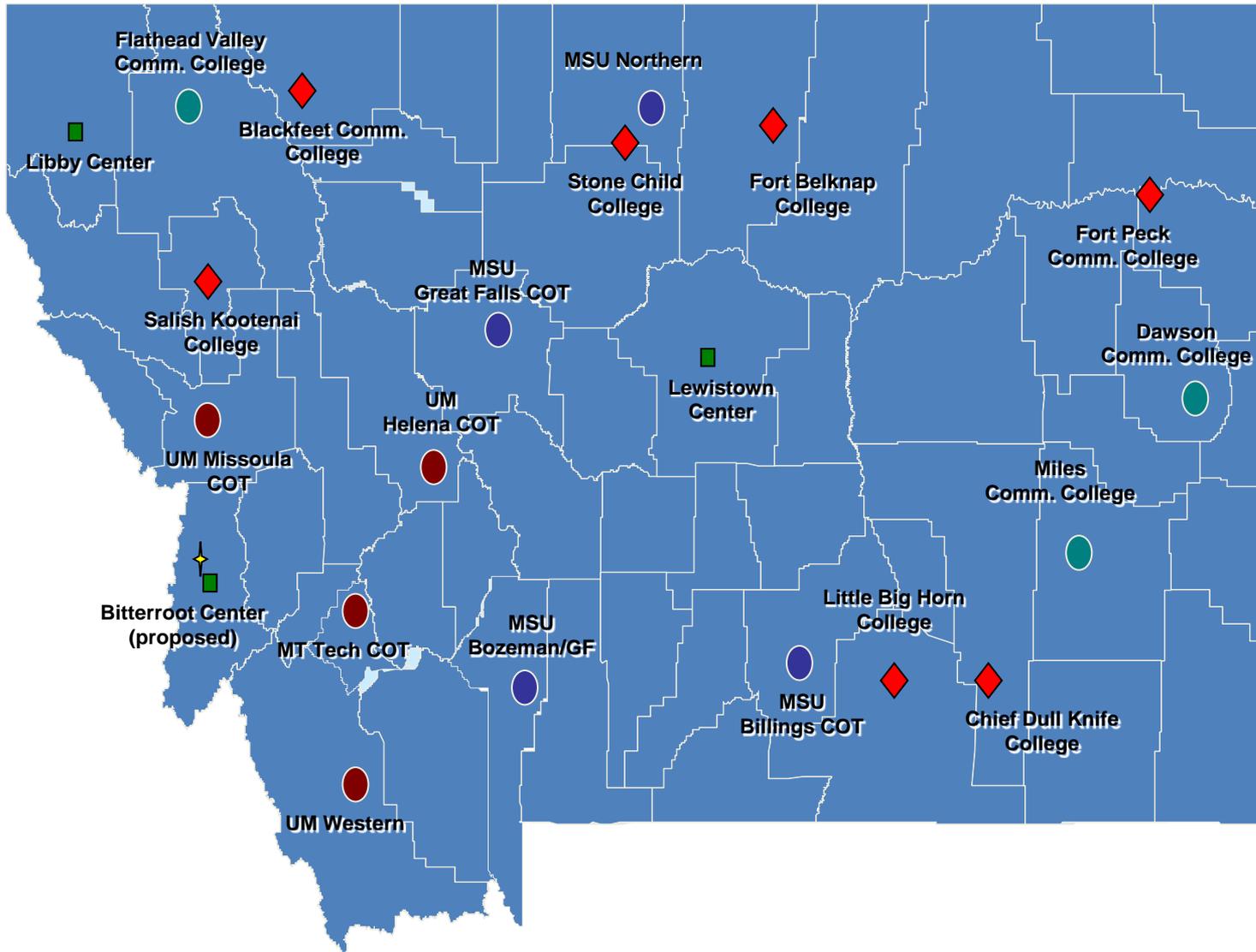
