



PRESIDENT'S COMMUNITY ADVISORY COUNCIL

Monday, May 5, 2014

MEETING MINUTES

Community Members

John Anderson
 Bill Andres
 Andrew Bloom
 Martha Braly
 Debbi Burdick
 Heather Carter
 Joseph Carter
 Arthea China
 Debbie Drotar
 Susan Ehrlich
 Will González
 Wayne Hawkinson
 Maria Hesse
 Kayong Holston
 Sue Isackson
 Clancy Jayne
 Eric Kilstrom
 Beth Koehnemann

Jenna Kollings
 Jim Lee
 Bridget McDonald
 Jim Mohan
 Peggy Neely
 Ali Odeh
 Jim Reed
 Lisa Scarpinato
 David Schwan
 Doug Small
 Keenan Strand
 David Ulibarri
 Patty Villeneuve
 Jim Waring
 Terrence Young
 Tom Zender
 Fred Zook

PVCC Members

Paul Dale
 Julia Devous
 Denise DiGianfilippo
 Paul Golisch
 Herman Gonzalez
 Shirley Green
 Sandy McDill

Mary Lou Mosley
 Candace Oehler
 Greg Silcox
 John Snelling
 Sharon Hornbeck
 Alexis Sharif

Guests: Ms. Lisa Young (Scottsdale Community College, OER Co-Chair)

Welcome and Introductions – Jim Lee & Will González

- Co-chair Will Gonzales convened the meeting and welcomed the members of the PVCC PCAC and provided an opportunity for self-introductions.

Opening Remarks – Dr. Paul Dale

- Paul Dale announced that Jim Waring has been named Vice Mayor of the City of Phoenix. Congratulatory remarks followed.
- Paul also spoke of the recognition Jim Reed received at the Heroes of Education event in April as the PVCC 2014 College Hero. Mr. Reed’s story was well received and he was honored for the fine work he does on behalf of PVCC and the Black Mountain Partners.

Presentation & Discussion: Mr. Paul Golisch (PVCC) and Ms. Lisa Young (SCC)

Topic: Open Education Resources

- Paul Golisch, Dean of Information Technology at PVCC, works on a District project: OER - Open Education Resources. This is becoming a national trend in higher education.
- Lisa Young (SCC) and Paul Golisch did a role-play presentation to help the PCAC learn the many ways that OER helps students. [See PowerPoint handout posted online.]
 - On average, students spend approximately \$1,200 on textbooks, about one third of the total of college costs. Many students choose not to purchase a text book because of the high cost. They try to get by without it. Others choose not to take a class if they can’t afford the textbook.
- **Open Education Resources (OER)** addresses this great need: *“teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others. Open educational resources include full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge”*
 - OER materials are submitted by faculty who are already teaching the subject.
 - It’s more than just textbooks; resources are being shared across the nation – one person writes one part, etc.
 - These are free to students.
 - OER is philanthropic – foundations fund this project and it is becoming institutionalized.
 - OER is flexible – instructors can customize it to their own teaching; they can adapt it, make it their own – and redistribute it out into the system.
- At Scottsdale Community College the entire math department is using OER all the way through college algebra.
 - SCC math students saved \$260,000 in one year due to OER usage.
 - This is just one department at one college!
- *“Affordable College Textbook Act”*: *Directs the Secretary of Education to make competitive grants to institutions of higher education (IHEs) to support pilot programs that expand the use of open textbooks in order to achieve savings for students.*
 - Textbook authors and publishers don’t like this.
- At MCCC CD – we have the *Maricopa Millions* project for OER
 - At MCCC CD, we love to create and share. We are seeing lots of OER being used. *Maricopa Millions* is named for the idea that we want to save students a million dollars over five years by using OER resources.
 - PVCC students saved over \$50,000 last year.
 - Website: <http://www.68.maricopa.edu/oer>
 - A Steering Team meets twice each month. The Team involves all facets of MCCC CD. The team has developed a strategic plan and they are working the plan.

- Raise awareness – going to all colleges to their faculty and educating them on OER
- OER is working! \$100,000,000 has been saved worldwide through the adoption of OER in higher education.
- OER Courses being developed at MCCC:
 - Phase 1: more math
 - Phase 2: fundamental chemistry, college success classes, reading
- MOOCs vs OERs
 - MOOCs - is an online course aimed at unlimited participation and open access via the web. There is cost involved.
 - OERs – free or inexpensive resources
 - MOOCs are the bling; OERs are the thing!
- Summary – if you need medicine there are options – generic or name brand – each does the same thing; you can pay for the brand name, but many times the generic brand works just as well. In some situations, the doctor prescribes the name brand. In the same way, Instructors are excited about whatever resource students are choosing. Each instructor chooses what is best for their class and their students. They are not limited to a particular text.
- QUESTIONS FROM PCAC MEMBERS:
 - Transformation from eBooks to iBooks. Is that being incorporated?
 - OpenStax College and Rice University – a number of their textbooks are iBooks and cost \$5. Limitation: these work on Apple products and iPads but we don't have that technology available for all students
 - 35,000 math videos; students from 3.3 years' worth of classes all over the world viewed the math videos 13,000,000 times.
 - How quickly do you think we can scale – when will MCCCC become a national leader?
 - MCCCC is adding a 3rd tri-chair this year to *Maricopa Millions* project in the area of Reading. They can help us get more people to scale with that.
 - It will be exponential growth.
 - What about ASU and UofA?
 - Faculty at these two schools don't seem to know much about it or are more comfortable with their textbooks. Some professors in upper level classes are grabbing more current information. Just starting to do a little more. Just Rice University. Stanford and MIT have been using OER for years.
 - Working with Mohave CC; Central Arizona CC is using it.
 - Great recruiting tool for High School students.
 - We are still just small scale at PVCC. SCC has gone all out in math. We don't want to send out the message too soon. We are about a year away from doing that. Tidewater CC has an entire degree program that is OER.
 - Currently, students can search for "low and no-cost classes" on MCCCC online class schedule and OER classes will come up.
- Paul Dale – the repetition of class work at home will add to student success. *"It amazes me that students don't buy textbooks!"* Incorporating OER will give them more resources at lower costs.

