

The Future of NWC Community Summit 2020

September 10, 2020

8:00am – 12:00pm

Yellowstone Building Conference Center



**Welcome
Carey Miller**

**Communications and Marketing Director
Northwest College**

**Chair
The Future of NWC Steering Committee**



**Welcome
Mr. Dustin Spomer**

**President
Northwest College Board of Trustees**



**Welcome
Dr. Stefani Hicswa**

**President
Northwest College**



Introduction of Colleen Falkenstern

**Lisa Watson
Vice President
Administrative Services and Finance**



Enrollment Opportunities for Adult, Minority, and International Students

Colleen Falkenstern
Research Analyst

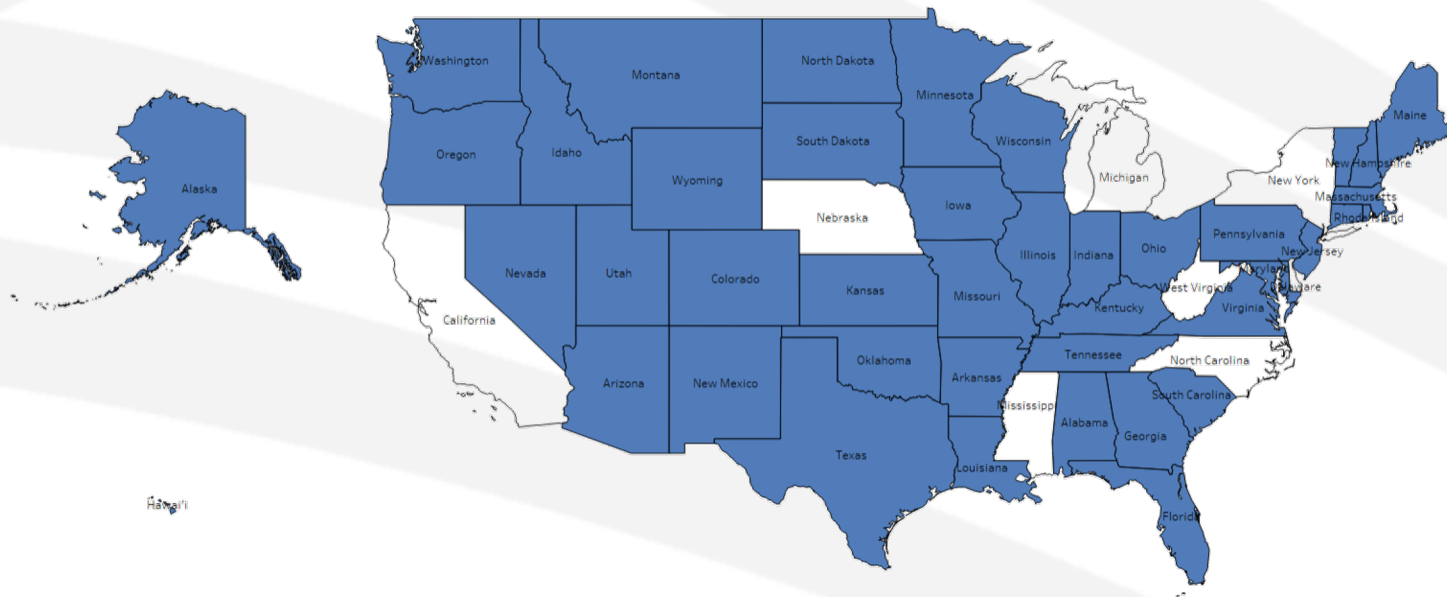
Western Interstate Commission for Higher Education
(WICHE)



A stylized, light gray graphic of a mountain range with two peaks, positioned in the upper half of the page. The lines are thick and the overall style is minimalist and modern.

