

**AQIP Economic Development Team: Meeting 1: Summer 2009: 07/17/2009: 2
p.m.-3 p.m.**

Introductions

Diane Burke: Co-Facilitator of AQIP Economic Development Team and Dean of Applied Technologies

David Licht: Career Analyst (Work Keys) and Job Profiler

Gayle McIntrye: Technical Support Technician and Instructor

Marla Cox: Job Connections and Vice President of Student Services, working with employers to post jobs to CNM students

Martin Waller: Director of Workforce Training Center Business Development

Jim Berry: Director of Metals and Transportation Technology Programs

William Barr: Communication & Marketing Manager

Margie Barnett: Space Management Coordinator, reports to Associate Vice President, Astra Project

Clint Ewell: Executive Director of Planning, Budget and Institutional Research

Nicolas Spezza: Dean of Health, Wellness and Public Safety

Samantha Bousliman: Executive Assistant to the President

Gilbert Escarcida: Senior Research Analyst: Planning, Budget and Institutional Research

Paula Fisher: Associate Dean, Workforce Training Center

Dana Herrera-Jennings: Part-Time Instructor, Department of SAGE

Not in Attendance

Michael Schalip: Manager of Computer Services, Informational Technology Services

Kimberly Rocherford: Director of Accounting

ORIGIN OF AQIP ECONOMIC DEVELOPMENT TEAM

Diane Burke discusses meeting with team sponsor Kathy Bercaw and the timeline for the team to make recommendations, which will be from Summer, 09-Spring, 10.

- We are a Task Team for economic development
- Team was voted on by CNM as one of the four AQIP teams
- There is not a system in place for community requests for new programs and economic development. The role of the team is to have different perspectives and work skills of brought to bear on issues for the college.
- We are a recommending body, not a decision making body

Paula: If we are missing a representative than we can grow the team.

SPONSORSHIP and GENERAL MEETING TIMELINE

Diane: Meeting with team sponsor Kathy Bercaw covered how we saw the team and different approaches. First Meeting: Charter, Who should be on the team, process.

Second Meeting: Informal Panel. August: Percolate. When we get back in September we can get to work.

AQIP TEAM BEST PRACTICES:

Diane Burke: Informal panel to talk about complexity and competing interests when we talk about building this model, such as selling Albuquerque and economic development during times of expansion.

Different perspectives of the budget look at where to put new programs, at the Workforce Training Center for contract, Schools credit programs, or for FTE. Site Selection: J-Tip Funding to build workforce, state incentive funding or free career technical on the credit side.

Space issues. As enrollment goals, classrooms as well as technical labs. How do we at CNM have a system for analyzing these requests and then being responsive, instead of responding first? What is the model for responding that is cross functional within the college? Academic, administrators, community partners on advisory committees, how do we have a system that support us individually and completely?

Next Session: Call together some of those players to talks to us about their perspective. Economic Development, A Company, Exec Team Requests, Board Members that come in. We all wanting to be responsive, but then what?

Marty: What is economic development?

Diane: I hope at some point, maybe we should really look at what does that mean and to look at that?

Nicolas: Are we looking at a screening process for new requests, or are we looking how our portfolio is managed on how to grow our communities?

REVIEW OF GOALS OF THE AQIP CHARTER

Dana Herrera-Jennings: Reviewed Goals in the AQIP CHARTER:

Paula: Reviewed C. Action Project Commitment Declaration: 9 Categories.

Clint: Described Rationale in Charter.

Diane: Discussed E. & F. in charter. Is there anyone we are missing at the table, in perspective or person?

Nicolas: Foundation

Diane: Economic Stimulus and Green Development.

Samantha: Presidents Office, Marketing Division.

Diane: F. In Charter. Similar question: Are other processes critically affected?

Marty: I'm not sure if this fits in strategic process - I think almost training. How are we going to respond? Internal Communication and Education.

Samantha: Our marketing media campaigns could be communication-marketing campaigns.

Gayle: Along what Marty was saying, part is communication and part is culture. The culture is evolving into a Service Culture. It isn't wrong to say I don't know, but I will find that out. To take that responsibility to find out no matter who you are.

Gayle: It truly is a service attitude. A point of view, you are the person I want to satisfy.

Sam: We also have the ambassador program. The intent of that training is that it is okay to say I don't know, but I will find out.

Clint: Is this one of the deliverables?

Diane: Right now I'm just trying to craft the other bullet points. Process Measures To Track G. in our Charter.

Nicolas: I keep thinking as program review as part of this because that is our portfolio review as far as CNM is concerned.

Diane: Do you want to put it under the Critical Processes?

Nicolas: Program Review: The yearly assessment that we do of programs of study, mostly applicable to the career technical programs, we look at enrollment, retentions and graduate rates.

Diane: It has a number of different stages, so every program, including liberal arts, goes through a rotation once every three years. No matter what program you get a deeper look. A threshold every year for minimal standards, if you don't meet them you are automatically up for a deeper look. We can't look at every program every year. The terms are Summer, Fall, Spring past. It gets deeper as we go forward.

