Verde Valley Board Advisory Committee

Yavapai College – Verde Valley Campus
601 Black Hills Drive, Clarkdale AZ 86324

Approved Minutes March 4, 2015

VVBAC Members present: Paul Chevalier; Bill Regner; Carolyn Fisher; Randy Garrison; Amber Marchant-Lee; Janet Aniol; Leona Wathogoma
VVBAC Guests present: Jim Gandee, Shri Shirkath
DGB Members present: Al Filardo, VVBAC Liaison to DGB
College employees present: James Perey, Executive Dean, Verde Valley Campus, Dennis Garvey, Dean of Lifelong Learning; Linda Buchanan, Verde Valley Community Education Coordinator; Robin Weeks, Sedona/Verde OLLI Coordinator

Call to Order
Meeting called to order at 8:30 a.m. with VVAC Chair Paul Chevalier presiding.

Approval of Feb 18 2015 Meeting Minutes
Motion by Randy Garrison/2nd by Carolyn Fisher, vote to unanimously approve Feb 18 2015 minutes as amended, with alternate language proposed by Chair Chevalier to be included.

Report from Executive Dean
Lois Lamer has accepted invitation to join Executive Dean’s Advisory Committee (EDAC). Tom Hughes (leads strategic planning for entire district) and James Perey prepared EDAC to internal/external SWOT analysis; trends are emerging, including Marketing. EDAC will design major strategies or programs to address issues/goals; Dean Perey outlined timeline for strategic planning at College and Committee level.

Chair Chevalier and Dean Perey agree to share committee recommendations, further discussion of barriers and practical solutions; Regner adds comments about Marketing plan and shortcomings, Perey explains “gear-up” process of launching a new program e.g. (financial data, full-time enrollment figures); Perey explains shelving of Digital Film & Media, launching Film/Media Arts; Perey explains current status of Nursing program; Perey explains fluid nature of College Master Plan; Perey offers to report occasionally to VVAC and share strategic planning progress.

Filardo states he understands maintenance/operations and proven program expenditures; questions approving expenditures in advance of strategic planning; VVAC Mission says “objective analysis to present to the Board.”

Member Updates
Committee member reports on information/activities
- Chair Chevalier reviews DGB March 3, including discussion with Sandy Moriarty (Mayor, City of Sedona); feels that Committee is being well-supported by community
- Vice Chair Regner – Reports on joint presentation to Verde Valley Intergovernmental Association (IGA)
- Leona Wathogoma has not had time to survey Yavapai-Apache community re: barriers to college
- Randy Garrison thanks Chair for good representation at DGB; Regner & Garrison made joint presentation at Verde IGA; met with County Supervisor Davis (D3); community response has been minimal
- Carolyn Fisher will invite OLLI to present at Village of Oak Creek/Big Park Regional Council
- Janet Aniol, reported to LMPOA and Beaver Creek Community Action team, 15 – 16% of taxes from area go to support College, with possible raises to taxes and tuitions; request Student Development advisor to visit community 10 hrs. per week; notes that information is difficult to disseminate; offers her knowledge and further research on transportation specifics, Committee will channel transportation questions to Aniol and Aniol will be on agenda April 1.
- Filardo suggests problem identification in transportation analysis.

Yavapai College – Osher Lifelong Learning Institute (OLLI)

Chair Chevalier introduces Dennis Garvey, provides overview of Lifelong Learning Division, including international travel to College For Kids. Academy for Lifelong Learning (est. 2003 in Prescott and Sedona; Verde program opened in 2005). OLLII Foundation financially supports OLLI/Yavapai programs; a “heath club for the mind;” approximately 120 programs nationwide. $1 million dollar endowment + additional million for exceeding 1000 members; programs operates primarily from interest earned on endowment. Currently 2021 district-wide members, including 900 in Verde/Sedona. YC provides in-kind contribution of $170,000 (1/2 allocated to Verde/Sedona budget) annually in Facilities (rooms, power, infrastructure, administrative accounting. OLLI determines distribution of 3, 5 or 7% from endowment corpus. Learning group (3-8 weeks long); workshop (1 or 2 sessions). Targets mature audience, but is not age-restricted. Speculates that socialization drives 2/3 of the success. Each site can have unique membership structure and program organization. Growth is limited primarily by available space.