The State of Attainment in Wyoming: Postsecondary Attainment Goals

States with Attainment Goals



Source: Lumina Foundation, Stronger Nation 2018

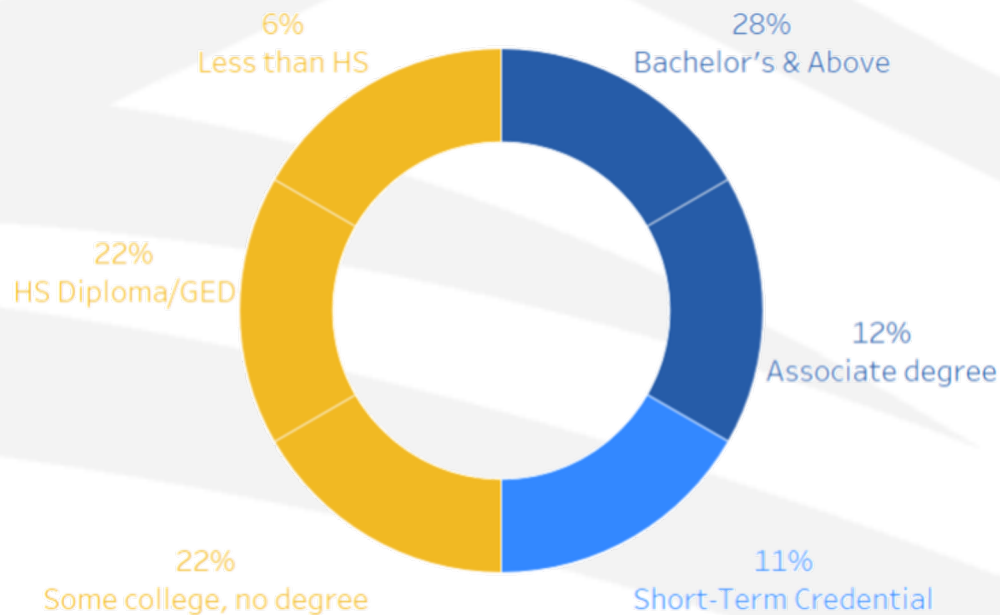
WICHE Task Force on Closing Postsecondary Attainment Gaps

- Catalyze state-level progress towards closing attainment gaps in the West
- Inter- and intra-state collaboration focused on identifying and developing action plans for closing postsecondary attainment gaps
- Educational Attainment Executive Council (EAEC) charged with leading Wyoming's attainment work and develop 5- and 10-year plans for the state's attainment goal

Wyoming Attainment Goals

- **67%** of 25-64 year-olds will have a postsecondary credential **by 2025**
- **82%** of 25-64 year-olds will have a postsecondary credential **by 2040**

