



Rural Community College Alliance Annual Conference *“Leading Innovation for Rural America”*

Wednesday September 25 – Friday September 27, 2013

Grand Summit Conference Center
Sunday River Resort, Newry, Maine

Wednesday September 25, 2013

1:00 – 6:00 p.m. Registration Desk Open

2:00 – 5:00 p.m. Alliance of Rural Colleges Committee Meeting

All are invited and encouraged to participate in the Alliance of Rural Colleges meeting. We will be holding round table discussions with our Canadian colleagues on a host of things to include cross border partnerships, workforce and economic development, academic sharing, etc. Please join us for this exciting meeting!

Location: Whittier

5:30 p.m. Shuttle Bus Service

Continuous shuttle service will begin at 5:30 p.m. and will continue throughout the evening until everyone has been returned. Catch the shuttle at the front of the hotel.

6:00 – 8:00 p.m. Evening Reception – North Peak & South Ridge Base Lodge

Join us for a fun filled evening at the South Ridge Base Lodge. Mingle with your colleagues while sampling hors d’oeuvres at the base lodge to take in the foliage and gorgeous views. Or ride the zip lines – 45 second trip – be sure to wear comfortable clothing and be ready for some Maine enjoyment.

Thursday September 26, 2013

7:00 – 1:00 p.m. Registration Desk Open

7:00 – 8:00 a.m. Breakfast Buffet

Location: Ballroom 3

8:15 a.m. Welcome to the Conference

8:30 – 9:30 a.m. Opening Session

The Economic Impact of Severe Weather and Planning for Severe Weather Events

Dr. Parsons is a national expert on severe weather and will address warning systems, preparation, and will provide an overview of the economic impact of severe weather. He will provide an update on recent

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events such as the tornadoes that hit Oklahoma in May that caused many deaths and millions in destruction.

Dr. David Parsons, Director and Professor, School of Meteorology, Oklahoma University

Location: Ballroom 1 & 2

Following: *Ann Bartuska PhD, Deputy Under Secretary, Research, Education & Economics, USDA*

9:30 Rural Community College Alliance Board Meeting

Location: Whittier

10:00 – 11:00 a.m.

Three Workshops Thursday Morning

1. Integrating Economic Development and Philanthropy: An Effective Model for Rural Communities

While the Verde Valley region of Arizona was in the midst of the recession, farmers and ranchers realized this area was the prime location for viticulture. Soon the AZ wine industry began to boom. Yavapai College, with the support of its Foundation, founded the Southwest Wine Center (SWWC). It will serve the entire inland Southwest and will be the only estate vineyard located at a community college in the nation. Yavapai College will be hosting the 2014 RCCA Conference and attendees will tour this region. This program is an opportunity to preview the 2014 Conference.

Dr. Penelope Wills, Yavapai College

James Perey, Yavapai College

Location: Simonds

2. Leadership in Times of Change or Innovation: The Importance of a Philosophy to Guide Behavior

Providing quality transactional leadership in large organizations is challenging on a day-to-day basis, but providing quality leadership during times of change is infinitely more difficult. Leaders who make efforts to lead large-scale changes leading to innovative new practices or dealing are faced with immediate concerns but must remain focused on the greater mission of their institution and the long-term needs of their stakeholders.

By developing a well-constructed philosophy to guide our leadership behaviors, we will be much more likely to operate rationally and appropriately during any change management processes. Participants in this session will actively engage in the process of developing a written philosophy of leadership while working collaboratively to discover what they consider to be important as academic and college administrators. The focus of the session will be on a process and materials to help guide the development of a personal philosophy and activities by which future improvements can be made.

Dr. Juston Pate, Maysville Community and Technical College

Location: Ketchum & Riley

3. Leading Innovation for Rural America Through Cultural Tourism

Every community has a story to tell, a shared experience, something that binds them to each other, and yet, makes them specifically unique from other communities. However, in today's world with limited resources, political factionalism, competition with electronic entertainment, and the inconveniences that often accompany the logistics of rural travel, it would be easy to focus on the hurdles of cultural tourism rather than the highlights, but that would be a mistake. During this workshop, Alabama Southern Community College will showcase its sixteen years of success with the implementation

Thursday Morning Continued

of the Alabama Writers Symposium, which brings nearly 500 guests to rural southwest Alabama each year for a three day event. Brief background information will be provided so participants have an adequate understanding of the environment from which this project arose. The presenter will walk the audience through a timeline of events that describe coordinated steps of community involvement, interests of stakeholders, and secured resources.