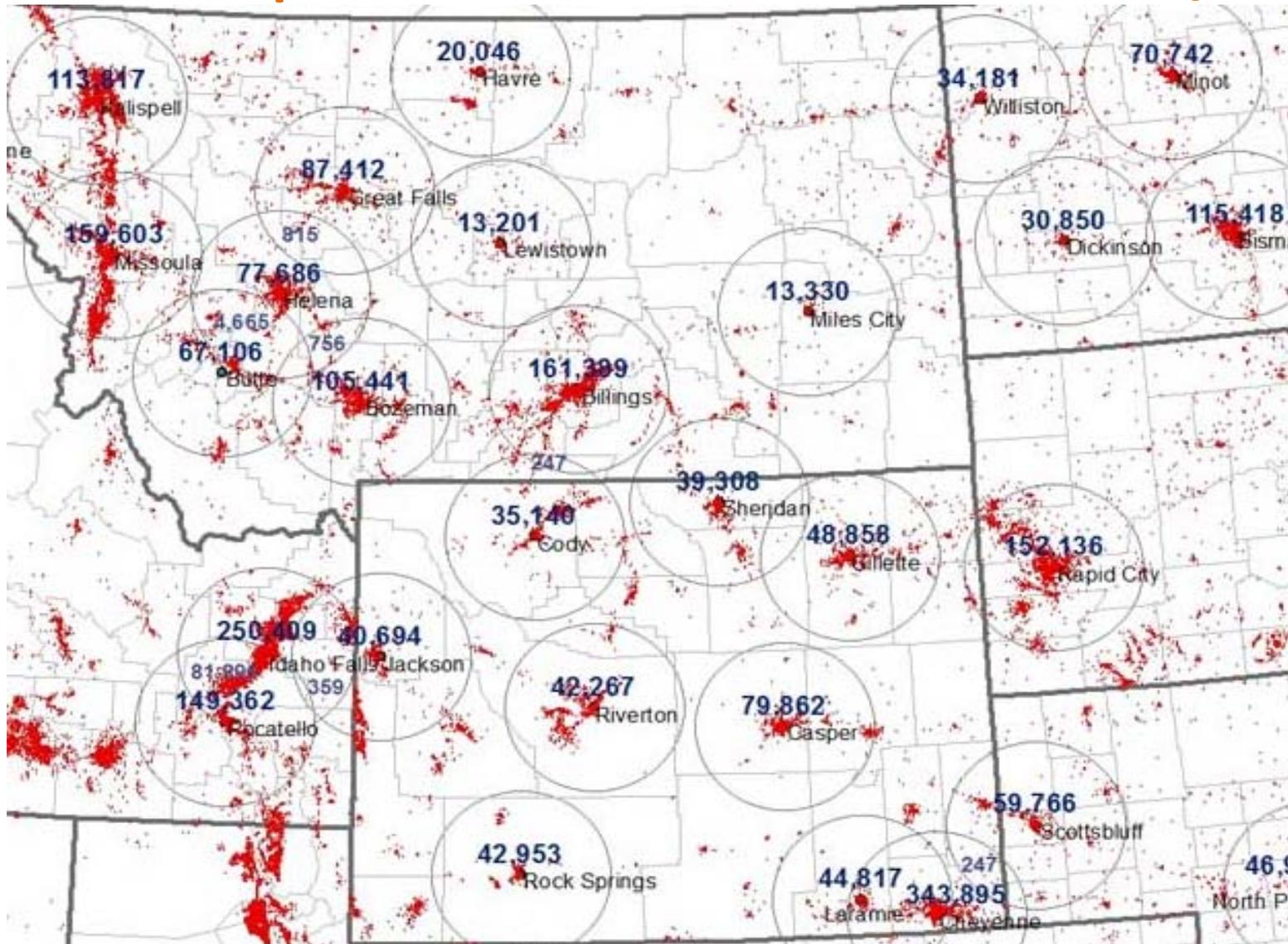


