Verde Valley Board Advisory Committee

Valley Academy for Career & Technology Education
Approved Minutes
May 20, 2015

VVBAC Members present: Paul Chevalier, Bill Regner; Carolyn Fisher; Randy Garrison; Leona Wathogoma; Janet Aniol (8:25 a.m.)
Committee vacancy: Camp Verde representative
DGB Members present: Al Filardo, VVBAC Liaison. Deb McCasland, D2 Member
College employees present: Verde Valley Campus; Linda Buchanan, Community Education coordinator

Call to Order
Meeting called to order at 8:05 a.m. with Chair Chevalier presiding.

Approval of May 6, 2015 Meeting Minutes
Motion by Garrison, second by Fisher, to table the approval of May 6, 2015 Minutes until next meeting. Motion carries unanimously.

Committee member reports on information/activities
- Chairman Chevalier gave overview of VVBAC at Sedona Council; read Red Rock News 5/20 article on topic (see attached); Chair rec’d follow-up call from Mayor Moriarty to discuss Verde Valley Forum 2016; Mayor Moriarty sent letter to DGB stating her personal position, stating she was not representing Sedona City Council. Chevalier stated Cottonwood Council did not offer support of VVBAC recommendations pending further information from “the other side”; Chevalier has taken no media interviews and does not believe it is appropriate; Camp Verde work session will be held June 9; Chevalier is attempting to schedule outreach to Beaver Creek. Chevalier is continuously modifying his presentation
- Member Fisher gave overview of Big Park Regional Council meeting, which she found frustrating as it lacked feedback from the Council members about improving YC/Verde; Fisher was contacted by unnamed reporter but declined interview
- Vice Chair Regner questioned Member Garrison regarding dynamics of Cottonwood City Council; Garrison’s personal perception is that Council members are interested, but do not want to give ownership feedback as there is no campus in Cottonwood; Garrison feels this is the general public perception as there is a lack of understanding about college function and governance; Regner questions whether Council members who are College employees may effect Council interaction; Regner states that past Cottonwood Council interaction with former District Governing Board member Oliphant may be impacting current relationships; Regner suggests another audience with Cottonwood Council within few months; Garrison rejects that timeframe as potentially overwhelming and favors process of Committee updates provided by seated Council members during activities report
- DGB Liaison Filardo comments that it is serious tactical error for VVBAC to present to Councils and ask for support; presentations should be informative, rather than persuasive; Filardo revisits formative process for VVBAC
- Member Garrison stated that Mayor Joens was being interviewed by local media regarding the VVBAC presentation
Ownership Linkage

Chair Chevalier distributed to Committee members a copy of his written presentation to DGB May 19. After making planned (written) comments to DGB, Chevalier stated he further stated his concerns about loss of independence for VVBAC based on DGB interpretation and application of Carver Model. Chevalier provides example of facilitated discussion wherein Committee favors separate administrative district for Verde Valley. Chevalier states the Committee must do more thorough analysis of the topics subject to Committee recommendation.

8:40 Regner raised point of order that Chevalier is off topic with hypothetical examples that weren’t part of VVBAC presentation to DGB. Chevalier states that Fisher was concerned that personal opinions of any Committee member should not be presented in formal report.

Chevalier states that DGB opted to allow President McCarver and Member Filardo to assess the productivity of May 20 VVBAC meeting, and make subsequent recommendation as to whether a facilitated meeting between VVBAC and DGB is still requested on June 3.

Chevalier reported that DGB took action on to strike College Master Plan language regarding possible sale of Sedona Center.

Vice Chair Regner suggests today’s meeting process draw major themes from VVBAC and move toward recommendations which become institutionalized.

DGB Member Filardo has provided written statement to DGB requesting Verde advocate serving YC administration.