11:00 – 11:15 p.m. Break

11:15 – 12:15 p.m.

Three Workshops Thursday Morning

1. The Forest versus the Trees: An Experiential Exercise in Understanding Preferences to Promote Innovative Change

This workshop focuses on assisting participants in becoming aware of their own and others' preferences for "the forest" (the big picture) or "the trees" (the details). This experiential exercise will help participants understand that both perspectives are valuable in a group and that both may also cause conflict in a group. In addition, participants will understand what each type of persons needs from the other in order to work together, thereby eliminating barriers to innovative thought.

Dr. Liz Ross, University of Alaska Fairbanks

Location: Whittier

2. Innovative Redesign for Success in the First Year

Have you ever worked on a targeted project that led to unanticipated insights and outcomes? As a Zane State College team worked to transition its quarter- based, first- year experience course to a new format for semesters, the team realized a broader, more systematic approach was needed to more effectively help the new student's progress through the intake processes and on to a successful first year. Effective work was being done in admissions, placement and advising, orientation, first year experience, and academic intervention programs, but departments working in isolation of one another were unaware they

Additionally, lessons learned will be shared. In conclusion, there will be time to answer participant questions, and resources/tip sheets will be available for those who wish to replicate a similar project in their own area.

Dr. Melinda Byrd-Murphy, Alabama Center for Literary Arts

Location: Ballroom North & South

were often overwhelming the students with overlapping and repetitive guidance and information. Presenters will share how the departments' collaborations have led to a more integrated system of processes deliberately designed to provide new students with incremental information and support as they need it. They will also share the details of the very popular and highly successful one week first- year experience course as well as intrusive academic support interventions that have resulted in measurable gains in student success.

Becky Ament, Zane State College

Dr. Tricia Leggett, Zane State College

Location: Ketchum & Riley

3. Rural Colleges Play Their Part in Statewide Reforms

With consecutive years of State revenue reductions compounding California's demographics shifts, small/rural colleges simply can no longer afford to provide their communities with the breadth of high quality academic and administrative services that larger institutions can still support. The scale of requirements at small colleges often doesn't justify full-time staffing, particularly academic staffing; yet qualified part-time staffing, particularly in high-demand academic disciplines, is often not available in remote communities. Attracting and retaining them is

Thursday Morning Continued

not only politically problematic because of competitive salaries, this also disproportionately redirects resources from teaching and learning and front-line services essential for student success. During this same period, California has been the focus of some major reforms over the last few years. Many of the reforms challenge rural colleges with limited faculty and staff. Initiatives include statewide transfer curriculum, online scorecard, new student success programs, and implementation of a statewide distance education program. For the past several years several rural California colleges have been working to band together for shared instructional

and administrative services to ensure the colleges can improve student success while achieving greater efficiencies.

Objectives: Participants will learn about the specific initiatives being implemented in California and the work among rural colleges to address those initiatives. Participants are encouraged to share their own experiences in developing rural college partnerships.

Dr. Douglas Houston, Yuba Community College District

Brent Hastey, Yuba Community College District

Dr. Barry Russell, California Community College System

Location: Ballroom North & South

12:30 p.m. Pick up your boxed lunch at the registration desk

1:00 – 5:00 p.m. Tour: Poland Spring Water Plant

Poland Spring has been the site of an Inn Keeping business since 1794. Fifty years later, the mineral spring on the property began to be shared and later sold due to the claims of its medicinal properties. Over a century later, Poland Spring, now owned by Nestle Waters North America is the number one spring water bottle brand in the country. Although no longer owned by the original family, Poland Spring Water has become one of the most well-known brands associated with Maine. The company is a generous donor to the Maine Community College System. This off site tour allows conference attendees to visit the Poland plant to learn more about the logistics of the bottling industry, from how they manufacture bottles on site to filling and preparing the product for the store shelves. The plant is one of the largest bottling facilities in North America and has approximately 350 of the nearly 800 employees statewide. After this engaging visit, we will take a tour of the original bottling facility and spring site where the story began 169 years ago. Used for seven decades, these recently restored historic buildings now serve as a museum and reception space.

