Welcome and Introductions – Jim Lee & Will González

- Co-chair Will González convened the meeting and welcomed the members of the PVCC President’s Community Advisory Council. An opportunity was provided for self-introductions.
Mr. González apologized to the Broncos fans!

Special Presentation & Discussion – Dr. Rufus Glasper, MCCCD Chancellor

Issues, Opportunities & Future Direction

- Dr. Glasper reported that he has been visiting with community leaders, encouraging them to understand the breadth of our education.
- We are the largest provider of workforce training in the valley. We produce more teachers, firefighters, EMT’s, etc.
- We are still an unknown product – they know individual colleges, but not the Maricopa system.
- The Maricopa Community College system just celebrated our 50th year.
- When we started it was a 6 miles radius concentric circle. Given the changes in transportation infrastructure and online learning, this service area definition is no longer valid.
- We are ten individually accredited organizations. This is a blessing and a challenge because of the individuality and resources.
- This year, we added an 11th institution – Maricopa Corporate College – not accredited – MCC provides training for corporate entities – opened July 1, 2013.
  - Non-credit staff from all 10 colleges have been assigned to the Corporate College.
- We also have 25 other sites, such as Black Mountain.
- 250,000 students – our high point was 275,000 students.
- We offer over 700 degrees and certificate programs.
- We have a 17.4 million bi-weekly payroll:
  - .05 % comes from State aid.
  - Discussed the decrease in state funding.
- We are having an economic impact into the valley of more than 3.0 billion dollars.
- We are providing training for the highest demand occupations.
  - Nine of the ten occupational careers in highest demand are provide by MCCCD.
  - Every professional medical person needs eight support persons that we can train here at MCCCD.
  - The community college system provides a larger return on student investment. They can make more than a livable wage with the skills and training we provide.
- Meeting our workforce needs:
  - Corporate College is strategic – it is customized training.
    - We have a nationwide contract with Marriott: we produce curriculum, training, and customer service for their nationwide corporation.
    - We belong to the global corporation - 46 corporate colleges throughout the nation who help provide the training for Marriott.
    - We get a commission and a fee.
    - Walgreen, Sprouts, and TSA are other contracts that are in the works.
    - We are helping to develop credentialing for Homeland Security.
    - We are developing Cyber security credentials.
    - Stackable degrees
  - Gateway & Glendale are responsible for occupational programs serving 29 auto dealerships locally.
- Mesa and Boeing – they provide programs and training for those in that program. Aviation maintenance and repairs, advance manufacturing institute, new technology, welding, etc.

- Communiversity – a Community College and University under one roof! We have locations at Surprise and Queen Creek.

**Challenges**

- **State of Arizona must** balance their budget. We can’t wait for that, though, and must find other ways to fund our institutions:
  - Philanthropic.
  - We may never get back to where we were with State aid.
  - AAA bond rating from all three of the national Bond Houses has always been an advantage for MCCCD.
  - We cannot continue to stretch the dollar or quality.
  - Getting our partners and community involved – collaboration, partnering, not bemoaning the State funding issues.
  - We have to increase the number of jobs out there: energy, healthcare, etc.
  - We must continue to be a transfer institution.

**Community Feedback & Input**

- **Susan Ehrlich** – **what would you like the community to do? How can we get this message out?** We will be holding some community forums through the Valley. We would like help populating these forums. Think about what is going on for elections for Governing Board Members. We have the potential to have 5 new members of 7 seats. We need members who understand a vision for change and support the partnering with our K12 system. We need a Board that understands the privatization venture to be able to have the resources to spread to the 10 colleges. If we can’t get new money, we need to figure out how to save what we have. Our pathways are saving 35-40% for students as they begin here and then transfer to universities. Help us with the drumbeat. If you can bring people in the room, our presidents will educate them about our resources.

- **Tom Zender** – **How do you approach the corporate world to get the Marriott’s? How do you seek funding from corporations?** I visit with CEO’s about how we can partner with them. I invite them out to see what we are doing. I talk about the Small Business Development Center. We have over 20 companies incubating there. I tell them this is what we do. If you can’t use our service, how can we help you or get you to where you can get the help you need? We have to be face-to-face. Corporate College has a sales force. We look at what the needs are of companies. We have different software to track their needs. We are hiring consultants with those skills sets. We have currently identified 15 companies to address their needs. It is all about partnering.
  - What’s happening with our College Presidents? Initially, 5% of their time was devoted to fundraising. Over the next 5 years it will increase to 35-50% of their time. In this environment, we cannot guarantee an increase in tuition or property taxes. There are markets out there for us to partner with. We are looking to build a new Corporate College. Because of the Corporate College, we have made more cities and towns come to us because we will have training centers and conference centers there. They see how it will help them. The Maricopa Business Plan – if you can bring a business to a city, it benefits our entire community. The silos are coming down and we want to be there! I want
to be in downtown Phoenix at the Bioscience Center. We have faculty and students who intern at TGen and Palo Verde Nuclear Generating Station.

- **Susan Ehrlich** – We have hosted Vice President Dr. Biden twice. They are familiar with what we do. Has this helped our situation? Will it in the future? We will continue that conversation with the federal government as this initiative moves forward.

- Share any other questions or concerns you have with Paul. He is doing a great job as one of our primary cheerleaders toward One Maricopa.
  
  - Once the student success system is in place there will be one registration, one transcript. One Maricopa will break down the silos. You are a Maricopa student/college. Very few people in our system and community think of us in this way. They think we are ten separate entities moving in different directions. We are one! We provide the same level of services. This causes a lot of fear among our people. The culture is changing after 50 years. This is why we have Maricopa Priorities. Why do you want to be where you were 50 years ago if it isn’t a good place?