Current Attainment and Outcomes

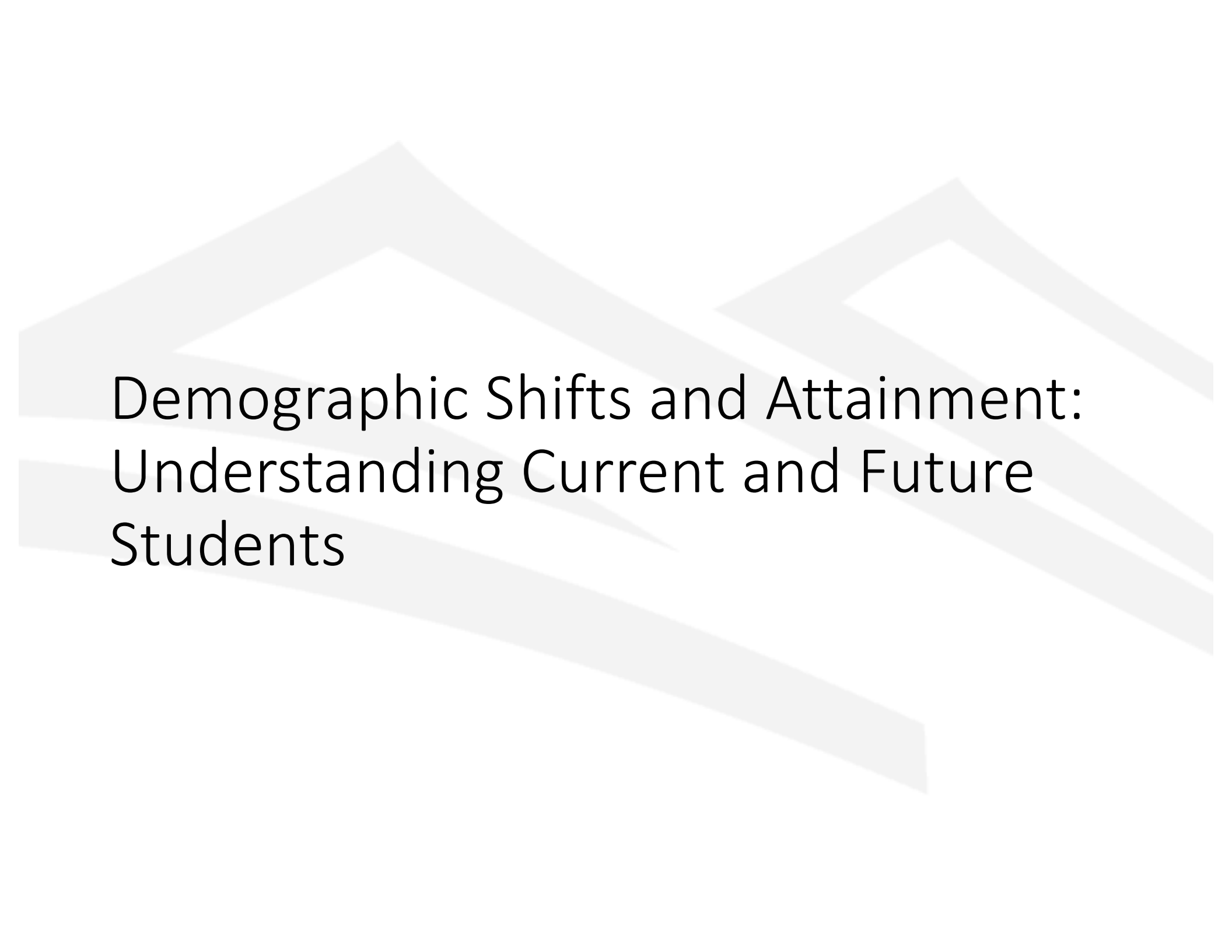


Key Takeaways:

- **50.5%** of Wyoming adults have short-term credential or degree
- For every 100 9th graders, **79** graduate from high school (US average = 83)
- **56%** of Wyoming high school students enroll directly in college (US Average = 63%)

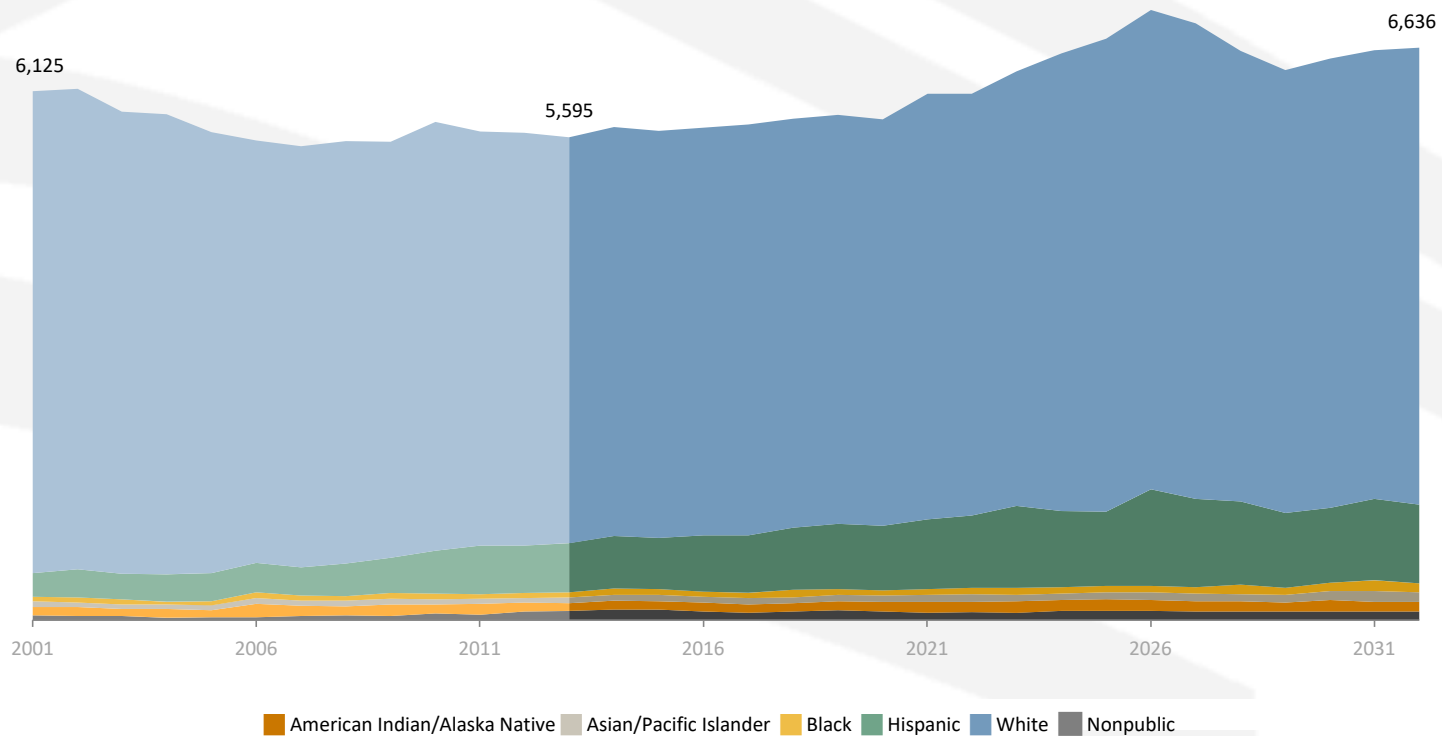
Sources: Lumina Foundation, Stronger Nation, 2018. U.S. Department of Education, Office of Elementary and Secondary Education, Consolidated State Performance Report, 2014–15. See Digest of Education Statistics 2016, table 219.46; WICHE, Knocking at the College Door: Projections of High School Graduates, 2016 (Extraction 12-28-16); NCES, IPEDS Fall 2016 Residence & Migration Enrollment File; ef2016_c Provisional Release Data File. NCES, IPEDS Fall 2016 Retention Rate File; ef2016_d Provisional Release Data File. NCES, IPEDS 2015-16 Graduation Rate File; gr2016 Provisional Release Data File. Source: Western Interstate Commission for Higher Education, Knocking at the College Door: Projections of High School Graduates, 2016; NCES, IPEDS Fall 2016 Residency and Migration File; ef2016c Provisional Release Data File.