3:00 – 6:00 p.m. Exhibitor Setup

Location: Summit Exhibit Causeway

Evening on Your Own

Friday September 27, 2013

7:00 – 12:30 p.m. Registration Desk Open

7:00 – 9:30 a.m. Exhibitor Set Up
Location: Summit Exhibit Causeway

7:00 – 8:30 a.m. Breakfast Buffet
Location: Ballroom 3

8:30 – 9:30 a.m. Keynote Address
Miss Chenaë Shiner, Miss Rodeo America



Sponsored by:

Following: *John White, US Dept of Education Deputy Undersecretary*
Location: Ballroom 1 & 2

9:30 – 10:00 a.m. Visit Exhibitors

10:00 – 11:00 a.m.

Four Workshops Friday Morning

1. Strategies for Engaging Generation Y

Recognized as tech-savvy teens, the Millennials are now college graduates. But, unlike their predecessors, these alums are struggling in the workplace, and burdened by historically high levels of unemployment and debt for this age group. So how do you help them successfully manage the transition from school to work? Join us for this session as we take a closer look at what Millennials are surrounded by—and what makes them tick. Using this understanding, this session will help you build strategies for these alumni, from student loan repayment to career counseling, and from institutional engagement to job retention.

Darryl Conte, American Student Assistance

Location: Simonds

2. Meeting Student Demand: Sharing Capacity in Online Courses

Does your institution have extra capacity in some of the online courses you offer and could

use the additional revenue from filling those seats? Are there online courses you would like to make available to your students but don't have the resources or expertise to develop them? Do you have students taking online courses elsewhere who later find out that they don't transfer to your institution or that they don't articulate to specific programs? Find out how you can use the Internet Course Exchange (ICE) developed by the Western Interstate Commission for Higher Education, to expand your enrollments and earn additional revenue for your institution, give your students more choices in online courses offered by partner institutions, and your faculty an opportunity to work with their colleagues at institutions nationwide.

Kelley Brandt, Western Interstate Commission for Higher Education

Location: Whittier

Friday Morning Continued

3. The Community College Completion Corps (C4) and CollegeFish.org Experience: Community College Completion & Transfer Preparation Through A New Digital Pathway for Rural Community Colleges & Their Students

This presentation will highlight CollegeFish.org and the Community College Completion Corps (C4), both powered by Phi Theta Kappa and free, innovative, and effective online resources to help enhance student success, completion, and seamless transfer into baccalaureate programs. The programs will be presented in the context of the four s's: Search, Select, Secure, & Succeed, mapping the student's ability to navigate the community college degree credentials while researching and connecting with best fit majors, degree programs, four year colleges and universities for transfer, and transfer scholarship and support.

Jennifer Blalock, CollegeFish.org

Location: Ketchum & Riley

4. Education Guarantee, 10 Steps to Student Success

Faculty, Staff, and Administration worked to develop steps that would ensure students succeed. A pamphlet was developed outlining these steps and information about available resources. Marketed as an "Education Guarantee," a program was developed that promised to allow any student who completed certain steps but earned less than a 2.0 to take any class they received a "D" or "F" in tuition free the next time it was offered. The program and the steps to success are extensively and creatively reinforced. After one year, retention has gone up and not a single student has asked to retake a course tuition-free. Learn how this program was developed and implemented, including other measures designed to reinforce the central message of the "Education Guarantee." Presenters will be the Chancellor and Dean of Academic Affairs at Missouri State University-West Plains.

Dennis Lancaster, the Dean of Academic Affairs for Missouri State University-West Plains
Drew Bennett, Missouri State University

Location: Ballroom North & South

11:00 – 11:15 a.m. Break

11:15 – 12:15 p.m.

Three Workshops Friday Morning

1. College-State Partnership Improves Student Learning and Enhances State Park Experience

Gogebic Community College (GCC), Ironwood, MI, is a rural, comprehensive community college serving the western Upper Peninsula of Michigan. It serves a chronically economically depressed area.

