



**WMCC COLLEGE ADVISORY COMMITTEE  
MEETING MINUTES  
MARCH 4, 2020**

**Present:** President Chuck Lloyd, David Backler, Heidi Barker, Cathy Conway, Janice Crawford, Ben Gaetjens-Oleson, Kate Host, Julie King, Pamela Laflamme (Chair), Mike Laracy, Paul Pinkham, Al Smith

**Absent:** Kevin Carpenter, Carrie Gendreau

**Guests:** Tim Allison, Colbie Ayotte, Mark Desmarais, Scott Fields, Martha Laflamme, Kristen Miller, Melanie Robbins, Suzanne Wasileski

The White Mountains Community College Advisory Committee convened on March 4, 2020, at 11:30 AM in Bistro A.

**Approval of Previous Minutes**

A motion was made by Chair Laflamme and seconded by Mr. Backler to approve the meeting minutes of September 25, 2019. A vote was taken, all were in favor.

**Introductions**

President Lloyd welcomed everyone back to WMCC and introductions were made. He invited everyone to enjoy the delicious meal prepared by students in the Culinary Arts and Baking and Pastry Arts programs. The students introduced themselves to committee members.

**College Updates**

*Academic Affairs Update (Kristen Miller)*

Ms. Miller informed the group that Academic Affairs is working on a year-long schedule. The Summer 2020/Fall 2020/Spring 2021 schedule will allow students with jobs and other responsibilities to plan college courses around their other commitments. She plans on launching the schedule toward the end of March.

She discussed the Conservation Law and Veterinary Assistant programs, both of which are doing well. Ms. Miller announced that the Diesel Heavy Equipment Technology program recently received reaccreditation.

*Student Affairs (Martha Laflamme & Mark Desmarais)*

Ms. Laflamme announced the new WMCC website launched on February 20<sup>th</sup>. The website is an updated design and has been reorganized in order to be geared more towards our students.

A new advising model and academic plan mapping are being used with students this year. A report is currently being written on this process as follow-up to the 2018 NECHE accreditation visit.

Dr. Desmarais spoke about enrollment management and the ongoing effort to attract and retain students. New subcommittees have been formed under the Enrollment Management Committee in order to have a more focused effort on the different factors that impact enrollment, including marketing, orientation, and student advising.

Dr. Desmarais also discussed upcoming recruiting events that are being planned for spring, including visits to adult learning centers and high schools, and evening events at all locations including a dinner on April 8<sup>th</sup>, to educate parents and students about Early College and Running Start. The College Access Convention will be held on April 3<sup>rd</sup>.

*Business Affairs (Scott Fields)*

Mr. Fields spoke about how successful the new Welcome Center model has been. Students, staff, and faculty have the staff in the Welcome Center as a resource on a variety of topics. Since the Welcome Center has been in operation, foot traffic into student services offices has been reduced, freeing up time for other staff members to accomplish other tasks. Mr. Fields has also been busy working on the FY20 budget. He reported that the college is projecting to be 3% down.

*Academic Centers (Melanie Robbins)*

Ms. Robbins announced that the LNA Apprenticeship recently had to go before the Board of Nursing for approval, which was granted. They've upgraded the LNA lab in Littleton, which has been shifted to the Allied Health wing. Littleton now has its own Fitness Center. Staff in North Conway have shown interest in representing WMCC at the upcoming Outdoor Fest.

*Golf Tournament (President Lloyd)*

Over 20 teams participated in the first annual "Golfing the Gap" golf tournament last year, which raised over \$15,000. It was a great day, and the college received overwhelmingly positive feedback from attendees. The next tournament will be held on June 25, again at the Androscoggin Valley Country Club. The planning committee has been meeting regularly, and Advisory Committee members are invited and encouraged to join in on the planning if interested.

**Tim Allison**

Mr. Allison discussed philanthropy at the local level and at the Foundation. There are funds that exist at the Foundation dedicated to WMCC. We should be consistently communicating between the two levels, making the fragmented effort one. He also spoke about an annual fund that would be a consistent source of revenue.

Ms. King asked Mr. Allison if donations could be made to the operations of the college. He responded that the annual fund would be distinct and different from the scholarship fund, so those funds be used for different things. President Lloyd spoke about the importance of limiting restrictions on what the fund could be used for.

