

## **NOTICE OF PUBLIC MEETING**

**GREAT BASIN COLLEGE (GBC)  
Institutional Advisory Council  
1500 College Parkway  
Elko, Nevada 89801  
Thursday, May 16, 2019 7:00 am (PST)  
BERG HALL CONFERENCE ROOM**

Video Conference from the Meeting Site to:

Great Basin College – Battle Mountain Center  
835 N. 2<sup>nd</sup> St., GBC, BM4,  
Battle Mountain, Nevada

Great Basin College – Winnemucca Center  
5490 Kluncy Canyon Rd., GBC 115  
Winnemucca, Nevada

Great Basin College – Ely Center  
2115 Bobcat Dr., GBC 118  
Ely, Nevada

Great Basin College  
GBC, Wells, Nevada

Great Basin College – Pahrump Valley Center  
551 E. Calvada Blvd., GBC PVC 119  
Pahrump, Nevada

Great Basin College  
GBC, Wendover HST-2, Wendover, Nevada

Members of the public may attend the meeting and provide testimony or public comment at these sites via video conference connection.

### **MEETING MINUTES – Approved on 9/19/19**

#### *Call to Order of the Great Basin College Institutional Advisory Council*

#### **1. Call to Order and Roll Call**

#### **Information**

GBC IAC Member Wil Moschetti called the meeting to order at 7:00 am and requested a roll call be taken.

#### **GBC IAC Members Present:**

Dr. Hugh Collett	Don Miller
Laura DelRio	Wil Moschetti
Caroline McIntosh	Dave Roden
Chris Melville	John Tierney

#### **GBC IAC Members Absent:**

Vince Juaristi	Al Parker	Jolene Supp
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**Others Present:**

John Albrecht

Sonja Brown

Lisa Campbell

Amber Donnelly

Bob Hannu

Joyce Helens

George Kleeb

Bret Murphy

Jake Rivera

Kevin Seipp

Mardell Wilkins

**2. Public Comment** (*see foregoing notation regarding public comment*)

No public comment.

**3. Approval of Minutes – Wil Moschetti**

GBC Institutional Advisory Council reviewed the minutes of the GBC IAC meeting on March 21, 2019. Dave Roden made a **MOTION** to approve the meeting minutes; Hugh Collett seconded the motion; motion was **APPROVED**.

**4. GBC Bighorn Athletics Program Presentation - Kevin Seipp**

Kevin Seipp presented the Bighorn Athletics Program to the GBC IAC. The idea of an athletics program at GBC started with a GBC task team in January 2018. The team has been working on this for a year and a half. Kevin reviewed the history and funding. The students were surveyed and were in favor of a slight fee increase to cover the cost. The budget would be \$240,000. We would have to raise \$155,000 for the start up by November 30, 2019. A question about whether we would have sports at the other campuses such as golf in Pahrump. Kevin stated GBC would need to be successful and prove that our model works at the Elko campus first and then grow it out.

**5. GBC IAC Acting Chair Report – Wil Moschetti**

- A. Growing Membership – Wil Moschetti said there is still need for engaged committed members. Please notify the President's office if you know of someone who is interested is serving on the IAC.
- B. June Board of Regents Meeting – Wil reported he will be giving the IAC report at the June Board of Regents' meeting. He will keep it simple and will talk about some highlights/successes such as nursing and the Veteran's Resource Center. He will also talk about the funding challenges and lack of participation/support of our capital needs, ie. the need for the Welding Shop to be renovated for the past 10 years. He will also mention GBC's upcoming accreditation visit and our quest for approval for an Athletics program. Presentation will be no longer than 10 minutes.
- C. Other Matters of Interest – None.

**6. President's Report – Joyce Helens**

- A. Enrollment Count Year – The enrollment count year in which our budget will be configured is next year (2019-2020). It will be very important for us to increase our enrollment particularly in the weighted student credit hours (CTE courses).
- B. Continuous Improvement - President Helens talked about all the graduations we have across the state. Ely had 26 graduates and will have their own commencement next year. Our new motto is “The Gold Standard in the Silver State”. We can put a lot of data points together on how we are the gold standard. Nursing, CTE programs, and students winning competitions. We will be thinking about the gold standard in everything that we do.
- C. Budget – President Helens reported it was a complete shock to everyone at the budget closing. They took out funding for research, cut dollar amount for weighted credit hour for CTE which will be a cut to GBC. Some things they did not vote on until Monday which is of concern. Joyce will go back on Monday for the final day of the budget closing. She is working on a statement for Senator Pete Goicoechea and if nothing else to get approval for the funding of the Welding expansion. The conversations are moving away from the universities. The legislature is trying to get \$30 million to K-12 which they will get from NSHE. We are a tiny speck in the political spectrum. However, everything we do affects the bottom line of the state. This summer will be dedicated to figuring out how to balance the budget with these cuts.