Expanding the Role and Scope of Two-Year Education in Montana



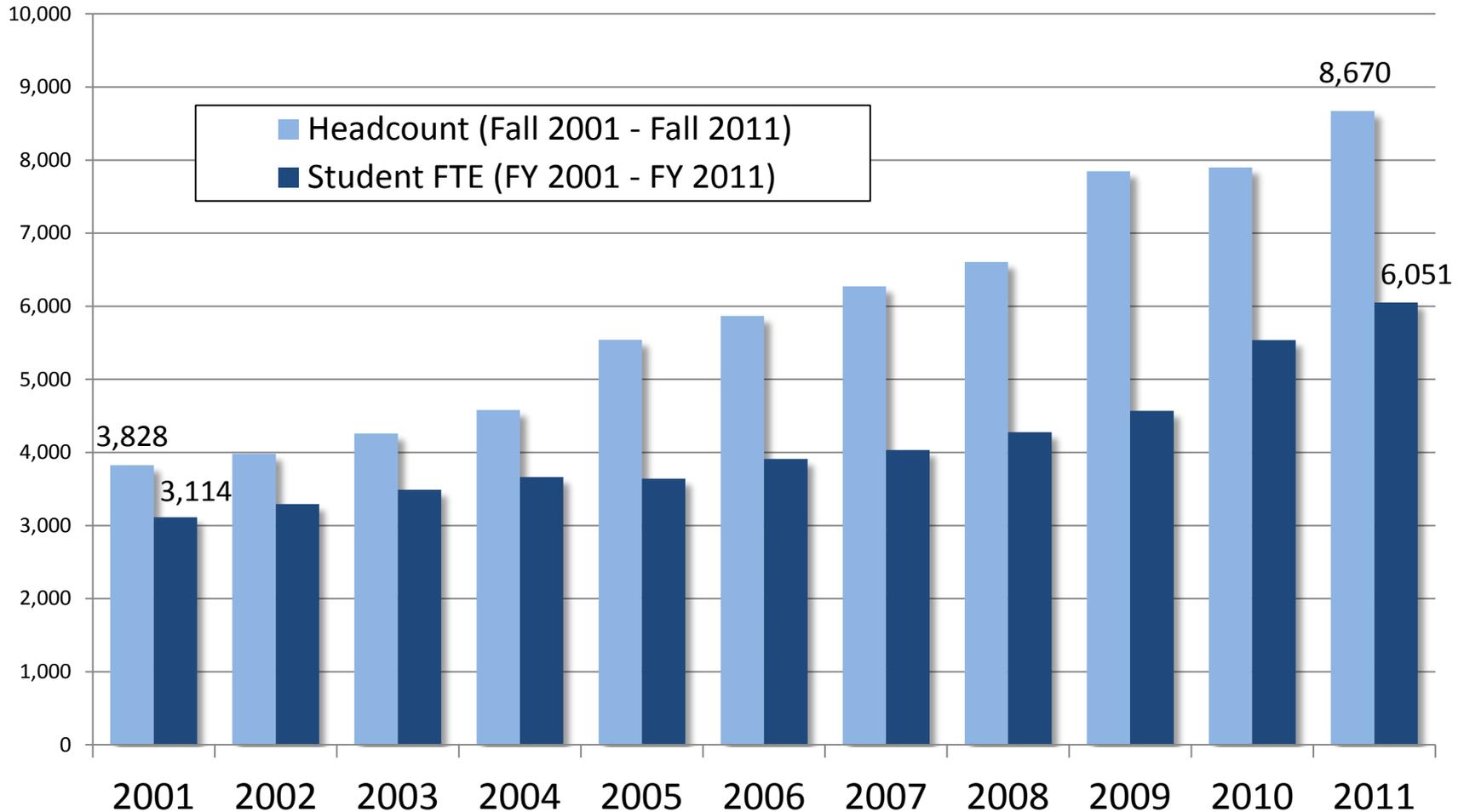


Montana's Population Concentrated in Western 2/3rds



Source: Larry Swanson, UM O'Conner Center for the Rocky Mountain West

Enrollment Trends - MUS Colleges of Technology



In the past ten years, headcount at the COTs has more than doubled, growing by over 4,800 students. Over the same time period, student FTE increased by 2,936 or 94%.

What is College!NOW?

