

 Welcome

The Changing Role of Trustees as Three National Trends in the Community College Sector Emerge

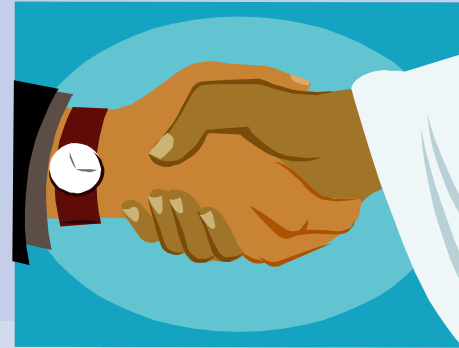
How can we support our boards through such trends?



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Let's Identify the Three Trends

Trend 1: Civic Engagement at
Community Colleges

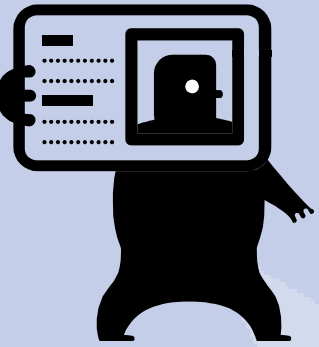


Trend 2: Rapid Enrollment Growth
at Community Colleges



Trend 3: Focus on
Transparency
and
Accountability
of Higher Education





Let's examine these three trends for ourselves by using the DIAD method:

1. Defining the trend
2. Identifying our stakeholders and their roles
3. Accepting our challenges
4. Developing shared strategies for amelioration

QUIZ

True or False

Trend 1: Civic Engagement at Community Colleges

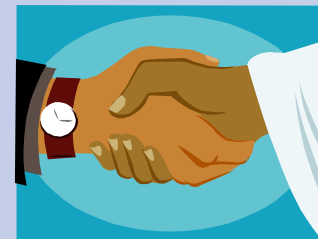
1. My institution's mission statement makes mention of "community service" and/or "serving the public good."



Trend 1: Civic Engagement at Community Colleges

DEFINED...

- Individual and collective actions designed to identify and address issues of public concern.
- Civic engagement can take many forms, from individual voluntarism to organizational involvement to electoral participation.
- It can include efforts to directly address an issue, work with others in a community to solve a problem or interact with entities of representative democracy. –APA



Trend 1: Civic Engagement at Community Colleges

- IDENTIFY Stakeholders...

Students- SGA, Club Service, Internships, Work Study

Faculty- Service Learning, Curricular Outreach

Staff/ Administration- Non-profit support

Regional Employers- Workforce Development

Trustees- ?



Trend 1: Civic Engagement at Community Colleges

- ACCEPT Challenges...

- Trustees do not understand one another

- Trustees do not set and review the mission annually...avoid “mission-drift”

- Trustees are not on message



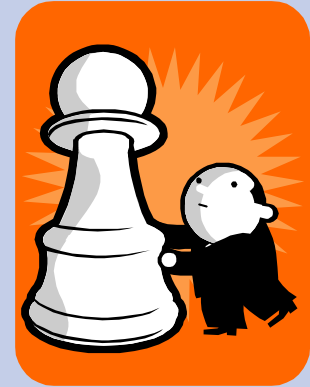
- Trustees are not regularly involved in strategic planning

Trend 1: Civic Engagement at Community Colleges

- DEVELOP Strategies...

- Understanding one another

 - tenure, bio, appointment, profession



- Mission review

 - retreat, reorganization, handbook, key questions

- Messaging

 - facts at a glance, business cards, speaking engagements, extra- curricular activities



- Strategic Planning

 - college goals and objectives linked to community needs, state-wide agendas and federal initiatives

QUIZ

True or False

Trend 2: Rapid Enrollment Growth at Community Colleges

2. My institution's enrollment is growing and changing



Trend 2: Rapid Enrollment Growth at Community Colleges

DEFINED...

- Whether it's the economy, new academic programs or better recruiting, community colleges are seeing record enrollment booms.
- Community College tuition averages 1/3 of its 4-year counterpart
- While enrollment has been growing steadily at many two-year institutions, the Fall of 2007 appeared likely to set records for many of these colleges. – Moltz, D.