**7. Changes in Student Affairs – Jake Rivera**

Jake Rivera presented the IAC with an update over the past several months. In his first six months he met with staff, faculty and students and asked how they felt about services across the institution and asked why we were doing so well in enrollments (we were up 18% at that time). Staff was not sure why we were up in enrollment. Jake was concerned about whether managers have the data on when we are doing well and when we are not doing well. When Jake met with the Veterans Resource Center he discovered students would go there for VA benefits, but they were not able to receive student advisement. Jake stated we need a one-stop-shop for everything – advisement, resources, services. It became apparent we need to operate more efficiently and align our services better. GBC did not have a strategic enrollment plan either. These gaps that were identified were concerning so Jake created the GBC Enrollment Funnel (see attached document). We must have data driven decisions so working very closely with Institutional Research is a priority that will allow us to make better decisions. GBC has been lacking staff for several years and services were decentralized. We are working on hiring a student coordinator, advisement coordinator, and we are looking at a Veteran’s Resource Center coordinator. We should have 4 to 5 advisors hired by Fall. We will still utilize faculty advisers and StarFish.

The Enrollment Funnel shows the prospects on top of the funnel. We are marketing to those groups. There are 6 gaps that have been identified. 1. Web pages are outdated and wordy, design should be to promote the college, so a Director of Communications is another position we are recruiting for. 2. Inquires – over the years things at GBC has been decentralized so various departments have their own inquiries. It is not automatic within a certain period of

time. This will have to be changed. The process has to flow and be immediate and consistent. 3. The application process at GBC is confusing and cumbersome. We are working with WNC to share the same application platform with PeopleSoft. We will be redoing the app to have a cleaner look and be clearer. 4. Incoming transcripts process was taking 8 to 15 weeks which is not acceptable. We have it down to 2 weeks now. The long-term plan is to have the review process take only 1 – 2 weeks. 5. Communication with applicants is crucial. The online populations don't get the same kind of attention. We are working on increasing the communications to students on next steps. 6. Advisement was inconsistent and decentralized. We will have more advisors for Fall. We will have advisement centralized and have advising be a requirement. Every student will have an assigned advisor and a student education plan.

**8. Accreditation Update – *Sonja Brown***

Dr. Brown gave an update on the accreditation process and timeline. The past couple of months has been focused on setting up infrastructure. In February the GBC accreditation team attended accreditation training. Mary Doucette is chair of steering committee. Dr. Brown reported being in contact with Western Nevada College and College of Southern Nevada to talk about their accreditation experiences last year. All of this planning and data inquires, and discussions are designed to produce the self-evaluation report due on February 1, 2020. The accreditation site visit is March 30 – April 1, 2020.

**9. CTE Programs Update – *Bret Murphy***

Bret Murphy provided an update on the MTC Scholarship Program. There were 165 applications. One hundred people interviewed with seventy-seven offered scholarships. Last year we offered eighty-three scholarships. Last year there were 231 students who applied and 181 enrolled. The Ely Electrical program is in its first year and they graduated 5 from that program. All 5 graduates have a job. Ninety percent of the students enrolled in the Diesel program in Ely are high school students. GBC applied for the WINN funding to start the program. The funding provided state of the art equipment that is housed at the high school for right now. The Winnemucca Electrical program started six years ago, and eight students graduated from the program this year. The Pahrump Manufacturing Machining certificate program has been approved and the Associate of Applied Science in Manufacturing Machining will be presented for approval at the Board of Regents' meeting in June. There are forty-seven students at Pahrump high school who are interested in this program. The CDL program was funded with WINN funding and so far, we have had ten students graduate. Industry continues to rely on GBC to provide contract training for their employees.

**10. Health Sciences Building Update – *Amber Donnelli***

Amber Donnelli reported on the status of the new building in Winnemucca. Pennington is still very supportive of the project. There have been challenges with Public Works. The Prevailing Wage has impacted the cost of the building. We decided to go back and spend \$100,000 to take a second look at the design build. The building will still be 13,500 square feet but inside can be modified. Newmont released \$100,000 of their funding for the architectural cost. The project went to bid and will be reviewed next week.

