

**Notes from the College Council Meeting
February 22, 2019
Notes by Pat Boera**

Attending:

Faculty Senate:

- John Stroup (EHS)
- JoAnn Patel (CCM)
- Narine Hall (ITS)
- Tom Myers (SSB)
- Kathy Seiler, President

Staff Council:

- Shaylea Scribner, President
- Pat Boera
- Christina Erickson
- Nic Anderson
- Melissa Marcello
- Lauren Bruneau
- Susan Adkins

Ex-officio Members:

- Meghan Haley, Marketing
- Stephanie Kloss, Marketing
- Sandy Yusen,
Communications

Student Government
Association:

- Denzel Nadim, President
- Ryan Littleton, CCM Rep
- Riaz Clark, EHS Rep
- Cecilia Pohlar, ITS Rep

President and Deans:

- Don Laackman
- Scott Baker, SSB
- Johnna Herrick-Phelps, CCO
- Scott Stevens, ITS

Don shared a presentation on “The Changing Higher Education Landscape” by David Attis, PhD, from EAB, leading research firm serving 1500+ schools, colleges and universities. Champlain College is a client of EAB. This presentation was shared with Board of Trustees. It is not for public presentation so slides will not be shared but here are some notes from observation of the slides.

The Business Challenge facing colleges:

- Downward Pressure on Revenues
- Rising Costs
- Intensifying Competition

Costs are rising faster than revenues.

Downward pressure on revenues.

Students are value conscious; they are looking for lower costs and better outcomes.

Financial aid growing faster than list price.

As access increases, colleges must invest more in student success (people, systems).

Map showing forecasted growth in college-growing students; colors represent levels of growth (increases and declines).

In response, Champlain is making outreach to Charlotte/Raleigh/Durham areas and into Atlanta.

Next week Don is going to Seattle to generate some interest, meet with employers and families. In March, he will be traveling to California.

Reflecting on population of 18-year-olds:

- 2017-2021: Looking at essentially flat
- 2022-2025: 8% increase
- 2026-2029: 14% decrease

Source of this info is Nathan Grawe, author of *Demographics and the Demand for Higher Education*.

Kathy Seiler asked if these figures reflect immigration; we aren't sure if they do.

Next slide was from *Seven Days* article “Survival of the Smartest” (Source: Western Interstate Commission on Higher Education) on change in high school grads 2000 to 2031. Vermont’s numbers are going down, down, down.

Reflecting on something which came up with Provost’s Forum, Christina Erickson asked if the slide reflects college-bound because not all 18 year olds are college-bound. We don’t know.

Don asked, “What can we do to incent more Vermonters to go to college?” One issue is cost of state education in Vermont. Tuition for state schools is high.

Scott thinks the newly formed articulation with CCV is a good start.

If we ever have a recession, it would probably cause more people to go back to school.

Champlain’s Key Advantages (a David Attis slide) – where is Champlain positioned?

- Cutting-edge and career-focused majors
- A Core curriculum that focuses on lifelong learning
- Practical co-curricular emphasis on personal finance and career positioning
- Experiential and integrated learning

Joseph Aoun, President of Northeastern University, author of *Robot-Proof*, posits:

- Cognitive capacities
- Systems thinking
- Entrepreneurship
- Cultural agility
- Critical thinking

The question for us: How do we complete and what is Champlain 2025 about?

The opportunity:

- Identify potential student populations with distinct unmet needs
- Design academic programs that can help students fulfill their life goals
- Deliver those programs in ways that fit with students’ complicated lives

The challenge:

- Identifying opportunities and quickly launching programs to address them (we are probably not fast enough)
- Supporting faculty who may not have been trained to do this kind of work
- Constantly assessing programs to make sure they address student needs

Questions for College Council:

When Don goes to meetings and social events, he gets great feedback about Champlain. When he presses for details he gets:

- Your buildings are great.
- Your students are great. (Best compliment we can get).

- You're doing innovative things.

John Stroup: Referring to slides where Laurie Quinn inserted bullet points, John would add it's not like people are making up what good education in higher ed looks like. High-impact practices have resulted in really good outcomes for students and we do 7 or 8 of them really well...priority for global learning, capstones, and collaborative learning as examples. We should talk about and celebrate that every student walks out of here producing a valuable piece of signature work and he doesn't think that many other colleges can say that.

Pat Boera: Pat commented about being at the college for 25-plus years with a consistent record of strong career outcomes during that entire period.

Don Laackman: Faculty bring up professionally-focused education in a positive way. Our Core faculty. Career outcomes as "secret sauce." Our faculty see this as a positive thing. Many faculty are connected with businesses.

Narine Hall: One of the biggest things she hears from industry partners is that our students hit the ground running. A group recently attended the Grace Hopper Conference (brings research and career interests of women in computing to the forefront). Two students got hired on the spot—one by American Airlines and one by Workday. Our students are prepared and ready to work.

JoAnn Patel: JoAnn seconds that. Game studios are seeking our students because they do quality work. Companies that hire leading artists and other Game majors tell us that. They've had the skills to do amazing portfolios plus collaboration and core skills to make grads very strong

Nic Anderson: Seniors have already had multiple internships and some have started their own businesses.