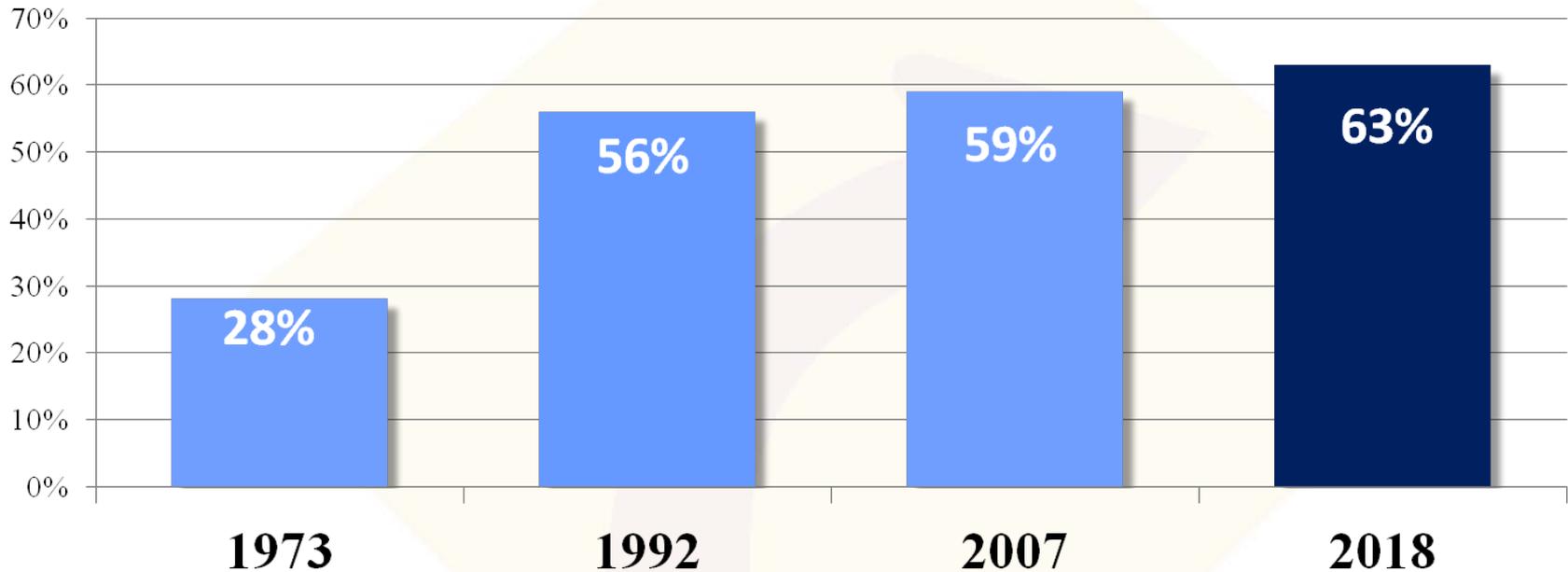
College!NOW is a multi-year initiative approved by the Board of Regents and led by the Montana University System to make **two-year higher education** more **accessible**, better **coordinated**, better **understood** and, as a result, better **utilized statewide**.

The initiative is being supported by the Lumina Foundation for Education, which selected Montana as one of seven states to participate in a national effort to develop innovative, cost-saving strategies for delivering high-quality education to greater numbers of students.

Montana's two-year education discussions have been ongoing for over five years!

Why does Montana need to improve opportunities for two-year higher education?

Percentage of Jobs Requiring At Least “Some College”