- Dr. Dale thanked Dr. Glasper for his excellent presentation. He said that Dr. Glasper has provided us a glimpse into his world. He is moving across ten campuses. We can no longer survive without One Maricopa.

**College Update – Dr. Paul Dale**

- Dr. Dale reported that it is exciting to have students on campus again following winter break. It generates energy on the campus.

- **New Welcome Center**: The success of the Welcome Center is due to the great core of student ambassadors/staff that are committed to each person who enters. The Welcome Center provides a seamless experience to everyone. This is a wonderful addition to our campus.

- **Kranitz Student Center** is the hub of sticky space on campus. The KSC helps to break down the car-to-class-to-car syndrome. It is a great place to be and to gather. It is reaching that goal.

- **The Aspen Prize** for Community College Excellence honors those institutions that strive for and achieve exceptional levels of success for all students. Dr. Dale is pleased to announce that PVCC is among an elite group of 150 community colleges eligible to compete for the Aspen Prize. The Aspen Institute states, “We recognize that there are many community colleges around the country that are employing innovative strategies and achieving excellent results for their students. The bar for the Aspen Prize is intentionally set high in order to identify those institutions that have demonstrated exceptional levels of student success.” To qualify for this highly competitive national prize of one million dollars, an institution must demonstrate strong outcome in the following:
  
  - Student success in persistence, completion, and transfer;
  - Consistent improvement in outcomes over time; and
  - Equity in outcomes for students of all racial/ethnic and socioeconomic backgrounds.

- **New Ceramics Lab** on campus as a result of converting the former Child Development Center building. We have repurposed this space and brought in new kilns.

- **Black Mountain Phase II**: This new expansion project will add 14,000 square feet to the campus, including Chemistry, Life Science & Computer spaces. We will break ground in the fall. The new spaces will be open in spring 2016 for classes.
Heroes of Education:  Dr. Dale is pleased to acknowledge Jim Reed as PVCC’s 2014 College Hero. Each college identifies a hero. Mr. Reed is one of the community leaders who helped with the Black Mountain campus. PCAC members are invited to attend the Heroes of Education 2014 Recognition Dinner, April 10 at 6:00 PM, Sheraton Phoenix Downtown. For more information, contact Julia Devous.

Enrollment Update: Projected to be down a bit for this year. This semester is down 6%. We find this is an interesting dynamic. The market is changing. We have greater competition with GCU and online courses which impact the traditional face-to-face experience. District wide we are down 4%.

Events:
- LGBT Film Festival Desperado - 1,000 people attended the film festival over the weekend. There was also good community involvement.
- Center for Performing Arts Signature Events:
  - Union32 Jazz Festival – February 7-8, 2014
  - Spirit of 76 (Rock ‘N’ Roll Tribute to the Greatest Hits of 1976) – March 1-2, 2014
  - Lysistrata (Classic Greek Comedy) by Aristophanes – April 11, 12, 18, 19
- Lecture: Free lecture featuring Aaron Brown, founding host of ABC’s “World News Now,” February 27, 2014 10:30 AM – 12:00 PM
- PVCC Distinguished Speakers Spring Series, presented by HOSA– Representative Heather Carter will be speaking regarding Arizona’s Health Policy. February 20, 2014.
- Black History Month Kickoff Luncheon: February 26, 2014 at Rio Salado Conference Center, 11:00 AM – 1:00 PM. Special guest speaker – Jenita Landrum.
- Lunar New Year Celebration, February 12, 2014.
- For details concerning any of these events, please contact Julia Devous.

HLC Self-Study: We are looking ahead and preparing for the November visit. We are 50% done with the self-study process. The stakes are high. We want reaffirmation of our accreditation. We will be forming a subcommittee that will engage the community for that portion of the self-study. We are moving forward. You will hear a lot about this through November.

Magnets: This clever “wordle” captures what we are about. Proudly display this to remind you of who we are, what we do and why we do it.

Engaging the Students & Community at PVCC: This is what was happening on campus this past weekend – 1) Welcoming a group of 90 high school students, and their parents, at the STEM event, 2) Q-building hosted an Early Childhood Educators meeting, 3) In the Computer Commons, VITA was helping people fill out tax forms, and 4) an Intramural football game was taking place on the field. These are the kinds of things that are going on at PVCC every weekend. We are a vital and important part of our community!

Advisory Council Updates – Dr. Paul Dale
- College Engagement Committee will be meeting immediately following this event.
- Governance Committee will be meeting with Dr. Dale at a later date.

Member Updates and Announcements
- Dr. Jim Lee
- Fun Run
- PVUSD is collaborating with PVCC students who are volunteering in our schools. They are doing a great job and providing needed help to our teachers.

- Susan Ehrlich
  - She will be a panelist during Black History Month, discussing the civil rights act.
  - Science department has a new 3-d printer.

**Housekeeping Announcements – Dr. Paul Dale**
- Cancel Community Conversation on March 25, 2014. We will look at it next year.

**2013 - 2014 Upcoming Meeting Schedule**
Monday, May 5, 2014  7:30 AM in KSC Community Room

Presentations and handouts can be viewed on the President’s Circle web site:
www.paradisevalley.edu/presidentscircle

To contact the Development/Community Relations Office:
Email: development@paradisevalley.edu
Phone: 602-787-6704

Date: February 3, 2014  Sharon Hornbeck, Recorder