JoAnn Patel: At open houses when we give presentations such as the Game Studio panel with Q&A, we always have so many parents come up afterwards and tell us that it's the most informative presentation. It's honest; we talk about the hard facts.

Ryan Littleton: Selling point is the availability of minors from any division. He is a Game Designer and already has a job in the field as a sophomore (teaching at Harvard for older high school students).

Christina Erickson: The questions she gets are around cost containment. She thinks most people don't know about the Consortium and how that can be leading to cost containment. Once we see the fruits of that labor, that's another thing to celebrate and speak to.

Per Don, we've already seen hundreds of thousands of dollars of saving.

Riaz Clark: What he hears as a student going to different events, the question he gets most often is, "Do you enjoy it here?" A lot of parents ask that. They say, "Be honest, you don't have to perform for me." He's not one to lie directly to a person's face. He loves it here and the education he's receiving. There are so many students he hears on a daily basis who say they don't like it here and they are trapped, they are baited with promises of great things and not receiving them. He's also an RA. The vision that the school builds for you is not what you live. It's a lot harder, it's a lot more taxing. It's a lot sadder. There's

nothing bad on a Student Ambassador (tour guide) script and he doesn't find that to be very good. There's always room for improvement. He feels this is especially true with regard to Core curriculum.

Cecilia Pohlar: There are all these amazing things and she loves Champlain so much. Education and professional development are strengths, but extracurriculars could use work—clubs, res life, etc. We should focus on classes and career outcomes but not use fluff of extracurriculars. We shouldn't talk so much about extracurriculars.

Riaz Clark: When tours and people come through Fireside, tour guides say, "This is SGA and they service the entire campus." They can't do this when their budget was cut \$15,000 because enrollment went down. Because of levels of performance that we have to abide by, it's hard to look at a family and say we don't have funding for your student who wants to fund a Lacrosse Team.

Cecilia Pohlar: The Rugby Team and Rock-climbing Club do bring in a lot of students, but we can't help new clubs because we don't have the budget/enrollment. It has been hard to fund all of the requests.

Riaz Clark: Some requests are related to classes.

Cecilia Pohlar: Framing that information to prospective students is challenging.

Narine Hall: Is it possible to work together with UVM...kind of like the consortium things for student activities?

Riaz Clark: Responded that it's challenging to do with the image that Champlain holds and the image in the community. Students wanted to start a Dive Team and there was no access to the pool. Riaz works at the YMCA but there is a cost attached to everything.

Cecilia Pohlar: Cecilia did a presentation at her high school over break...when students asked about extracurriculars, she just tried to bring the conversation back to classes.

Riaz Clark: If someone asked him the question, if you know what you're doing, hell yeah, come here. The upside-down curriculum brought him here. He was doing his actual job the second semester he was here. If you want a more traditional style of schooling or if you're comfortable with large classes, he would tell prospective students to look at UVM.

Scott Baker: I often feel what you just said in eyes of high school students and parents and it's an opportunity for us to find the right balance between our brand and our focus on careers, it's scary to some who don't know what they want to do. He'll ask: How many of you know you want to do something in business? How many of you aren't sure? He tells them there's a place for both of them here. We've built some flexibility in our curriculum. He preps the SAs to be honest about their struggles.

Don Laackman: One of our challenges is expectations for incoming students and what they experience when they get here. There are many different definitions of professionalism.

Don wanted to respond to students comments with "I hear you." Two of his nieces are in college one is a senior at Champlain the other a junior at Boston College. Don's sister was yelling at him. Boston College is so competitive that you have to apply to join clubs and it's exclusive.

Shaylea Scribner: Piggybacking on Scott's comment. She did her undergrad in 2010 and completed her master's degree and has worked here so she has a unique perspective. The upside-down curriculum definitely attracted her. She didn't know what she wanted to do. She changed her major three times, and finally went with Business. She tells that story a lot when talking about Champlain. You can come in and you get these experiences right away but you have the flexibility to change. She was supported through the process, by faculty, career advisor, talking about supportive community. She was a commuter student and was already working part-time and that was more her focus. Champlain works really well with a person who is driven. When you're in the classroom you're talking about real world experiences. Mostly her Dad's side of family talking about the "traditional" college experience...but Shaylea had the best experience for her. It prepared her for her career. Shaylea also talked about our campuses in Montreal and Dublin. Most people have no idea. They go to Montreal and Dublin and many end up getting jobs abroad because they loved that experience.

Stephanie Kloss: InSight is evolving in exciting ways. No other college has something like it that combines personal finance and career positioning. It's a "pill" to market to students but it's fabulous to parents and our best chance for national media attention. Talk to anyone who is out in the workforce and they say, "We wish we had something like that."

Don commented that he attended Game of Life last night and it was great.

Denzel Nadim: Some of these majors are not specialized but they are inter-relational. One of his Core classes was regard to human rights. He has friends who are social workers and data analytics majors. A lot of industries relate to solve bigger picture problems. Just don't focus on your specialty, focus on the bigger picture.

Don's takeaways:

- Biggest thing he heard is that students are sad and that saddens him especially since such a large group of faculty, staff and students were involved with the Positive World Accelerator which we hosted last summer.
- He loves the term "hit the ground running" (vs Champlain students "get shit done").
- Collaboration.
- Elements of education that we all highlighted fuels him for his upcoming trip.