Trend 2: Rapid Enrollment Growth at Community Colleges

- IDENTIFY Stakeholders:

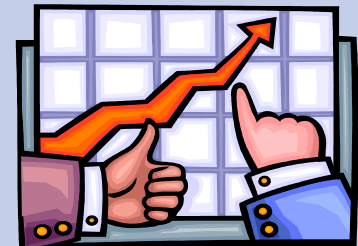
Students- All ages, f/t and p/t, new and returning

Faculty- Practitioners, Regional Experts

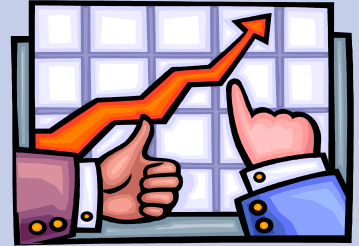
Staff/ Administration- Flexible Scheduling,
Location, Cost

Regional Employers- Customized Training, Skilled
Workforce

Trustees- ?



Trend 2: Rapid Enrollment Growth at Community Colleges



- ACCEPT Challenges...
- Trustees are unpaid advocates
- Unfunded mandates are mounting nationwide
- Need-based, merit-based aid is at a premium
- Operating expenses continue to increase

Trend 2: Rapid Enrollment Growth at Community Colleges

- DEVELOP Strategies...

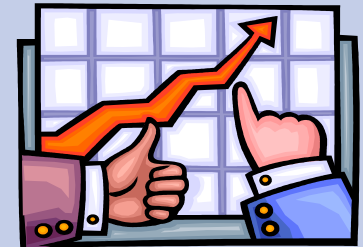
- Unpaid Advocates

 - capitalize on their time, provide comparisons, humanize the experience



- Unfunded mandates

 - lobbying kits



- Aid is at a premium

 - letters of support, scholarship donations

- Operating expenses rising

 - personal/ professional networks, consortia proposals with regional chambers

QUIZ

True or False

Trend 3: Focus on Transparency and Accountability in Higher Education

3. I have been required to do more external reporting over the last three years.



Trend 3: Focus on Transparency & Accountability in Higher Education

DEFINED...

- One by one, coalitions of colleges of different sorts and stripes have wrestled with the best way to respond to the intensifying public pressure to prove:
 1. Their value
 2. Their effectiveness in educating students
 3. Their sound fiscal practices

– Lederman, D.



Trend 3: Focus on Transparency & Accountability in Higher Education

•IDENTIFY Stakeholders:

Students- Examinees

Faculty- Data collectors, Examiners

Staff/ Administration- Data gatherers/
reporters/reactors

Regional Employers- Investors

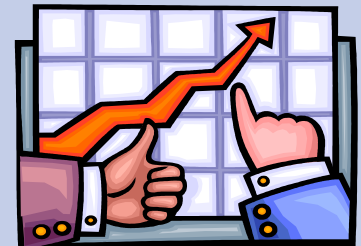
Trustees- ?



Trend 3: Focus on Transparency & Accountability in Higher Education

- ACCEPT Challenges:

- Most trustees are not going to pour over data
- Trustees are not higher education experts
- Trustees have public and private personas
- You are only one person



Trend 3: Focus on Transparency & Accountability in Higher Education

- DEVELOP Solutions:

- Make materials accessible

 - executive summaries, concise minutes, links to more information

- Make reports relevant

 - see that reports are relevant to the trustee's professional/personal life; re-use a common scenario

- Trustees have public and private personas

 - Use real examples to spell out the consequences of non-reporting

- Clone yourself

 - No, just accept that you're not an expert either—ask questions so you can answer questions!



Review

Trend 1: Civic Engagement at
Community Colleges



Trend 2: Rapid Enrollment Growth
at Community Colleges



Trend 3: Focus on
Transparency
and
Accountability
of Higher Education



We began by asking how can we support our boards through such trends?

Through the DIAD approach, we've identified strategies.

Now, it's time for implementation when you return home!