**Androscoggin Valley Education Collaborative (Pamela Laflamme, Chuck Lloyd, Julie King, David Backler)**

Ms. King spoke about how she values the work that the committee was doing. Education in the valley typically works in silos, but collaboration will benefit everyone. It's hard to make ends meet separately, so how can we help each other achieve our goals together?

Mr. Backler spoke about how collaboration takes time, and that you start by grabbing the low hanging fruit instead of starting at the top of tree. He feels that students should be able to join any club in the valley. We should be putting courses in program of studies for other schools. Looking at the numbers, tax savings are insignificant if everything was combined. Give students more opportunities with greater accessibility through collaboration. This is an effort that hasn't been duplicated. There is no hierarchy; each student's pathway is different, and we need to make sure they have access to all pathways.

President Lloyd said collaborations like this take time to build trust. If we all work together to support all students, we will be supporting the success of all students.

Chair Laflamme asked that if anyone would like to attend the AVEC dinner on April 9 to RSVP to her.

**Regional/Individual Updates**

Ms. Barker discussed the upcoming NH Cookoff and the WMCC Free Food Service. Ms. Barker also said she was happy to be part of this advisory committee and help.

Ms. Conway spoke about school infrastructures and how some schools have expensive updates that need to happen.

Ms. Crawford said the MWV Chamber doesn't hold their golf tournament anymore so WMCC could potentially get those teams to participate in the upcoming tournament. She also discussed the MWV Chamber Expo being held on April 21<sup>st</sup> at the North Conway

Grand Wellness Center, where there will be different screenings, a greeting desk, workshops, and an after-hours event which is a great way to network. She also spoke about White Mountain Outdoor Fest. She asked if everyone on the committee would consider making a nominal donation, and that the college consider a nominal donation for each student, so that it could be said the entire committee or even the whole WMCC family donated to this event.

Mr. Gaetjens-Oleson discussed how there will be a vote regarding renovating the CTE Center at WMRHS in order to make it more modern and industry compliant. The town meeting is Tuesday, and they will be updating their community master plan. There will be a meeting next Monday night to address COVID-19 with some neighboring towns and communities. He said it is important that we be assisting each other and sharing information during this time.

Mr. Smith said he likes the AVEC model. Schools losing their individual identities is frightening and this is a good way to work together and reach a middle ground, especially with declining enrollment. His CTE program doesn't have a waitlist unlike other areas. Enrollment drives a lot of what we do and opening new career pathways for students will assist with that. One metric he is interested in is seeing how many graduates have a plan after graduation, not just the graduation percentage.

Mr. Pinkham said we are facing a historically low unemployment rate. Wages are going up and there are plenty of jobs in the North County, but not as many careers. How do we help our students become successful at the end of the day? How do we help students establish a plan and career path that gets them where they want to be?

Mr. Backler discussed how we need to be able to adapt and work with industry and business partners, as the idea of just classroom teachers is going away. Mr. Backler also spoke about the potential of solar power and said there aren't many resources like it that can generate that type of profit, as well as have that much of an environmental impact.

Mr. Laracy discussed the importance of graduates having a plan after graduation. Career pathways take time and work to develop and don't just happen once a student graduates.

President Lloyd asked the group how they felt they would get the most out of these meetings. Would the group benefit if different programs came in and gave presentations instead of college leadership giving an overview? Would it be beneficial to rotate where the meetings are held?

Mr. Smith asked why students are leaving and if there is something that the committee could do on their end. Running Start students have increased but there hasn't been an increase in students at the college. President Lloyd responded that students are saving money in high school with Running Start, and then taking their credits elsewhere. Ms. Crawford would like to see an in-depth look into the college's relationship with sending schools. How actively are they supporting WMCC? Dr. Wasileski will present at a future meeting on data and trends regarding sending schools and Running Start.

Ms. Crawford asked how the college feels about Charter Schools and the Career Academy. President Lloyd responded that WMCC is here to provide an education and accepts students regardless of where they are coming to the college from. He said all students deserve a shot at success.

Chair Laflamme will be putting together a packet to establish a regular meeting time, potentially holding meetings quarterly.

### **Adjournment**

There being no further business, the meeting adjourned at 1:32 PM.

Respectfully submitted,  
Colbie Ayotte  
Human Resources/President's Office