

Northwest College

Prospective Core Idea Options

Elements of a Prospective Core Idea

- **Target Students** - Who is the target audience?
- **Problem/Need** - What is the problem or need that the target audience is experiencing?
- **Assets to be Leveraged** – What unique asset(s) do you think the College can leverage to help meet a problem or need?
- **Solution/Offering** - Given the institution's unique assets you identified, what solutions or offering do you think can help the target audience fulfill its need(s) or solve its problem(s)?

Overview of Prospect Core Idea Options

1) Target Audience

- Demographic & Geographic
 - Individuals who do not live in the GYE (out of state, in-state)
 - Out-of-state students
 - Working adults
 - Individuals in lower-wage positions such as retail, manufacturing, or other service industries
- Motivational
 - Inquisitive students
 - Older, retired individuals who live out of state (looking to travel & interested in education)
 - Learners of GYE and people who want to use GYE to enhance their education
- Niche
 - Small business owners and associated employees

2) Problem/Need of Prospect Students/Customers

- Financial & Logistical
 - Interested in remaining close to home to manage costs, but values travel, adventure, and outdoor experiences
- Interest-based / Experiential
 - Want a small-school experience

- Interested in outdoor adventure
- Involved in outdoor adventure in states without comparable natural features as Yellowstone
- Seeking personal fulfillment experiences while traveling (cross-country & national parks)
- Personal Values Driven
 - Who are socially and ecologically conscious and have an interest in STEM
- Career-Centric
 - In need of career-ready credentials
 - Increase earning potential and upgrade skills
 - Who are looking to upgrade their skills, but are saddled with family/life commitments
 - Who are interested in enhancing their skills and increasing earning potential
 - Who do not have the skills needed to continue to support successful operation of their businesses, especially after COVID-19 and employees who do not know they may need upskilling

3) Unique Assets

- Contextual Assets
 - Greater Yellowstone landscape
 - Wyoming's Wild West culture/landscape
 - Industries and occupations around Greater Yellowstone Ecosystem
- Human Resources (Internal and External)
 - Approach to individualized instruction
 - Strong core of faculty interested in interdisciplinary teaching
 - Student-centered faculty and staff
 - Historically strong alumni base placed in competitive jobs
 - Recent experiences with COVID and remote learning
- Operational Assets
 - Strong career advising structure
 - Online and remote learning infrastructure
 - Existing vocational and career training programs
- Strategic Assets
 - Commitment to academic innovation
 - Student success metrics and measures
- Material Assets
 - Available residential facilities during off-peak times

4) Solutions/Offerings

- Learning and Teaching Methodologies
 - Personalized attention and experiential learning
 - Combined residential, applied, and experiential learning opportunities
 - Experiencing recreational, scenic, and scientific learning opportunities
 - Hands-on experiences and real-world-on-the-job training
 - Hybrid instruction that combines active online learning experiences with on-site experiential learning opportunities (low-residency, field research, hands-on vocational)
- Structural Solutions
 - On-ramps/pathways to working opportunities
 - Targeted and seamless enrollment pathways
 - Block scheduling
- New Academic Programs
 - Interdisciplinary learning programs that address and solve environmental (or social-problem specific) issues (renewable energy, sustainability, conservation)
 - Develop online vocational programs with modular pathways to degrees and flexible payment options
 - Micro-credentials/digital badges
- Student Services
 - Cradle-to-grave career development model that is fully integrated in admissions, advising, and the curriculum. (Supporting students from early exploration in high school to post-transfer/degree career advising and services)
- Partnership-Based Solutions
 - Establish a tiered subscription-based HR collaborative with small businesses in NWC service area to provide training and skills development in key small business areas (marketing, finance, IT, operations, sales) and create pathways for adult learners to enroll
 - Create educational travel experiences in history, writing, and the sciences at Yellowstone National Park

Summary Table of Disaggregated Statements

Statement No.	Target Audience	Problem/Need	Solution/ Offering	Unique Assets
1	Inquisitive students	Want a small-school experience	Experiential learning	NWC's approach to individualized instruction