Source: The Georgetown University Center on Education and the Workforce

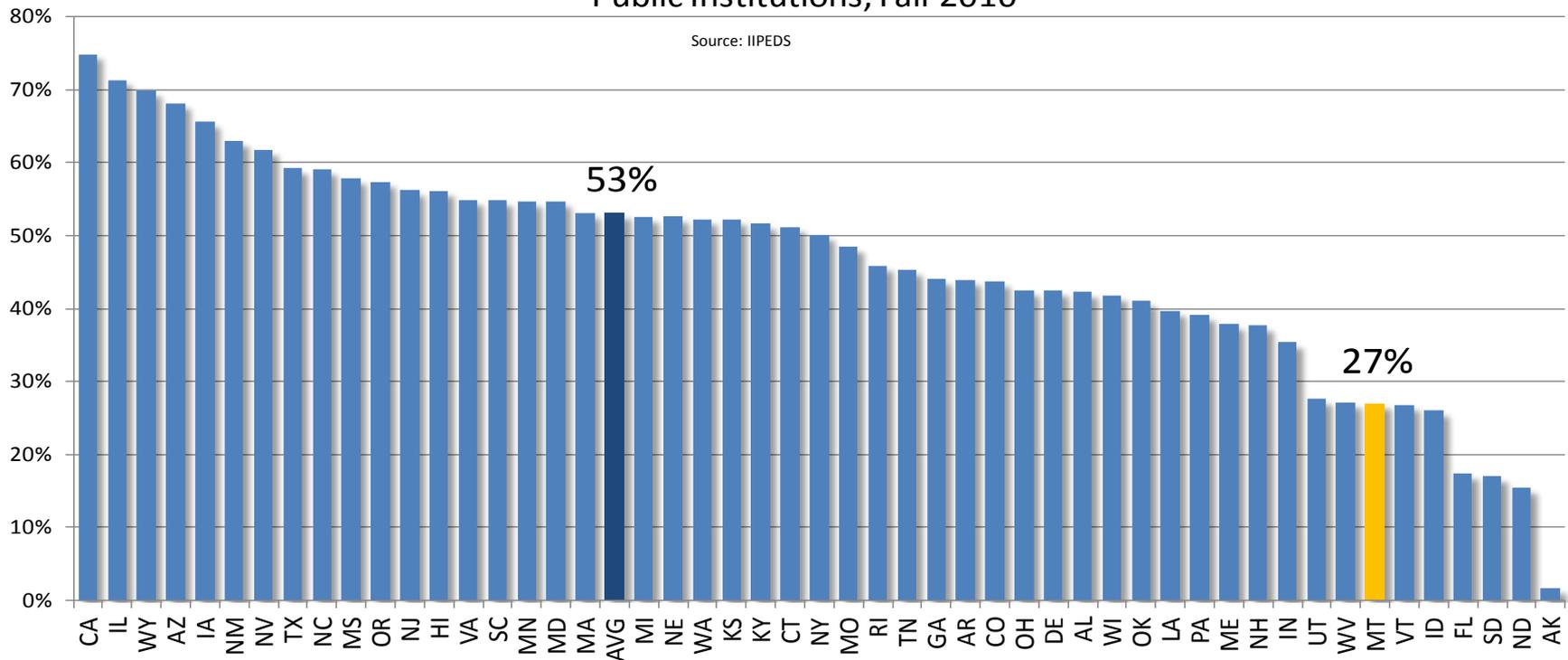
Demand for an educated workforce continues to grow

CHANGE *is in the air*



Why does Montana need to improve opportunities for two-year higher education?

Percentage of Undergraduate Enrollment at 2-year Colleges
Public Institutions, Fall 2010