Note: Actual high school graduate numbers for 2016 not available from NCES Common Core of Data. WICHE High School Graduate Projections for 2016 substituted.



Demographic Shifts and Attainment: Understanding Current and Future Students

Wyoming High School Graduates: Actuals (2000-01 to 2012-13) and Projected (2013-14 to 2031-32)



Source: WICHE, Knocking at the College Door: Projections of High School Graduates, 2016

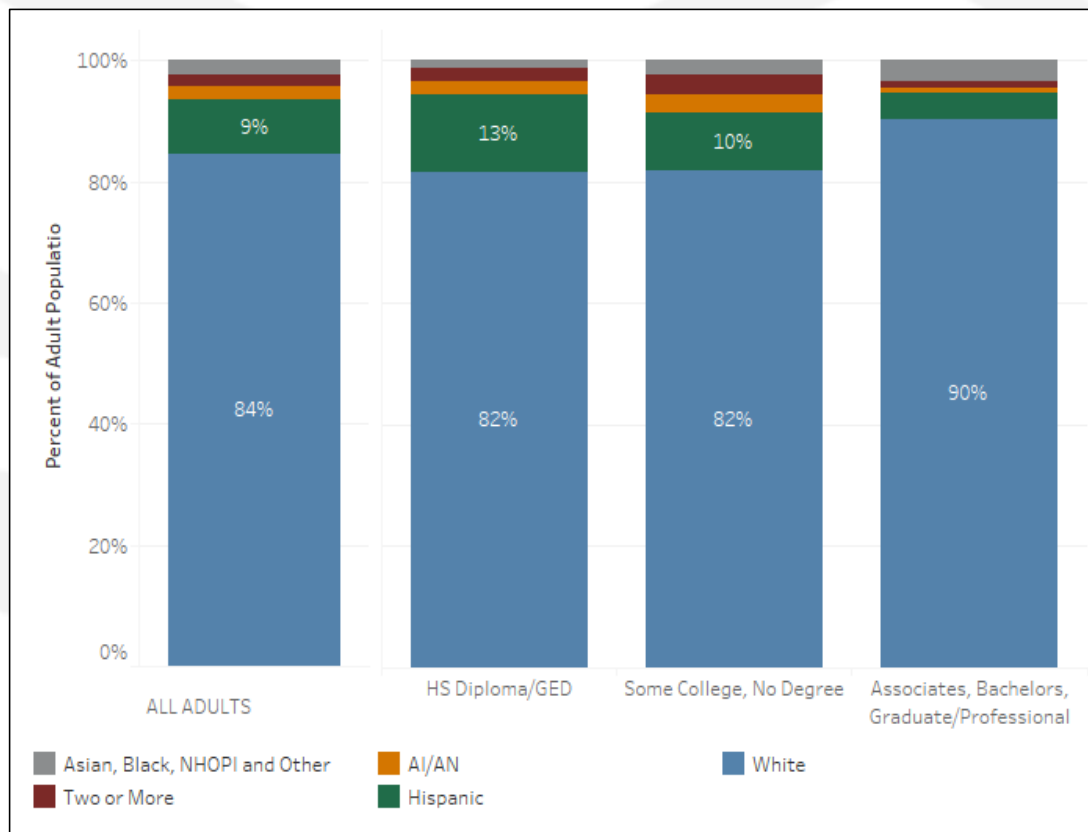
Adult Population in Wyoming

75,590

adults have some college experience but no degree

82,900

adults have a high school diploma but no college experience



Source: US Census, American Community Survey, 2018

A stylized, light gray graphic of a mountain range with two peaks, rendered with thick, overlapping lines. The mountains are positioned in the background, behind the text.

Next Steps in Wyoming: 5- and 10-Year Plan

Four Focus Areas of the Next 5 to 10 Years

- **Alignment of Workforce, Workplace, and Postsecondary Programs**
 - *Reduce gaps between supply and demand of high priority/high demand occupations/skills*
- **Access and Infrastructure for Recruitment, Retention, and Completion**
 - *Increase degree completion and time to degree*
- **Funding and Affordability**
 - *Make college affordable for all students and increase production*
- **College-Going Culture**
 - *Increase graduation rates, matriculation rates, and adult participation rates*

The background features several overlapping, light gray geometric shapes, primarily triangles and quadrilaterals, arranged in a way that creates a sense of depth and movement. These shapes are semi-transparent and layered, with some appearing to be in front of others.

Contact:

Colleen Falkenstern, Research Analyst
cfalkenstern@wiche.edu

Introduction of Dr. Jim Owston

**Mark Wurzel
Vice President and Secretary
Northwest College Board of Trustees**



Leveraging Wyoming's Natural Beauty and Surroundings for Institutional Differentiation