Jim Gandee (Sedona Learning Council Chair) explains membership-run program exists based on love of learning; OLLI is a franchise; must adhere to YC institutional policies; functions as non-profit with OLLI member planners and providers, elected council from each site (Verde/Sedona) and paid 1 director and 4 part-time paid staff; depend heavily on volunteers. Membership packages offer various levels of engagement; facilitators are volunteers. Sedona 65%, Verde 35% participation; growing approximately 25% annually. Five day-time slots offered at 1.5 hour intervals between 9 – 4:30.

Shri Shirkarth (Verde Learning Council Chair): Sedona has twice as many OLLI classes as Verde; scheduling based on Facilitator requests; all classes and workshops are non-credit; discussed catalog distribution, word of mouth and limited outreach activity. Recent activity to target Verde Santa Fe with direct mail resulted in increased enrollment from Cornville area. Verde Learning Council is considering additional instructional sites, including Camp Verde. Seasonal adjustments impact enrollment. Carolyn Fisher will invite OLLI to present at VOC. OLLI members face transportation challenges, but distance delivery is not currently under consideration. Leona Wathogoma suggests direct outreach to Yavapai-Apache Nation, w/ agreement from Dean. Future sites in Camp Verde may include Verde Valley Archaeology Center and/or Camp Verde Library (when construction is completed for each). Chair Shirkarth invites VVAC to attend April 10 OLLI “kick-off event” at VC.M-137, lunch served and keynote speaker.

Presentations/Recommendations

REVIEW OF FEBRUARY 18 CTE PRESENTATION: Fisher requests return of John Morgan at subsequent VVAC meeting; recognize financial detriments of decentralized model w/ certain campuses having specific programs/social pressure amongst secondary to attend home school district.

Chair Chevalier questions marketing of CTE. Vice Chair Regner states constant evaluation is required to keep courses relevant.

Garrison is tired of hearing about money as a reason to not pay for classes with low enrollment; Verde Valley is paying for services not received; CTEC is a prime example of program building; VACTE remains on decentralized path; Garrison does not believe CTE Dean has best interests of Verde Valley in mind.
Regner believes in competency and commitment of CTE Dean and data-driven decisions regarding programs; does not believe data-driven filter for CTEC is a good fit for Verde CTE; will need strong marketing and recruitment.

Aniol appreciates outreach of YAN in working with secondary/post-secondary; Beaver Creek community needs more outreach.

Filardo states that historic decision to locate district operations in Prescott does not need to impede strategy/tactics to be innovative to offer Verde courses with low enrollment; stresses importance of strategic planning and solution-based recommendations.

Regner recognizes that CTE Dean was not treated as respectfully as Committee etiquette should dictate; states that Committee must honor presenters for coming; we all can do better.

Ownership Linkage

REVIEW OF MARCH 3 DGB MEETING: Chair Chevalier reports that budget is purview of DGB; Board took Committee recommendations under consideration at March 3 meeting. VVAC Chair requested “no capital improvement allocation of funds prior to VVAC completing strategic planning.” Vice Chair Regner has strong impression and is deeply concerned about VVAC ability to affect changes, with a DGB 3/2 split vote against tuition hike (raised from $72 - $75 per credit hour for FY 15-16). Aniol speaks to cost of tuition. Filardo queries “Why can’t we be the cheapest?” Filardo emphasizes process of “define, measure, analyze, improve, control.”

REVIEW OF OLLI PRESENTATION: Fisher believes OLLI program “annex” in Sedona helps appease Sedona taxpayer discontent. Regner favors decentralized resources, wants to protect Verde/Sedona OLLI resources. Garrison sees OLLI as marketing tool; can it be better integrated with College?

Future Meeting Schedule
- Mar 18  8:30 a.m. Verde Valley Campus w/YC Foundation
- April 1   8:30 a.m. YC Regional Economic Development Center/SBDC
- April 15 8:30 a.m. Invitation extended to Dr. Clint Ewell, V.P. of Administration
- May 6    8:30 a.m. Sedona Center, confirmation of Lois Lamer and Steve Dockray w/f VACTE
- May 21 8:30 a.m. Verde Valley Campus w/ Barbara Dember, VVMC CEO
- June 3 and/or June 17: Extend invitations to YC Marketing, Dean of Humanities

Adjourn

Motion to adjourn by Marchant-Lee/2nd by Garrison; carries unanimously. Meeting adjourned at 10:34 a.m.