- Money is not going into “General” fund
  - Communicate back to donors
  - True to donor intent
- Naming Rights?
- Develop a PVCC Signature Benefit Event?

**2) “One Maricopa” Integrated Marketing, Outreach, Recruitment and Retention**

- Automatic credit transfer
- Challenges → Implementation
  - ↑ (Ego / Territoriality)
  - ↑

Same class Eng 101 = Eng 101

- Market programs unique to each college: “Peaks of Excellence”

- Market what we all have in common
- Idea – Maricopa Community College w/PV Campus – change org. structure and college names
- Websites – Maricopa w/dropdown
- Advertising
- Standardized course outcomes
- Registration – one place for any college – make it easy! (the new Seamless Student Experience project is in place)
- Community event
- Some consolidated outreach

### **3) Deferred Action Status Students & In-State Tuition**

- ASU & UofA Faculty – resolution of support for these student.
- Veterans can get GI benefits – but not In-State Tuition
- Young people who want to stay in US/AZ – Work contribute
- Set up scholarship fund for these students
- ASU funds Dreamers through private foundation
- USAA – funds for Veterans who are Dreamers
- What happens to community if don't give education?
- Students need to prove residency – need District response.
- Students did not choose to come / punishing kids for parents' "crime."
- Return on investment because have educated them, etc. – invested so much already.
- MCCC & PV – need to get information out that we are friendly towards these students.
- Outstanding students are Dreamers – what are their options?
- Is MCCC working with legislators on this?
- Issue is use of taxpayer funds.
- Federal grants to pay tuition? Federal Government says students must be educated in K-12.