The Path Not Taken, Until...Now
A Financially Sustainable and Community-Based Model to New Campus Development

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Presenters:
Dr. Dennis C. Rittle, President
Dr. Gloria Walker, VP of Finance and Admin.
Brian Sanderholm - Trustee
Stacy Davis, Executive Director of Sumner County Economic Development Center
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PRESENTATION OUTLINE

1) Community Input
2) Community Acceptance
3) Community Support
4) Project Surprises
5) Project Update
6) Project Lessons
7) Questions and Responses
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COMMUNITY INPUT

By the Numbers:
1) Main campus - town of 10-15K, County with 40K
2) More than 4,000 unduplicated headcount in four locations and virtual campus
3) Approximately 2,000 non-credit seeking students all locations
4) More than 600 Degrees and Certificates awarded annually
5) Most Declared Major: Science and Pre-professional (27%)
6) Second Most Declared Major: Humanities and Business/Computer Sci (17%-18%)
7) 60% of student body is comprised of women
8) 70% of student body attends full-time
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**COMMUNITY INPUT**

A Grassroots Journey to Success...

Who did we interview/survey on our one-year listening tour?

1) Business and Industry – Major Industries
2) School Professionals – Superintendents, Principals, Counselors, and Teachers
3) City/County Officials – Local Officials across the County
4) Civic and Economic Organizations – Town Hall Meetings
5) Cowley College Colleagues with prior experience
6) High School Students – Surveyed students in every high school in the County (700+)
7) Adult Learners – Cross section of young professionals (130+)
8) More than 1,000 total respondents
# Partnerships

## Cowley College Partnerships

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<tr>
<th>Transportation</th>
<th>Healthcare</th>
<th>Other Partners</th>
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<tr>
<td>GKN Aerospace</td>
<td>Galichia Medical Group</td>
<td>Newell Rubbermaid</td>
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<td>KanPak</td>
<td>William Newton Hospital</td>
<td>Buildings Plus Construction</td>
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COMMUNITY ACCEPTANCE

Made Connections... to Persuade... Face-to-Face & Town Hall Mtgs. – Lots of Travel!

1) Sumner County Economic Development Center
2) Chambers of Commerce
3) Civic Groups
4) Commissioners
5) Local and Federal Legislators
6) School Districts
7) State Educational Bodies
8) Business Owners
9) People of Influence (media, town historians, etc.)
Tell the Story (Message)...

1) "Need" for the Campus – What is the value of a Community College to its community?
2) Survey Results ("Want" for the Campus)
3) Why past attempts have failed
4) Share proposed model and explain Why?
5) Explain funding options and preferred?
6) Explain R.O.I! (e.g. Every $1 locally = $13; 3,000 new graduates and more than 2,000 new or retained county residents over 10 year period; types of programs and how will meet needs of industry)
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What did we learn?

1) **High School Students:**
Most important factors in deciding a job: Enjoy the job (98%); get a good job in 1-2 years (96%); staying close to family and friends (80%)

2) **Adult Learners:**
Preferred location of a Cowley College Site: Wellington – 74%;
Most important factors in deciding a job: Enjoy the job (99%); get a good job in 1-2 years (97%); Able to advance (95%); staying close to family and friends (93%);
Advice to HS students, complete a tech cert or complete a two-year degree before moving forward (86%)
What did we learn?

Takeaways:
1) Significant Interest with HS and Adult Learners
2) Need daytime and evening coursework
3) HS student prefer Gen Ed with Pathways
4) Adult learners prefer career paths with specialization
5) Price range needs to be modest with FA available
6) HS Students and Adult Learners want to stay in Sumner County and Take Hybridized Coursework
7) Locate the Campus in Wellington
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COMMUNITY ACCEPTANCE

Mulvane Location
Wellington Campus
Winfield Location
Arkansas City Campus
Why did the College fail in the past?

1) No local funding stream – proposing ½% County Sales Tax
2) No local admin support from the College level
3) Minimal sense of community while students attended classes
4) The design was temporal in nature
5) Partnerships were fragile
6) Marketing was modest
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Determining Preferred Funding Model

1) Community wanted technical training and 2 yr degrees (informed design)
2) Community did not want to impact their Mill but was willing to impact Sales Tax (this topic is very important)
3) Determined ½ Cent for 10 years (max period under State law)
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COMMUNITY SUPPORT

Point of No Return...

1) **Ballot** - Work language for a ballot and get on the ballot

2) **Establish a Formal Campaign to Education**
   **Community** – Unique Branding, Aggressive and Formalized Canvassing, and Market Saturation (Hire a Campaign Champion)

3) **Routine Mtgs** – Bi-weekly, College Leadership and County Leadership, Campaign Champion, Media Efforts, Website (Dedicated), and Don’t chase gutter snipe
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COMMUNITY SUPPORT

Campaign Champion, Jessica Lucas...few thoughts...
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Community Support

Academic Programs
1) Agricultural Studies (New)
2) Machining
3) Mechatronics OR Manufacturing Tech (New)
4) Non-Destructive Technology
5) Welding
6) Fire Science and First Responders
7) Education/Teaching
8) Information Technology/Computer Science (New)
9) Transfer Degrees (General Education)
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COMMUNITY SUPPORT
The Vision Embraced...
Land Donation – Value of $1.78M (18 Acres of prime real estate with an additional 10 Acres held for 10 yrs.)
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PROJECT SURPRISES

Outpouring of Support from Businesses:
1) Storming the County Courthouse
2) Financially subsidizing the campaign
3) Providing equipment and dollars for naming rights
4) General Contractor, donated pre-construction
5) Architect developed 3D Virtual Models of new campus
6) State and Federal Support regardless of political affiliation
7) Wellington HS received Redesign Grant because of new campus
8) Community is becoming more progressive...
Next Steps

1) Phase I – Technology (20,000 Sq Ft.) and Education Building (22,000 Sq Ft – three levels and breath-taking); Courtyard, Walking Trails…

2) Phase I Costs – approximately $12M (land, site development, buildings, and furnishings)

3) Phase 1 Donations – approaching $2M and climbing

4) Phase 1 Timeline: Tech Bldg. – Fall 2018; Gen Ed Bldg. – Fall 2019

5) Groundbreaking Ceremony – Oct 11 @ 1PM – 3D Virtual Modeling Available…
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PROJECT UPDATE
Cowley College–Sumner Campus
Campus Initial Design – Phase II
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PROJECT LESSONS

1) Communicate, communicate, communicate...
   a) Tiger Tweets and Take Aways (College, weekly)
   b) Tiger Talks (College, twice a semester)
   c) Touch Base Meetings (Leaders, bi-weekly)
   d) President update to Trustees (weekly)
   e) Trustee Involvement (Strategic Committees)
   f) Sumner County mtg. (13 months and counting, bi-weekly)
   g) Dedicated Website and Branding

2) Mentally prepare for the Marathon
   a) Will sacrifice time and mental wellbeing personally and prof.
   b) Know and share your vision through words and images, often
   c) Have multiple contingency plans
   d) Avoid over-promising
   e) Create a means to provide local representation with Board
Final Thoughts...

1) Trustee Brian Sanderholm
2) Mrs. Stacy Davis
3) Dr. Gloria Walker
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Project Questions and Responses

Question
&
Response

All learning begins with a question