

Verde Valley Concerns - 1



- Does the Yavapai College Master Plan neglect the Verde Valley?
- Does Yavapai College take tax dollars from Verde Valley taxpayers and spend them elsewhere in the county?
- Does Yavapai College eliminate Verde Valley programs/classes that are popular?

Verde Valley Concerns - 2



- Should property taxes collected by Yavapai College be spent only where they are collected?
- Is Yavapai College suffering “massive losses” in funding auxiliary services?
- Is the Verde Valley campus “teetering on the brink of failure” due to declining enrollment?

Verde Valley Concerns - 3



- Is the Community College concept essentially dead in the East Valley?
- Is Yavapai College adopting a “state college model” instead of a community college model?

Sedona Concerns - 4



- Community/leadership does not want Yavapai College to leave Sedona and/or the Cultural Park and wants more Yavapai College programming in Sedona.
 - Film?
 - Culinary?
 - Other?

Herald Harrington Notes for DGB presentation

March 4, 2014

I am presenting questions that are being raised in the Verde Valley so the board can discuss how to address these concerns.

I will present some observations about these questions and seek board thoughts and comments on how to proceed.

In general ~~there~~ we have questions, concerns, and input from the owners that we need to understand and respond to. We need to appreciate and value the time, energy, and thought that people are putting into this. All of us have the same goal of offering the best educational opportunities we can for the citizens.

Slide 1

Does the YC Master Plan neglect the Verde Valley?

- First, why are we doing this master plan? In 2010/2011 the State basically stopped funding the AZ community college system. We had to cut programs, layoff people, reorganize and rethink our plan for the future. The 2012 Budget reflected a \$3M reduction required to balance the budget. After 3 years of study, many community forums, and commissioning a study by the Smith Group the current 10 year plan was developed.
- Why doesn't the MP have much spending for the Verde Valley? Over the past few years we spent about \$18M to rebuild the VV Campus so that it has the facilities it needs for projected enrollment growth over the next 10 years.
- The 10-year plan does not eliminate programs at the Verde Valley campus; in fact, the plan calls for programs to be added over the next 10 years (example, agriculture and equine). We're also looking at programs related to water, energy and sustainability, all of which are essential to the region's future.
- Dismissing agriculture as "training for the 18th century" ignores the dynamic changes occurring in the industry. Consumer demand for more locally grown food, more organic and non-GMO food, and the need for more sustainable and low water-use agriculture are a just a few issues that the agricultural community is facing. Access to educational resources is becoming more and more important in the Agricultural Industry.
- Yavapai College is making a significant investment in the Southwest Wine Center on the Verde Valley campus. This center will provide educational and economic benefits for the Verde Valley, the state of Arizona, and the entire southwest wine industry.
- The recently renovated Verde Valley campus features lots of classrooms, a modern library, a new student union, an art gallery and arts center, a learning center, a fitness center, the iconic Mabery Pavilion and other community gathering places, up-to-date education technology, a robust data center, state-of-the-art labs, veterans programs, an energy saving central plant for heating and cooling, and beautiful reduced water-use landscaping.
- If enrollment at the Verde Valley campus increases, Yavapai College will be able to modify its plans to accommodate such growth.

We'd love nothing more than to modify our plans to accommodate increased enrollment.

- Capital Investments:
 - Yavapai College has invested \$75,000 per full-time-student equivalent (FTSE) at the Verde campus, compared to \$37,000 per FTSE at the Prescott campus and \$25,000 per FTSE in Prescott Valley.
- Does the Master Plan offer an acceptable balance between efficiency and access?

Does Yavapai College take tax dollars from Verde Valley taxpayers and spend them elsewhere in the county?

- Over the past four years, actual property tax revenues in the East County have averaged \$12.2 million; actual fully allocated expenses have averaged \$12.5 million in the East County.
- Yavapai College's serves all of Yavapai County, from Bagdad to Black Canyon City to Sedona to Seligman—not individual towns or regions within the county.
- People pay taxes to provide for the benefit of the larger community of which they're a part. We all pay a variety of taxes to receive services, some of which individuals may rarely or never use such as police, fire, corrections, emergency services, K-12 education, etc.
- What can we do to assess taxpayer views on this issue?

Does YC eliminate Verde Valley programs or classes that are popular?

- Programs are driven by demand and enrollment. We do not eliminate programs that are well enrolled and can be offered at a reasonable cost to students and taxpayers.
- The extensive Interactive TV (ITV) system used at Yavapai College allows students in the VV to attend classes that would otherwise not have sufficient enrollment to be offered locally.
- Given that our service area stretches from Bagdad to Black Canyon City to Seligman to Sedona, some students will have to travel no matter where programs are located.
- NURSING:
 - As for the nursing program, no changes are anticipated for several years, at least.
 - Half of the nursing students currently enrolled at the Verde Campus do not live in the Verde Valley.
 - The pre-nursing and general education coursework will continue to be offered at the Verde Valley Campus—this is over 50% of the total required coursework.
 - Nursing is one of our most expensive programs. Good fiscal stewardship of taxpayer dollars would suggest we consolidate the program to gain efficiencies in the coming years.
 - The Prescott Valley is more centrally located to county residents than either Prescott or the Verde Valley.
 - ITV and good scheduling could further minimize the need for travel.
- What process can we use to address this concern?