The new Sonography certificate program will be a transition program to a Bachelor of Science in Sonography. We don't have the volume in Elko for the number of scans that the students need to be able to do so we partnered with Renown to put students there. Renown is paying one of their staffers to oversee this and they will rotate the Elko students into their 9 locations. By the way there is not a Sonography program in Reno.

The Nursing program is growing. The Pahrump Nursing program started 4 years ago, and they have 14 students. Winnemucca is limited to the number of students so they can only take 8. Elko has 20 and looking to expand that to 25.

A Bachelor's in Human Services program has been added and there are 20 students in this program.

The Nursing accreditation site visit is scheduled for October 1 – 3, 2019.

We currently have a Memo of Understanding agreement with UNR to provide biology students to do a residential summer program. This adds another component to smooth out the transfer and helps them to deal with the socio environmental changes of a bigger campus, etc.

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| <b>11. GBC Foundation Update - <i>Matt McCarty</i></b><br>No report.                                     | <b>Information</b> |
| <b>12. Superintendents' Update</b><br>No report.   | <b>Information</b> |
| <b>13. Vice Chancellor for Community Colleges Report – <i>Nate MacKinnon</i></b><br>No report.           |                    |
| <b>14. New Business</b><br>No new business.  | <b>Information</b> |
| <b>15. Public Comment (<i>see foregoing notation regarding public comment</i>)</b><br>No public comment. | <b>Information</b> |
| <b>16. Adjourn</b><br>Meeting was adjourned at 8:30 a.m. by Wil Moschetti.                               | <b>Information</b> |

# Great Basin College

## INTERCOLLEGIATE ATHLETICS



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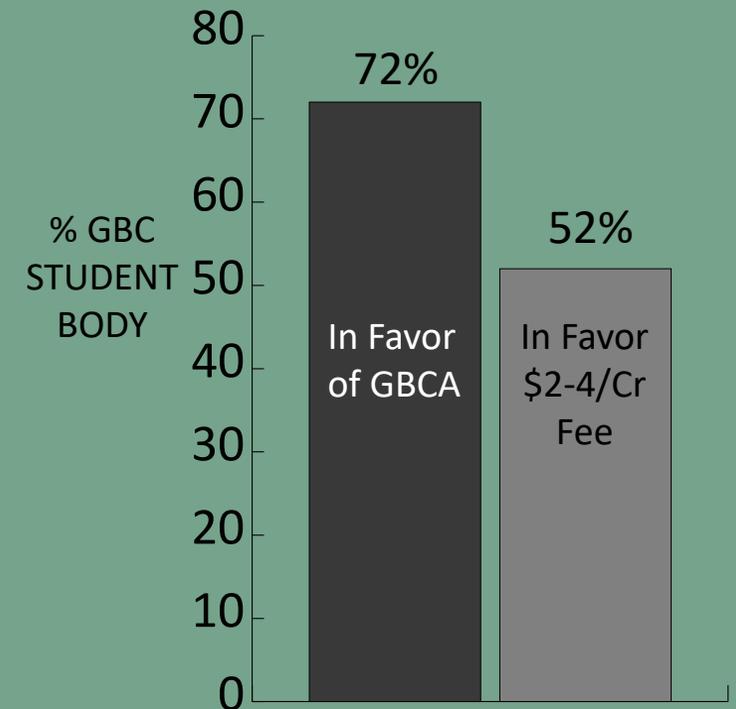
**GBC BIGHORNS**

# Great Basin College's Athletics Task Team

## Why add Athletics at GBC?

- ✓ Keep Nevada students in Nevada post high school graduation
- ✓ Boost collegiate enrollments and completions
- ✓ Increase College and community revenue
- ✓ GBC students support athletics

September 2018 survey showed 72% of students wanted athletics (1439 students; 37.84%); December 2018 survey showed 52% of students willing to pay a fee between \$2-\$4 (961 students; 27.46%)



# Scenic West Athletic Conference Affiliation

- ✓ Sole conference in the NJCAA District 18
- ✓ CSN and TMCC hold membership
- ✓ Competition in Nevada, Idaho, Utah, and Colorado
- ✓ Elite NJCAA conference with exposure for athletes, students, and GBC
- ✓ SWAC emphasizes academics first

# GBC Sports

## Fall 2020 – Women's Volleyball

- ✓ Local and regional programs gaining momentum and recognition
- ✓ Utilize GBC Fitness Center and Gymnasium
- ✓ Low-cost startup with positive impact on student life
- ✓ Scenic West Athletic Conference core sport