A signature program of GCC is its Ski Area Management Program, a two-year program designed to prepare graduates for work in the winter tourism industry across the nation. Within the college service are is the "crown jewel" of the Michigan Department of Natural

Resources (MDNR) state park system, the Porcupine Mountains Wilderness State Park, or "Porkies." The Porkies offers a variety of outdoor recreational experiences, including camping, hiking, fishing, snowshoeing, and Nordic and downhill skiing. The downhill skiing facility was at one time run at MDNR employees, but as financial conditions required the department to downsize, the facility was operated by contracted vendors. This proved unsuccessful. The area in which the Porkies is located has suffered significant job loss over recent years, and the downhill ski facility is an mainstay of the

Friday Morning Continued

immediate area's winter tourism industry. Successful operation of the facility was deemed critical to the area's economic survival. The MDNR requested that GCC, specifically its Ski Area Management Program, consider contracting with the department to operate the Porkies downhill skiing facility. The college's ski program staff are recognized regionally and nationally for their expertise. In reviewing this proposed partnership, it was determined that the several of the college's goals (enhancing student learning, supporting regional economic and workforce development, and partnering to improve opportunities and become more cost-effective) were consistent with several MDNR park system goals (promotion of outdoor recreational opportunities that support economic development, reduce costs and become more cost-effective, and partnering with other organizations to improve service delivery), and the opportunity became a reality.

James Lorensen, Gobebe Community College

Location: Simonds

2. Successful Concurrent/Dual Enrollment Programs: An EXCELerate program in Oklahoma

The workshop will present the findings of a successful collaborative effort with the Oklahoma State Regents for Higher Education (OSPRE), Tulsa Community College (TCC) and two local high schools, Tulsa Public Schools (TPS) and Union Public Schools (UPS). This effort is known as EXCELerate, a 5-semester dual enrollment pilot program that received state policy exceptions for junior and seniors to enroll in dual enrollment courses and supportive resources from the participating agencies, TCC, TPS and UPS. Although Oklahomans may consider Tulsa an urban community, the region served by TCC is rural. The purpose of the pilot

project was to provide juniors and seniors access to college courses. Three perceived major barriers eliminated were state policy, financial issues and transportation. The results demonstrated that over 87% of the juniors and seniors persisted over the semesters and enrollment tripled among first-generation, ethnic minority and/or low socioeconomic students. The presentation will include a power point presentation with plenty of time for discussion. The workshop is intended for other community college administrators to reflect and brainstorm how similar strategies can be applied in their own communities in providing gateway courses to high school students.

Juanita Gamez Vargas, Ph.D., University of Oklahoma

Rick Roach, Tulsa Community College

Location: Whittier

3. Distance Learning: Strategies for Supporting the Completion Agenda for Students from Rural Community Colleges

This interactive panel discussion will reveal the techniques used by institutions that have successfully implemented methods to retain and motivate online learners for many years. Strategies used from pre-enrollment to course completion will be revealed. Many of these techniques have applicability to the students enrolled in online learning programs in rural colleges.

Dr. Beth Hagan, Community College Baccalaureate Association

Dr. Linda Garcia, Ph.D., National American University

Lisa LaVigna, Excelsior College

Dr. Jimmy Middlebrook, Walden University

Dr. Bob Rustad, Western Governors University

Location: Ketchum & Riley

12:30 – 1:30 p.m. Luncheon Keynote

How Exceptional Community Colleges Achieve High Levels of Student Success

In 2011 and 2013, the Aspen Institute ran year-long processes that culminated in the award of the \$1 million Aspen Prize for Community College Excellence. This session will explore the lessons learned

from the Prize process, reflecting what expert researchers and practitioners working with Aspen identified as the most important ways exceptional community colleges achieved high and improving levels of student success in learning, completion, transfer, and post-graduation labor market outcomes.

Joshua Wyner, Executive Director, College Excellence Program, The Aspen Institute

Location: Ballroom 3

1:30 – 2:00 p.m. **Dessert with Exhibitors**

Location: Summit Exhibit Causeway

2:00 – 3:00 p.m.