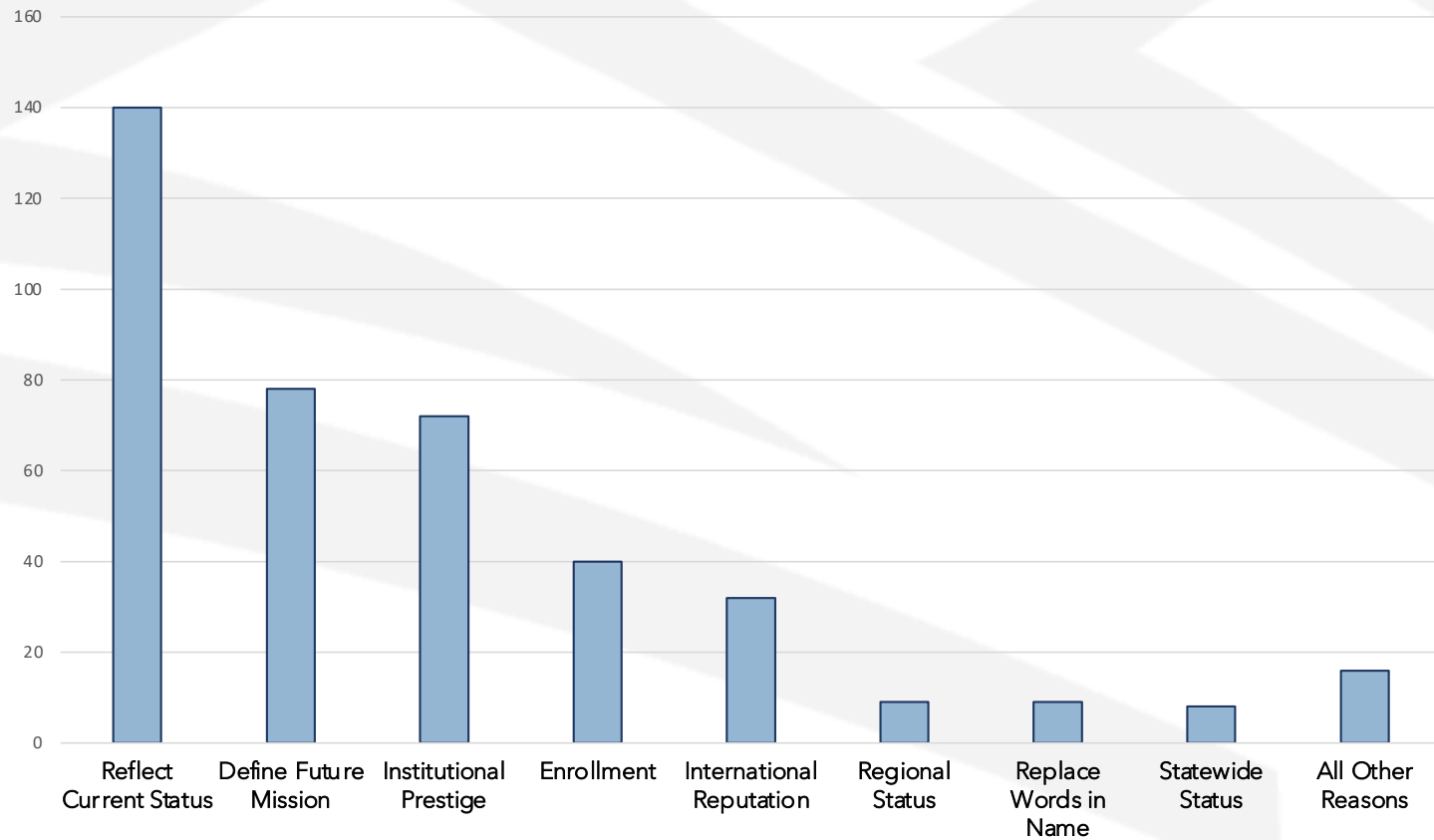
Dr. Jim Owston
Associate Provost of Extended Learning
Professor of Mass Communication
Alderson Broaddus University





Transformation Leads to Rebranding

Why Institutions Rebrand



Reasons Must Be Compelling

- There can be multiple reasons – transformation must be obvious
- Double-double directional names create identity problems
 - According to the Higher Education Directory

Southwestern – 22

Northwest – 21

Southwest – 20

Northeast – 13

Northwestern – 11

North Central – 10

South Central – 8

Northeastern – 8

Southeast – 6

Transformational/Rebranding Stories

- Key stakeholders must be involved:
 - Alumni – Case Western Reserve University
 - Students – Mary Washington College
 - Community – Beckley College
 - Everyone – Mountain State University

Stakeholders Must Be Involved

- Northeast Missouri State University – Truman State University 1996
 - Transformed by changing mission
 - Assessed academic programs
 - Became more selective
 - Abandoned double-direction moniker for local name.
 - Promoted small class sizes
 - Number one regional university in the Midwest