# GBC Athletics Funding

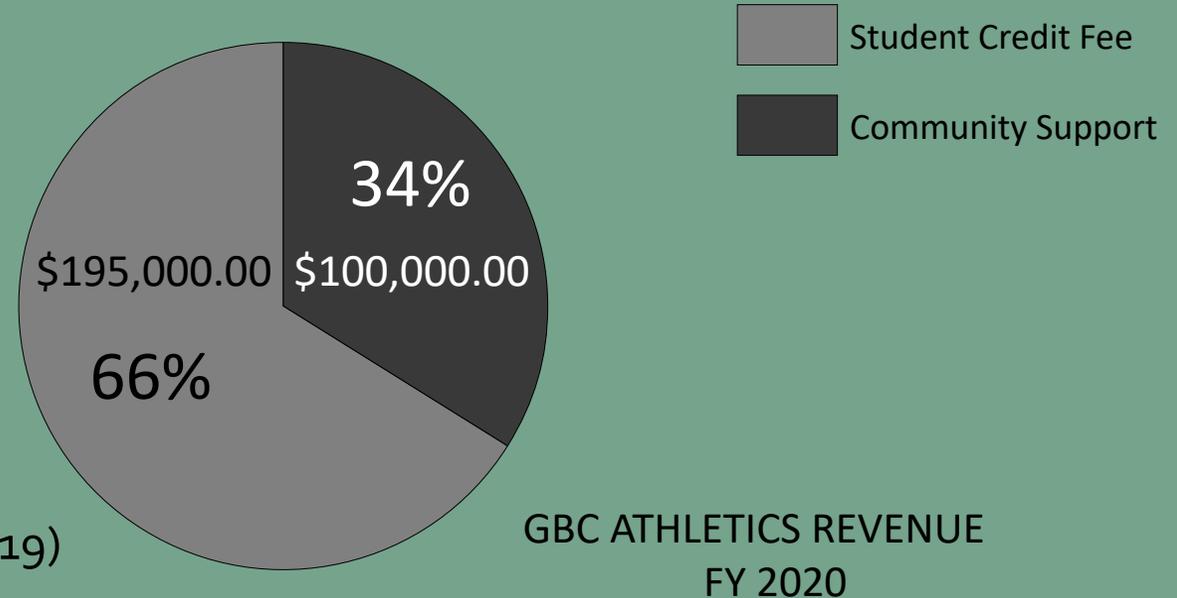
## Student Fee - \$3 per credit hour

- ✓ \$195,000 estimated first year (begin Fall 2019)

## Institution/Fundraising/

## Corporate Sponsors/Booster Club

- ✓ \$50,000 Foundation Board of Trustees Match (2019)
- ✓ \$80,000-\$125,000 (2020 and beyond)



# GBC Startup Budget - FY2020

<b>Revenues</b>	
Student Fee Revenue	195,000
Gifts, Donations	100,000
<b>Total Revenues</b>	<b>295,000</b>
<b>Expenses</b>	
Administrative Costs	72,650
Volleyball (Women's)	82,350
<b>Total Expenses</b>	<b>155,000</b>
<b>Carryforward Balance</b>	<b>140,000</b>

# GBC 5-year Athletics Budget

	FY2021	FY2022	FY2023	FY2024	FY2025
<b>Beginning Balance</b>	140,000	165,220	195,308	231,766	265,171
<b>Revenue</b>					
Student Fees	195,975	197,935	200,904	204,922	209,020
Gifts, Donations	60,000	70,000	75,000	75,000	80,000
<b>Total Revenue</b>	255,975	267,935	275,904	279,922	289,020
<b>Expenses</b>					
Administrative Costs	135,475	138,184	140,991	144,009	146,987
Women's Volleyball	95,280	99,663	98,455	102,508	101,277
<b>Total Expenses</b>	230,755	237,847	239,446	246,517	248,264
<b>Net Increase/Decrease</b>	25,220	30,088	36,458	33,405	40,756
<b>Ending Balance</b>	165,220	195,308	231,766	265,171	305,928

# Future Growth

- ✓ Men's and Women's Soccer
- ✓ Men's and Women's Basketball
- ✓ Baseball
- ✓ Softball
- ✓ Cross Country\*

\*All above mentioned sports are SWAC core sports with the exception of Cross Country