Committee considers topics VVBAC has covered:

1. **Decentralized Service** through additional service to rural communities; Aniol favors representative(s) located off-campus to facilitate distance learning and online; consider partnering with local entities

2. **Carver Model** interpretation doesn’t serve Verde Valley; Garrison doesn’t believe the Carver Model is problematic – it’s the application; Chevalier considers Carver Model “all or nothing”; College could do better job with establishing ends statements; Aniol believes Carver Model should be removed; Regner agrees that differing interpretation might resolve issues and allow DGB more involvement in the means to the ends; McCasland finds Carver Model frustrating and believes authority and organization of the College should be returned to Board; Fisher believes the Carver Model doesn’t work well for Verde Valley; Filardo present engineering theorem; S=f(X) S=Symptom, f=process, X=problem e.g. Access to affordable quality education for all Yavapai County residents; How a goal is stated determines accountability; Chevalier believes that statements made too broadly are pointless; Regner believes focus on sustainability will logically group other topics

3. **Administrative Control**, Aniol believes administrative control was removed from Verde 10-years ago, and must be returned as institutionalized autonomy; Garrison believes VV Exec Dean does not have beneficial authority; Filardo points out the difference between leadership and administration

4. **Name Change** recommended by Aniol as “Verde Valley Community College”

5. **Taxation/Allocation of Resources** with concerns about lack of return on local investment

6. **Low-cost Housing/Sustainability**: Member Wathogoma suggests income-eligible process to support Verde students w/transportation challenges; Garrison believes current YC Verde programming doesn’t require housing component; Regner believes this issue is critical to program sustainability

7. **Core Courses** offering all 2-year required for University transfer

8. **Intro to Work** class, possibly through REDC/SBDC
9. **Marketing/Recruitment** specific to Verde
10. **Transportation & Access** Garrison does not believe transportation equals access; access can be delivered through distance learning at area high schools
11. **CTE Centralization** Garrison believes this is the path to success
12. **County-wide Distance Learning** must become focal point
13. **Capital Project Review** with critical scrutiny of “bricks and mortar”
14. **Dual Urban/Rural Model** Prescott may envision urban community college model, while Verde is best served by rural model
15. **Workforce Demand Analysis** supported and implemented; an ongoing process to meet current and future needs
16. **Foundation to create independent Verde return on investment**
17. **Allied Healthcare Facility** as Verde counterpart to proposed Prescott Valley facility
18. **Scholarships/Tuition Reduction** to support eligible students
19. **Sedona Center** needs program planning
20. **Secession** Garrison believes this is a failed path of history; favors visionary model of future working within current administrative framework

Chairman Chevalier calls a five minute break at 9:50. Committee reconvenes at 9:55. Chevalier requests balance of meeting focus on goal identification, followed by implementation strategies. Chevalier reminds members that this is work in progress, and will be iterative, to be presented to the DGB prior to June 9 regularly scheduled DGB meeting.

**GOAL:**
1) **Affordable, relevant, postsecondary education available in the Verde Valley**, implemented as follows:
   a) **Access**: embracing distance learning county-wide, providing core transfer courses, centralizing CTE programs, Verde-specific marketing, enhanced scholarship and tuition assistance
   b) **Sustainability**: to include a Verde advocate, Verde-specific recruitment, focus on meeting workforce demand, provide low-cost housing, allocation of resources which ensures visionary investment in Verde Valley, establish Foundation model appropriate for Verde Valley
   c) **Structure**: establish efficient and effective local decision-making which recognizes the critical need for economic development in the Verde Valley

Chair Chevalier states that Dean Perey will share Verde Valley strategic plan in June. Committee believes they are firm in their recommendations, and do not need facilitated meeting with DGB as currently planned on June 3. Consensus of Committee is that staff provide 5/20 meeting notes to Vice Chair Regner, and he will further wordsmith the suggested recommendation(s) to DGB. Committee will give consideration to the Regner version on June 3, 2015.

**Future Meeting Schedule**
- June 3 8:30 a.m. Verde Valley Campus, M-137, facilitated meeting with DGB (?)
- June 17 8:30 a.m. Sedona Center, Room #34, presentation from Craig Ralston, YC Dean of Arts & Humanities
- July 1 8:30 a.m. TBD, invite Dean Scott Farnsworth, HPER
- July 15 8:30 a.m. TBD, invite Stacey Hilton, Dean of Technology & eLearning

**Adjourn**
Motion by Member Regner, second by Member Fisher, to adjourn. Motion carries unanimously.

Meeting adjourned at 11:33 a.m.