

Northwest College

Future Summit Impact Statements

Renaming and Rebranding the College – 44 votes

Academic Programs and Delivery Redesign – 31 votes

Workforce and Community Partnerships – 31 votes

Experiential/Applied/Hands-On Learning – 26 votes

Marketing/Visibility/Awareness/Community Engagement – 17 votes

Miscellaneous Themed Votes – 7 votes

Statement	V/OS?	Votes	
Students are increasingly searching online and thinking globally. Given a more and more digital future, rebranding will help differentiate us and stand out from other colleges by featuring our unique geographic location. Creating more pride will drive student registration.	V	20	R
Change name to Yellowstone College that connects us with a sense of place.	OG	10	R
Need for greater evidence of skills from students. Internships for every degree.	OG	9	E
Employers want work-ready employees, so NWC should try to promote opportunities for hands-on experience.	V	8	E
NWC is a generic college name. A more distinct name would enhance marketing opportunities.	V	7	R
NWC's remote location requires us to look within and beyond the local area for partnerships so that NWC can remotely connect students with opportunities	V	7	W
Successful employees need skills in liberal arts areas such as communications, leadership, marketing, accounting. NWC can develop a business skills package to add onto a trades certificate that includes communications, leadership, marketing, accounting competencies.	V	7	A
Northwest College will re-engage our local communities and Big Horn Basin & Southern Montana to better serve the needs of communities.	OG	7	M
Development of partnerships with local public and private entities. Students will gain specific skills and work experience and ultimately contribute to the local workforce and economy.	OG	7	W
Big Horn Basin has a need for skilled tradespeople due to the aging workforce. NWC has curriculum programs to meet necessary (local) trades skills – HVAC, Plumbing, Electrical, Healthcare, IT.	V	6	A
NWC has opportunities to expand its relationships with local businesses and potential students by becoming informed of local	V	6	W

business and population needs. Alumni can support this from a variety of locations. To not do so may impact enrollment and NWC's ability to attract enrollments and support communities. The alumni can play a positive role in recruiting and partnering with local businesses in their respective communities.			
Engage in greater storytelling about the unique assets that NWC has such as the West, the "place," the people and legacy (e.g., recreation, quality of life, Heart Mountain, Yellowstone NP, Buffalo Bill Museum)	OG	6	M
If the college is in decline, the community suffers. We can work with the community to identify specific needs (resource needs, etc.), increase enrollment, and develop partnerships that create workforce opportunities.	OG	6	W
Students increasingly demonstrate preference for shorter and more flexible course delivery options. NWC needs to offer a variety of course schedule and format options.	OG	5	A
Experiential education: emphasis on partnerships, internships, and experiential learning opportunities combined with academics	OG	5	E
What students want and need are two different things. We can offer them regional adventure, while preparing them for the next steps (such as transfer or employment).	OG	4	E
Refocus and rebranding with emphasis on key academic programs that allow the College to more easily focus.	OG	4	R
Fiscal needs will continue to be a challenge. NWC has a supportive and healthy Foundation which can be tapped to support needs; our Foundation provides a unique area of support for NWC (i.e support non-traditional students with scholarships); opportunity to change the parameters of donation agreements to support operational needs (this would require significant procedural changes)	V	3	V
Northwest College is difficult to understand who we are. By rebranding to Yellowstone college we capitalize on our location and the ability to be the gateway to the experience.	V	3	R
NWC should re-invigorate liberal arts/pathway to workforce development.	OG	3	A
Institutional accountability for program/commitment including non-degree certifications and credentialing programs.	OG	3	A
Create partnerships with Yellowstone National Park, local business, and Xanterra that open new opportunities, validity, and recognition.	OG	3	W
Online class structure will demand more variety for transfer credits. By offering low tuition and small community size, students can obtain associate degree credits that are easily transferrable. By offering shorter attainment opportunities of skills/certificates/job enhancement and attainment. The close relationship in the community provides a degree with real life experiences making graduates more attractive to future employers	V	2	A
CEU's are going to continue to increase in demand for a variety of professions. NWC can service online or on-campus opportunities for professionals in the region.	V	2	A

Wyoming's need for increased credentialing means that NWC will need to offer more opportunities for online learning or alternatively scheduled classes.	V	2	A
Establish presence, especially at high schools and engage with local communities.	OG	2	M
Follow scholarship award process in order to reallocate unused scholarships to marketing. (Leverage financial aid to market to students)	OG	2	V
Decreasing numbers of high school graduates means that NWC will need to appeal to more adult students.	V	1	V
NWC will not have revenue streams that have been available in the past. Lack of revenue forces transformation of educational delivery; opportunity to identify areas of program growth and change.	V	1	A
Reduced state funding will have a significant impact on the future of NWC. NWC should use this opportunity to develop some community partnerships and internships.	V	1	W
Community members are not aware of all the programs, especially workforce programs. Partnerships and advertising can increase awareness of NWC's offerings.	OG	1	M
Establish partnerships with small businesses/K-12/healthcare/hospitality	OG	1	W
Keep sports in community for outreach.	OG	1	M
Institution needs to sell their products across the board	OG	1	V
There is an increasing demand by students for online learning. Creating more online opportunities for students will help reach more students and increase enrollment.	√	0	
Local employers need training opportunities for their employees and potential employees. NWC has the opportunity to become the trainer of choice for local employers.	√	0	
A goal has been set by the WY Gov for 65% of the population to have credentials. Not understanding and adapting to this need will result in a loss in potential enrollment.	√	0	
New modality for learning will be online, hybrid rather than all face to face. Increased online/hybrid learning will affect housing and campus services in the future; the opportunity to re-purpose campus facilities; need to fund/increase IT capabilities to support online/hybrid learning	√	0	
NWC students are more digitally oriented. We should use social media to meet students where they are at and to leverage more recruitment opportunities.	√	0	
There is an increasing demand by students looking for non-degree opportunities, like certificates or training programs. NWC has an opportunity to leverage this demand that can help increase enrollment.	√	0	