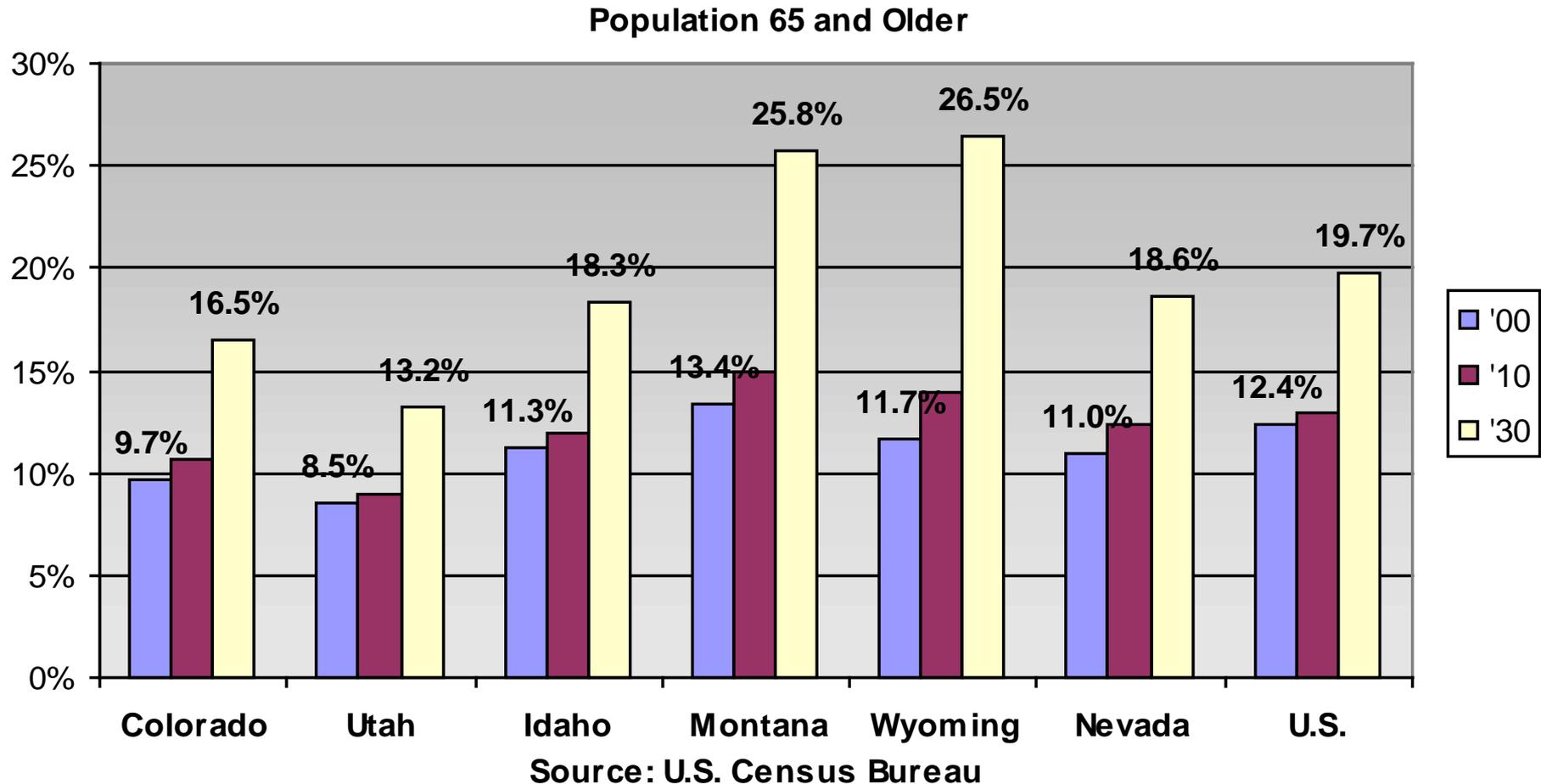


Montana under-utilizes low cost 2-year education

Why does Montana need to improve opportunities for two-year higher education?