2	Students seeking to expand their skills in all stages of life		Personalized attention and experiential learning	Greater Yellowstone landscape and Wyoming's western heritage
3	Learners of GYE and people who want to use GYE to enhance their education	Interest in outdoor adventure	Experiencing recreational, scenic, and scientific learning opportunities	Yellowstone landscape
4	Students of all ages	In need of career-ready credentials	Hands-on experiences and real-world-on-the-job training	Student-centered faculty and staff; Wild West culture/landscape
5	Students of all ages	In need of career-ready credentials	On-ramps/pathways to working opportunities	Industries and occupations around Greater Yellowstone Ecosystem
6	Out-of-state students	Involved in outdoor adventure in states without comparable natural features as Yellowstone	Combined residential, applied, and experiential learning opportunities	Greater Yellowstone Ecosystem, Faculty interest & commitment to experiential learning
7	Traditional aged students who live in and outside of Wyoming	Who are socially and ecologically conscious and have an interest in STEM	Interdisciplinary learning opportunities that address and solve environmental (or social-problem specific) issues	Strong core of faculty interested in interdisciplinary teaching; Access to Yellowstone Ecosystem; Commitment to academic innovation
8	Working individuals	Who are looking to upgrade their skills, but are saddled with family/life commitments	Block scheduling, targeted and seamless enrollment pathways, and micro-credentials/digital badges	Institution's commitment to academic innovation, student success, and enrollment.

9	Individuals of all ages	Who are interested in enhancing their skills and increasing earning potential	Cradle-to-grave career development model that is fully integrated in admissions, advising, and the curriculum. (Supporting students from early exploration in high school to post-transfer/degree career advising and services)	Historically strong alumni base placed in competitive jobs; strong career advising structure; and academic innovation.
10	Individuals who do not live in the GYE (out of state, in-state)	Interested in remaining close to home to manage costs, but values travel, adventure, and outdoor experiences	Hybrid instruction that combines active online learning experiences with on-site experiential learning opportunities	Faculty interest in individualized approach to education; Yellowstone GYE; Residential facilities during off-peak times; Online learning infrastructure already built
11	Individuals in lower-wage positions such as retail, manufacturing, or service industries	Increase earning potential and upgrade skills	Develop online vocational programs with modular pathways to degrees and flexible payment options	Online learning infrastructure; existing vocational programs; recent experiences with COVID and remote learning
12	Small business owners and associate employees	Who do not have the skills needed to continue to support successful operation of their businesses, especially after	Establish a tiered subscription-based HR collaborative with small businesses in NWC service area to provide training and skills development in key small business areas	Supportive community engagement; large number of small businesses throughout the region

		COVID-19 and employees who do not know they may need upskilling	(marketing, finance, IT, operations, sales) and create pathways for adult learners to enroll	
13	Older, retired individuals who live out of state	Seeking personal fulfillment experiences while traveling	Create educational travel experiences in history, writing, and the sciences at Yellowstone National Park	Connection to Yellowstone; faculty with expertise in subject areas relevant to Yellowstone Ecosystem; residential housing

Submitted Statements by Advisory Team

- 1) Northwest College provides inquisitive students who want a small-school experience with experiential learning using individualized instruction.
- 2) NWC provides degree programs, career training and life-long education for students of all ages with personal attention and experiential learning enriched by the greater Yellowstone landscape and Wyoming’s western heritage.
- 3) Learners of the GYE (Greater Yellowstone Ecosystem) and people who want to use the GYE to enhance their education through experiencing the recreational, scenic and scientific characteristics of the GYE.
- 4) Northwest College provides its students and community, who are in search of career ready credentials, with student-centered faculty and staff, hands-on experiences, and real-world on-the-job training all while partaking in a wild west experience.
- 5) Students who are in search of career ready credentials, will obtain experiences through work in the GYE.
- 6) NWC provides students who don’t have the bounty of natural resources available in their home area with a residential experience that provides applied and experiential learning opportunities.
- 7) Northwest College provides traditional aged students who live across the country and are socially and ecologically minded with inter-disciplinary learning opportunities using the region’s rich natural history, cultural history, and the College’s liberal arts core.
- 8) Northwest College provides students who experience the heavy demands of work and family responsibilities with block scheduling, targeted and seamless enrollment pathways, and micro-credentials that makes a degree achievable by leveraging our

institution's strategic commitment to academic innovation, student success, and enrollment.