Nicolas: The newer programs are often getting hit in this review, so if we are going to give a program a certain period of time, then we have to think about how that fits in our portfolio.

Nicolas: Such as biotechnologies, for two years, now getting "Healthy" they had to be brought along.

Diane Burke: Outcome Measures Charter H.

- Team Objectives: Will start with the panel
- Peer Colleges: Is someone else doing this in a better way? Lets look at their processes
- Development of Processes: How to support that whole process.

Marty: Research on Existing Models: Peer College List used for Marketing. Does anybody have any thoughts about that?

Diane: Who is our peer? Clint how is that developed?

Clint: Defined by the state of New Mexico: All 24 may get a new set of peer institutions. There is nothing to say that for the sake of this project we couldn't go out and look at other Peers.

Diane: I would like the larger definition.

Nicolas: Why are we sticking to peer institutions?

Diane: Suggestions?

Nicolas: If we lock into something that looks like us, we may be limiting ourselves.

Marty: Where could be some organizations that might have examples: Learn: Learning resource network: A network of community colleges, a membership organization and the real expertise is economic development. National Council of Continual Education, National Council of Workforce Training. They all collect a lot of data, a good resource to find answers on outcomes. Learn provides a baseline of over 100 different areas. LearningResourcesNetwork.org.

Diane: People think about economic development in different ways, what is your idea of economic development, or what is your curiosity?

Marty: When I look at it when I'm out there, community improvement really has to do with that growth, keeping our engine going, there is such a period of parts, I always thought of it purely as employment, training employees, recently for me, attending for the past year Leadership Sandoval County, opened up my mind to the area of Civic Engagement. Economic Development was Eclipse or Honeywell or Shatsul, Defense contracts, and all of a sudden I'm up there at Rio rancho, New Civic Center, Town Hall, Government Office, New High School – all taxpayer based. You look at it, but you never look at a high school and arroyos as economic development. Construction with state and federal money. Looking at things from a civic perspective. How to we support hat part of economic development where before I was businesses economic development.

Jim: Volunteered because a company moves in and I think how do we get them the companies we need to be successful.

Bill: I think of it, as we are close to the end point of the educational process, economic development is about helping children decide what they want to do with their lives. So they don't always want to be the same thing and so they don't miss opportunities.

Paula: Ditto, Putting up buildings, responding to grants for renewable energy, I hope to see money flowing in for projects so the students we train have jobs.

Sam: Economic Development from the CNM view, working to positively impact the welfare and development of our community (health & welfare of our community).

Margie: New Mexico is growing in population. The difference is so stark in this economy compared to states with heavy industry. A few states away we have those issues - how people are going to readjust their lives. We don't want to end up like that here in New Mexico. That is why we are all here.

Clint: I think this is one of the two or three things CNM needs to be great at and right behind teacher and learning, anticipating needs hopefully is something we get good at to differentiate ourselves.

Marla: Personal from job connection: I look at it as win/win, it is talking to the employer and hearing what the student says and getting it out into the community and everybody gets a win. Sometimes it is the little things and the communications and it is knowing all the assets available in the community to get people in the right spots.

Nicolas: Organization: Organic process that needs to have a long-term view that is changeable and sustainable. But what I know and what keeps me in my job, it is the young person who has a job and who now has pride. Or the single mother who has a job to support her family. It is the individual stories that sum up into the long-term success. I'm on the team because I get hit with these requests all the time.

Gayle: One is strategic, economic development has to be future focus, short sighted to respond to an opportunity without looking at a future focus. Responsibility, look like great opportunities, but when you look at environmental costs or development costs they are not ideal. City Planning to add to the list.

David: Internal and External economic growth, most job opportunities come in through local opportunities. This is where your jobs come in. We really need to support our local employers, I think we can do that with ECLIPSE, we did a job analysis to build that program – work keys, we need that, it is one way to do that, to help employers to see what they need and define exit. We have a bigger labor forces & new industrial growth. I would suggest New Mexico Terry Talen, Chamber of Commerce, and Hispanic Chamber of Commerce.

Diane: Came to NM 3 years ago. Economic Development, taught Entrepreneurship Marketing, Always the idea that we can make the pie bigger. But I grew up in New York, worked in San Jose, California. Then I moved to New Mexico, which is a totally different thing here. I was surprised by the skewed market place; we have the labs, education but not many good paying jobs. It was a mix to me. I had been in education, but it was in entrepreneurship. We have a great college. If you live here we have scholarships and grants and dedicated teachers. Then the workforce and businesses want to grow, how do we do this in a way that is smarter or strategic rather than just respond, which is one way and just does it with a long-range view.

Jerry: One of the results I have seen with that Eclipse was really not marketable for everyone else. That is one of the things I want to make sure we consider as a group going forward. We train then for one thing and after that it goes away, I would like to have programs that help them move on somewhere else.