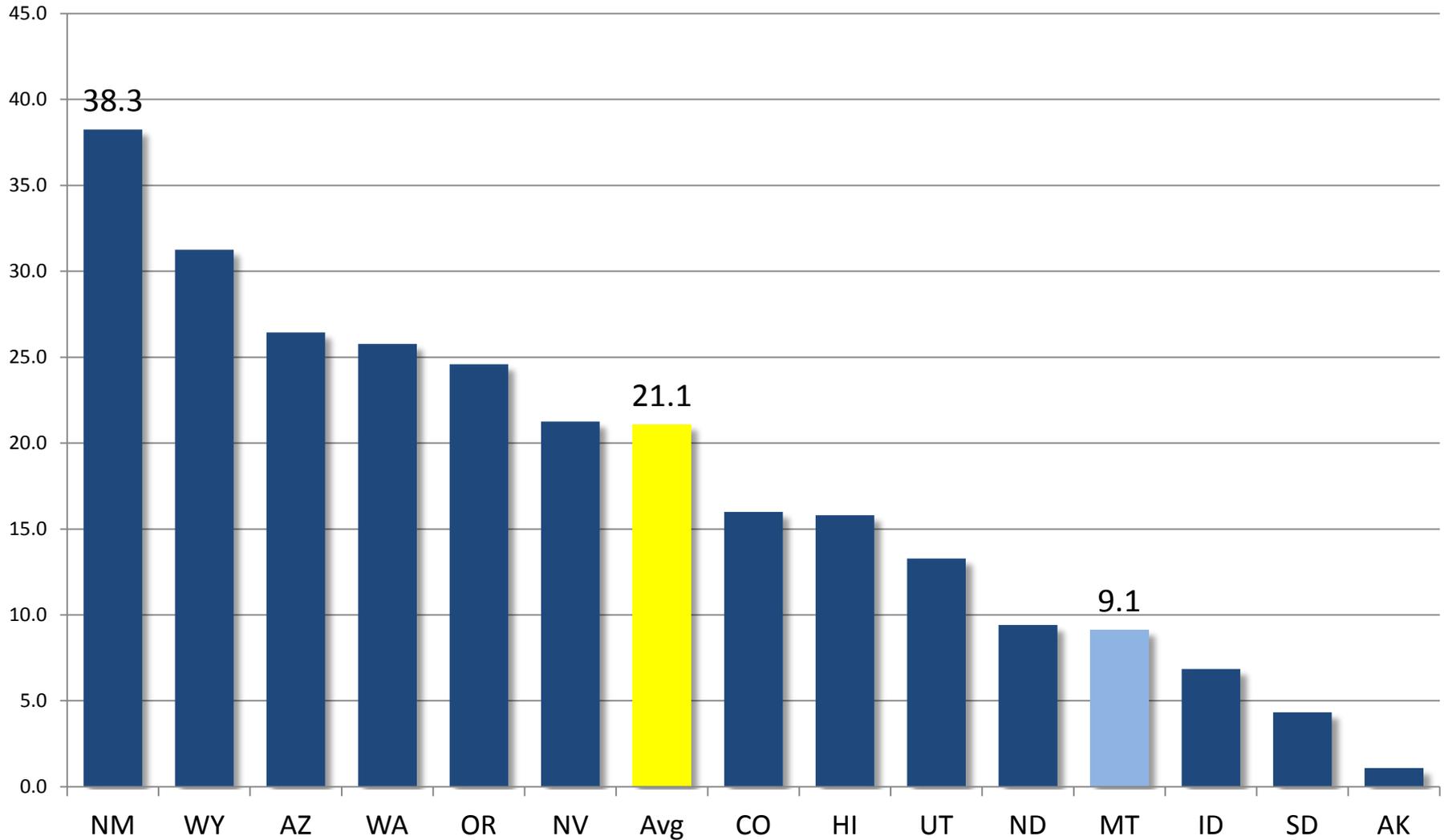
- Montana's aging population
- Traditional high school student pipeline is decreasing
- Need for increased affordable/high quality access to higher education!
- Young adult educational attainment rates will not enable the state to meet future demands

The Aging of Montana's Population



Enrollment of 25 to 49 Year Olds in 2-year Colleges per 1,000 25 to 49 Year Olds in the State, 2009

(includes Public Colleges only) source: IPEDS, US Census



Montana Projected Degree Gap: 13.5%

Percent of 25 to 64 Year Olds with Associate Degrees or Higher



Demand Workforce ----- Population

CHANGE *is in the air*



The Five College!NOW Strategies

- 1 Comprehensive** two-year **mission** to Montana's 5 COTs
- Every **Montana Region** is served by a two-year college or a 2-year program as its **Regional Clearinghouse HUB** for education
- 3 Better coordination** through **curricula and integrated technology**
- 4 Rewarding** institutions for **increased student success**
- 5 Improving understanding** and **appreciation** of Montana's two-year colleges

Focus on Strategy 1:

Montana's five
Colleges of Technology
will **provide** the
comprehensive two-year mission
to their **local** communities.

Comprehensive Two-Year Mission Statement

(approved by the Board of Regents, May 2011)

To provide a comprehensive, accessible, responsive, student-centered learning environment that facilitates and supports the achievement of individuals' professional and personal goals, and enhances the development of Montana's citizens, communities and economy.

Two-Year Mission Components:

1. Transfer Education Through Associates Degree
2. Workforce Development, Including Certificates and Applied Associate's Degrees
3. Developmental and Adult Basic Education
4. Lifelong Learning
5. Community Development

Core Values of the MUS Two-Year Education

Excellence
Rigor and Relevance
Diversity
Civic Engagement
Innovation
Integrity
Accountability
Transparency
Inclusivity
Consistent Unified Support
Lifelong Learning
Student Success

COT Mission Expansion will *drive* Rebranding

- **College of Technology** brand does not accurately reflect the breadth of the “**Comprehensive Two-Year Mission**”
- Rebranding renaming discussion must consider: **mission, affiliation, and place**
- Communicate **value proposition** for students, community, and parent university

What is the purpose of rebranding?