Three Workshops Friday Afternoon

1. Building a Firm Foundation and Cohesion Through Collaboration

Strategic planning, re-accreditation, the Quality Enhancement Plan (QEP), Achieving the Dream, Aspen Prize nomination, new capital projects, building renovations and restorations after a tornado— how do you make these come together in a comprehensive, manageable format that leads to innovation and accountability? Come to this session and see how Wallace State Community College is focusing efforts and resources to do just this. Since becoming an Achieving the Dream 2012 cohort member and developing topics for the QEP in preparation for reaffirmation in 2014, the college undertook a six-month series of collaborative meetings leading to the finalization of a simple but comprehensive five-year strategic plan. This plan reflects the confluence of a multiplicity of objectives built around foundational concepts: O'Banion's intentionality and the college as a franchise.

Johnny McMoy, Wallace State Community College

Location: Simonds

2. Factors Influencing College Choice – A Study of Student in Agriculture Programs

This presentation provides an overview of a research study that examined factors that influence college choice for students who recently enrolled in agriculture programs at a four-year land grant university as compared to recently enrolled students in agriculture programs at public rural community colleges.

The study focused on student characteristics, the influence of significant persons, efforts of the

institution to communicate with students, and fixed college characteristics, in terms of their influence on student choice of institution. Each postsecondary institution invests heavily in recruitment efforts, investing time, effort, and financial efforts. Most institutions are constantly revising their recruitment strategies to best deliver the benefits and assets of their institution to perspective students; however these decisions are rarely based on empirical information. This presentation will help to provide insight into which marketing and recruitment processes are reported by students as most influential and/or useful, as based on an analysis of this study.

Shannon Cunningham, Northeastern Oklahoma A & M College in Miami

Location: Whittier

3. Development of a State-Wide Associate-Degree Nursing (AND) Common Curriculum

With the release of the IOM reports and the recommendation to increase the percentage of nurses with a BSN, the Community and Technical Colleges in the state of West Virginia (WV) joined forces to develop a statewide common curriculum for Associate Degree Nursing. The need to transform associate degree nursing education in the state of WV to better prepare graduates to safely and competently provide nursing care in the 21st century; as well as, providing a quality program for a seamless transition to baccalaureate nursing education was recognized. This workshop will describe the stakeholders involved in the initial discussions of the idea and outline the steps involved with program and curriculum development. Challenges that were met, in

addition to suggestions to overcome the barriers will be identified.

Pamela Alderman, EdD, MSN, RN, Southern West Virginia Community and Technical College

Rose Beebe, EdD, MS, RN, OCN, West Virginia University of Parkersburg

Location: Ketchum & Riley

3:15 – 4:15 p.m.

Three Workshops Friday Afternoon

1. College Offering of Farm Business Management – Strengthening Rural Colleges and Rural Economies

Community colleges are positioned to add strength to their local economy through educating their local agriculture producers.

Farming and ranching are often overlooked as the economic base of rural economies. In Utah, the farms and ranches enrolled in farm business management each contribute over \$600,000 to the local economy. Additionally, a college with Farm Business Management has synergistic connection to the real agriculture world for the traditional college student enrolled agriculture classes.

Jay Olsen, Snow College

Location: Whittier

2. The Pell Grant, a Conversation with Frank Mensel

Frank will discuss the past, present, and future of the Pell grant and its importance to rural

community colleges and how the colleges can leverage their support for the Pell Grant.

Frank Mensel

Location: Ketchum & Riley

3. Using the Rural Assistance Center (RAC) to Find Resources for Your College, Your Community and Your Curriculum

The Rural Assistance Center serves as a national "information portal" for rural health and human services issues. RAC helps rural communities access the full range of available programs, funding and research that can enable them to provide quality health and human services to rural residents. RAC also provides resources to promote rural community and economic development. This session will familiarize participants with the services and resources available through the Rural Assistance Center.

Kathleen Spencer MS, MLS, Rural Assistance Center

Location: Ballroom North & South

5:00 p.m. Evening Reception with Exhibitors

Location: Summit Exhibit Causeway

6:00 p.m. Awards Banquet – Keynote Speaker

Steve Kreidler, University of Denver

Wine Sponsor: Yavapai College

Location: Ballroom 3

Mark Your Calendars

2014 Rural Community College Alliance Conference

September 24 – 26, 2014

Prescott Resort & Conference Center, Prescott Arizona

Have a Safe Trip ~ See You Next Year