# GO BIGHORNS!!



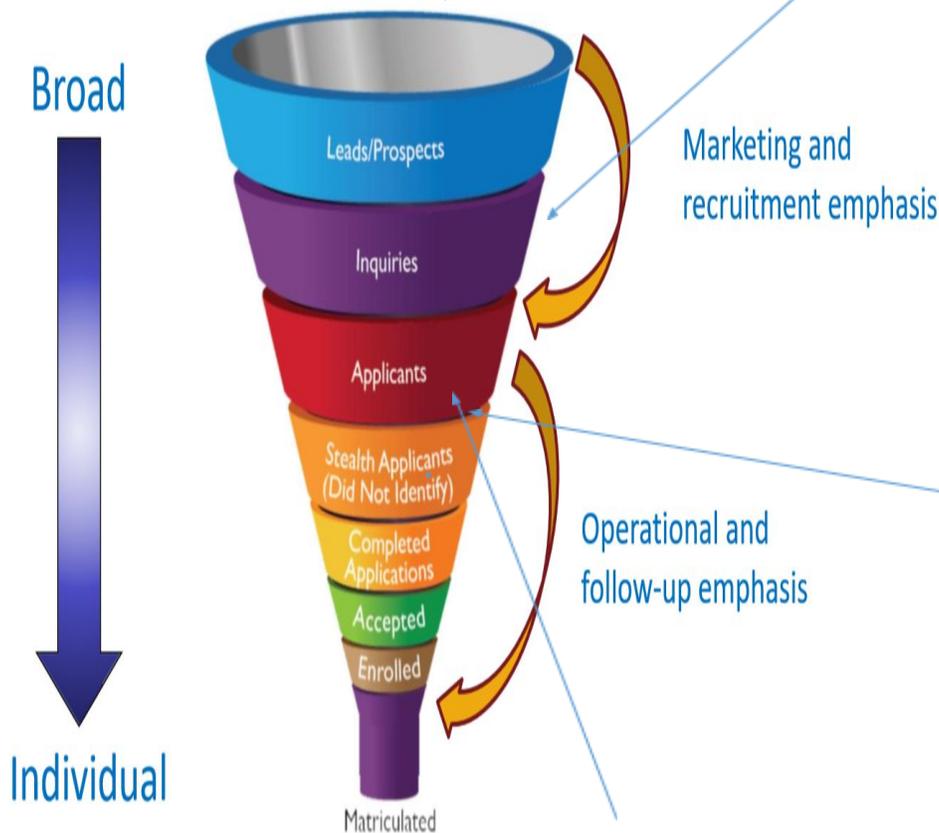
# GBC Enrollment Funnel Major Gap Areas

## Major Gap Areas in Enrollment Funnel

1. **Web pages**, outdated, wordy, need to be more specific. Design should be to promote College. Dir of Communication position search in process.
2. **Inquiries** over the years were decentralized by academic departments, most are not immediately following up with students, and during the summer/fall enrollment these areas are not consistently responding to student inquiries. With a decentralized model we cannot assess yield rates from leads to inquiries and inquiries to applicants, applicant to enrollment, etc.

3. **Application:** Process is cumbersome, information was inaccurate and next steps were not clear. We will build a new application form utilizing Onbase, a document imaging workflow system.

## Admissions Funnel – responsibility of the admissions unit



4. **Incoming Transcripts:** We were behind in processing anywhere between 8-15 weeks in evaluating and posting transcripts. This summer we will utilize Onbase to scan, track, evaluate, and store what amounts to volumes of paper. The goal is for all transcripts to be completed within 1-2 weeks.

5. **Increase communication to students on next steps.** Online students definitely are less likely to receive information. Contact to students who applied but not enrolled has been hit and miss. Students who arrive on campus or call more likely to receive assistance.

6. **Advisement:** Currently using a decentralized advisement model which unfortunately creates inconsistent advisement, online students less likely advised, staff and faculty advisement training required. Goal is a centralized, required advisement experience based on proactive advisement principles, an online orientation experience, assigned advisors, with a student education plan.

# GBC Enrollment Funnel Major Gap Areas

## Student Affairs Updates over last 6 months:

- Met with all SA departments, faculty and students
- Knowing why enrollment was up FA18
- Organizational Alignment in SA
  - e.g. Veteran Services or Systems Operations
- Need for a Strategic Enrollment Management plan that includes Marketing/Recruitment, Advisement/Retention, Online Orientation, Strategic Student Communication, and Enrollment Data-Driven decisions
- Identify best practices within Student Affairs that lead to student success
- Ensuring GBC has a vision of a different and brighter future (change management)
- Collaboration with Institutional Research to create and utilize enrollment data tables toward data-driven decision-making
- By summer 2019 will have hired 6 critical positions: student life coordinator, advisement coordinator, FT advisor, director of communication, veterans coordinator and Assistant Registrar.