College Update: Dr. Paul Dale, *President*

- **Facility Usage – new KSC Community Room:** PVCC is hosting several All-Maricopa Student Convocations and awards events this spring, and the AAEC-PVCC HS Senior Breakfast – the room is getting used! Dr. Dale said he hopes more District and community partners will continue to utilize this space.
- **Academic Success**
 - Celebrated the success of ACE Program with feeder high schools – 52 students completed the program. Most are first generation college students.
 - Friday is our Commencement (May 9). We have a record number of degree completers.
- **Community Service Involvement**
 - Early Childhood Teacher Education/ Festival of Tales - 1600 participants in the Community Rooms and around campus.
 - Diversity, Inc. Student Club - feeding the homeless project – Students learned about partnerships and were trained to be change agents (see YouTube video). This is being integrated into classes. It is one thing to learn this in a class, but something else to do it yourself and learn about you in the process.
 - United Way – Employees volunteered by giving away backpacks to stop childhood hunger.
 - Earth Day – April 22 – students created a small community garden
 - ACS Relay for Life – hundreds of community members were here. This event was hosted for the 10th year at PVCC.
- **Looking Ahead**
 - Summer musical: *The Pirate Queen* at the CPA, June 19-29. Watch for a VIP event invitation.
 - 32Nd Street Revitalization Project – PVCC is the north anchor: <http://phoenix.gov/pdd/pz/32street.html>
 - Capital Projects – Black Mountain Phase II – groundbreaking this fall
- **Paul's Comments**
 - Early Alert: We are in the process of settling the Project Ayuda legal issue in the next 30-90 days; this is an early alert as there will likely be media coverage. There will be a penalty to the college from the Federal government. We are working to resolve it and put preventive measures in place. We have owned responsibility for the situation; the project was system-wide, but it was housed and managed by PVCC.
 - Enrollment update – we will end up with 3.5 % growth decrease. We have seen stable or flat enrollment. One strategy is to push more classes to multiple start times. The traditional college cycle of one start date per semester is now obsolete with today's consumers. We live in a mobile society; people change and want flexibility. We have to change to meet the needs.

Presentation: Dr. Denise Digianfilippo & Mr. Kurt Hill, *PVCC HLC Co-Chairs*

Topic: PVCC Higher Learning Commission Re-Accreditation

- Five different criteria must be addressed; we must provide evidence to prove we are doing what we say we are doing.

- There will be an assessment of anything and everything – not just documenting. We must close the loop. They will be asking what we did with what we learned.
- Alignment of PCAC with HLC – making it applicable to what you do and what the college does. We will provide more training and information for PCAC members. [handout]
- Best practices – a team attended HLC conference in Chicago. This was an opportunity learn from other colleges. We know we are doing a good job. Now we must document. The final report is in the rough draft phase and available for college-wide feedback. We will publish and submit to HLC by mid-August.
- HLC is OUR story – student stories are on the video on the webpage. Go to webpage to see HLC links. <http://www.paradisevalley.edu/hlc>
- Paul reminded all that PCAC College Engagement sub-committee will help prepare for the HLC visit; he will engage them over the summer or early fall.

Member Updates and Announcements

- Jim Lee: Paradise Valley Schools will be sending 3,000 graduates out into the world
- Debbie Burdick: CCUSD will be graduating 400 students. They have three more A+ schools.
- Maria Hesse: Commented that the presentations today were very good and useful. Many concurred.

Housekeeping – Dr. Julia Devous

- PCAC dates for the coming year 2014/15 are set. We adjusted the calendar so as to not include the Mondays after Thanksgiving or Super Bowl. [Listed on agenda and below notes].
- Fact sheet from American Association of Community Colleges. You can see the impact of community colleges nationwide. [handout]
- Pew Foundation Fact Sheet shows the earnings impact by degree over time by generation – explains the power and importance of degree completion. We use this for chamber and community presentations to show the value of higher education. [handout]
- Distributed the Chancellor’s new published newsletter for the community – *Maricopa Matters*. It will be distributed two times per year. We can give PCAC members copies to distribute as they have opportunity. [handout]

“One Maricopa” Update from Dr. Dale

Where are we? We are navigating the restructuring of IT systems. This has put a delay of approximately 18 months on the process. One Maricopa will be a single student-facing system: Application, Admissions, Registration, Financial Aid, etc. Students will apply once for all Maricopa colleges. New branding will roll out this year sometime. This is a critical component to the success of MCCC.

President’s Community Advisory Council Quarterly Meetings 2014/15

7:30 am to 9 am | KSC Patayan Community Room

October 6, 2014 | December 8, 2014 | February 9, 2015 | May 4, 2015

Presentations and handouts can be viewed on the PCAC web site:

www.paradisevalley.edu/pcac

To contact the Development/Community Relations Office:

Email: development@paradisevalley.edu Phone: 602-787-6704

Date: May 5, 2014

Sharon Hornbeck, Recorder