To communicate a new message that reflects the evolution of an institution’s offerings, goals, and/or values.

October Listening Sessions

Billings, Butte, Great Falls, Helena, & Missoula



Eight General Themes from the College!NOW Listening Sessions

Helena – October 3

Billings – October 5

Missoula – October 13

Butte – October 17

Great Falls – October 19

theme 1 → Changing the Organizational Culture

- Rebranding Process
- Positive Outcomes
- Opportunity to promote COTs as affordable access to higher education



Flathead Valley Community College, MUS Website

theme 2 → Importance of Expanding the Comprehensive Mission

- University Transfer
- Adult-friendly Programming
- Developmental Education
- Partnerships
- Workforce/CTE



MSU-Great Falls COT Website

theme 3 → Funding and Facilities

- Space
- Staffing
- Funding
- Sustainability
- Localized Plan



Missoula Independent article on record enrollment at UM Missoula COT, Feb. 4, 2010

theme 4 → Expanding Services to Support Students



UM-Helena COT ULEARN Continuing Education

- Support Services
- Expanded Services
- Veterans
- Childcare

theme 5 → Workforce and Community Connections

- Engage Business and Industry
- Community Connections
- Workforce Development Opportunities



MSU-Billings COT Website

theme 6 → Unique Issues of Embedded COTs

- Coordination of Services
- Duplication?
- Competition?
- University Partnership
- Affiliation



MT Tech COT

theme 7 → Flexibility and Responsiveness

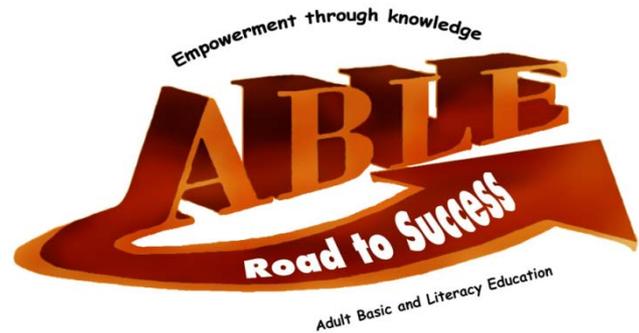
- Reaching New and Different Markets
- Rapid Response
- Laddering of Programs



UM-Helena COT, Montana University System Website

theme 8 → K-12 Coordination

- Pathways
- Dual Enrollment
- Perceptions and Misperceptions
- ABE/GED



November 3-4 Retreat



Nov 3-4 Retreat → Outcomes

- Comprehensive Mission Planning Process by Campus
- Networking/Sharing/Learning
- Requests for Additional Consulting Help

Nov 3-4 Retreat → Outcomes

- Creating a “Unified Voice” for 2 year while respecting individual identity
- Commitment to Further Engaging Faculty/Staff/Students/Community at each Campus
- Stronger Commitment – 2 year/ 4 year

Expanding Strategy #1

- Gallatin College Programs (GCP)
- MSU Northern's College of Technical Sciences
- UM Western's Two-Year Programs
- Bitterroot College Programs (BCP)

Next Steps → **New Colleges Added to #1**

- Develop plan to conduct listening sessions
- Work with new colleges to develop plans for extending the comprehensive two-year mission
- Integrate into December 15/16 Retreat

Dec 15-16 → Summit

- Further Widen the Circle
- Change Perceptions/Misperceptions
- Focus on Branding/Renaming

Mission
Place
Affiliation

Jan 19-20 BOR → Presentation

- Draft Comprehensive Mission Expansion Plans Per COT
- Resources Needed as Expansion/Phase In
- Initial Rename/Rebrand Concept

Dec - Feb → Finalizing Comprehensive Mission Expansion Plans

- Comprehensive Mission Expansion Plans for each COT Campus
- Update on Planning Process for new Colleges added to Strategy #1 in December
- Identifying Resource Issues/Needs
- Timeline
- Creating a Unified Summary

Mar 1-2 BOR → Agenda Discussion/Action

- Presentation of Comprehensive Mission Expansion Plans
- Resource Discussion
- Rename/Rebrand Recommendation
- Action to Approve Plans
- Action to Approve New Names/Brand

Excellent Progress is Being Made!