Slide 2

Should property taxes collected by Yavapai College be spent only where they are collected?

- The elected District Governing Board approves annual budgets to authorize capital and operating expenditures that they believe will provide the most benefit to the greatest number of county residents.
- Our governments, our communities, and our society do not operate on the premise that every tax dollar must be spent where it is collected. Where would this process stop, individual housing developments, individuals?
- I think most taxpayers including the county's largest taxpayer, the mine in Bagdad, understand this principle.
- What are some ways to engage the community about this?

Is Yavapai College suffering "massive losses" in funding auxiliary services?

- Auxiliary services are activities and functions, such as the Dormitories, Performing Arts Centers, Sports and Athletics Programs, Book Stores, Food Services, the OLLI Program, etc that require some level of subsidy, but offer significant benefit to the community.
- The District Governing Board decides what level to support them in each budget.
- We hope we can get them to break-even, but we budget what we expect to have to pay.
- How can we assess the community support for auxiliary services?

Is the Verde Valley campus "teetering on the brink of failure" due to declining enrollment?

- Verde Valley enrollment and student credit hours were up for the spring 2014 semester.
- Overall Yavapai College enrollment is basically flat (up ½%) for spring 2014.
- By comparison, enrollment is declining at colleges around the state and country. Arizona average community college enrollment is down 5.9% statewide and nationally 2 year public colleges are down 3.1%.
- Yavapai College's Tuition Free dual enrollment program for high school students has saved Verde Valley families over \$100,000 per year
- The Verde Valley campus is hiring a full-time person to handle and promote community Education classes and events on the Verde Valley campus.
- How can we engage the community to increase enrollment?

Slide 3

Is the community college concept "essentially dead" in the East Valley?

- We invite everyone to attend the Verde Valley campus Evening of Recognition on April 22 and graduation on May 9 to see how unsupported by fact this is.
- The Verde Valley campus offers 13 degree programs, 22 certificate programs and more than 30 transferrable, general education courses such as art, business, chemistry, communications, education, history, math and sociology.
- The Verde campus has been rebuilt to position it for the future growth we expect in the Verde Valley.
- The Verde Valley viticulture/enology programs are modeled after successful community college programs in other states such as Washington.
- Yavapai College has a dedicated high school recruiter who has developed close relationships with Verde Valley high schools.
- We are conducting market research in the Verde Valley and have increased our marketing expenditures in the Verde Valley.

- How can we engage the community to promote more community use of college facilities?

Is Yavapai College adopting a "state college model" instead of a community college model?

- I am not too sure what this means, the Arizona Community College System was created and exists under Arizona State Statute so I suppose all Arizona Community Colleges are State Colleges?
- The college will continue to provide quality, affordable higher and vocational education, cultural resources and economic development support for the diverse populations of Yavapai County.
- This is consistent with the role of community colleges throughout Arizona and the country.
- We offer classes at 20 sites around the county beyond our campuses and centers, in places like Bagdad, Ashfork, Mayer, Stoneridge, etc.

- What is the root of this concern and how do we address it?

Slide 4

Community leadership does not want YC to leave Sedona and/or the Cultural Park and wants more YC programming in Sedona.

- Yavapai College will continue to have a physical presence in Sedona.
- Our use of the Cultural Park facility is the subject of ongoing discussions involving Yavapai College, the city of Sedona and the owner of the Cultural Park property where the current YC Sedona center is located.
- Yavapai College is intimately involved in Sedona's and the Verde Valley's economic development efforts through the college's academic programs as well as through the Regional Economic Development Center and the Small Business Development Center.
- The Yavapai College OLLI and community education programs will continue to be offered in Sedona, especially as enrollment continues to grow.
- We are evaluating the digital filmmaking program to see if it fulfills an economic need in Yavapai County and if it can be offered at a reasonable cost to county taxpayers and to students.
- Based on community feedback, we are doing a feasibility study on adding culinary program.
- We offer online courses to Sedona students of all ages.
- We offer tuition free dual credit classes at Sedona Red Rock High School, allowing students to earn college credits while still in high school—we have saved Verde Valley families over \$100,000 per year.
- The possible sale of the Sedona facility is contemplated out several years in the future if no beneficial purpose can be found for the facility that serves the needs of district. We are open to other proposals that fulfill an economic need in Yavapai County and can be offered at a reasonable cost to county taxpayers and to students.
- Would a Sedona Community/Yavapai College working committee be beneficial to help find the programs for the Sedona Site?