Introduction of Edward DesPlas

**Dr. Greg Thomas
Dean of Student Learning
Northwest College**



Centering Academic Innovation as a Source of Competitive Advantage

Edward DesPlas
Executive Vice President
San Juan College

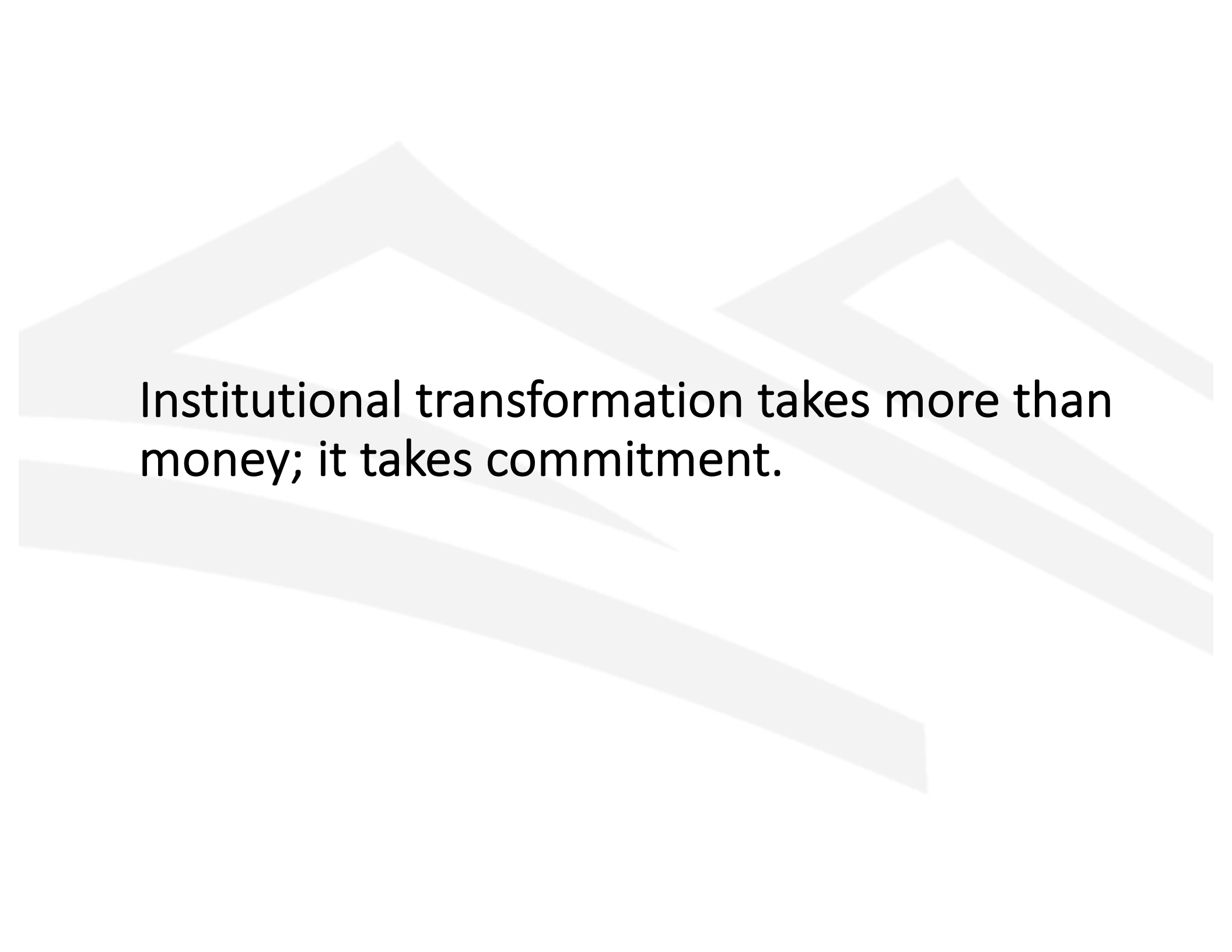


Trends Influencing Academic Innovation and Impacting Competitive Advantage

- Online Education (no surprise here)
- Hybrid Programs (still, no surprise)
- More Collaboration between Education, Other Institutions and Employers
- Strong interest in Non-Degree Programs

Improving Competitive Advantage

- Product differentiation
- More direct and expeditious Pathways to completion and then transfer into higher degree programs and/or employment
- Soft Skills



Institutional transformation takes more than money; it takes commitment.

Introduction of Dr. Gary Daynes

**Dr. Michael Cuddy
Associate Professor of Chemistry
Northwest College**



Power of Partnerships: Aligning K-12, Industry, Colleges and Community for Long-Term Success

Dr. Gary Daynes
Provost and Vice President for Academic Affairs
Barton College



The question “Do you like barbeque?”



Is really asking...



The thesis of this talk is...

- If you want to create partnerships that are good for Northwest College, choose Parker's (or Marty's) over Heinz

OR

- "If we could think locally, we would do far better than we are doing now. The right local questions and answers will be the right global ones. The Amish question "What will this do to our community?" tends toward the right answer for the world." (W. Berry, "[Out of your car, off your horse](#)," *The Atlantic*, Feb. 1991.

Types of partnerships for Northwest College's particular context

- Liberal arts
- Mom and pop
- Place-based
- Agenda-setting

Break



Breakout Sessions



Break



Summit Summary

**Justin Norris, J.D.
Portfolio Executive Leader
CampusWorks**



What Happens Next

**Dr. Stefani Hicswa
President**

Northwest College



Thank you for your participation in today's Summit!

Carey Miller

Chair, The Future of NWC Steering Committee

carey.miller@nwc.edu

307-754-6114 | ORB 123D

