New Campus Development Through Local Partnerships

Workforce Innovation and Opportunity Conference, Wichita, KS
October 9th of 2018

Presenters:
Dr. Dennis C. Rittle, President of Cowley College
Ms. Linda Coleman, Director of Human Resources at TECT Aerospace
Ms. Stacy Davis, Director of Sumner County Economic Development Commission
Ms. Janet Grace, Sumner Campus Operations Officer of Cowley College
Ms. Jessica Lucas, Founder and Owner of J Squared Communications and Government Liaison
NEW CAMPUS DEVELOPMENT THROUGH LOCAL PARTNERSHIPS

PRESENTATION OUTLINE

Listen. Listen. Listen. Adopt a mixed method of gathering community input to advance community acceptance and support to thwart staunch criticism.

Consistency. Facilitate strategic and targeted communications with a broad and diverse audience while artfully sharing the same central message to build support across all sectors (e.g. community, industry, government, etc.).

Keep Your Promises. Deliver on what is/was promised while remaining open-minded so that the miraculous has opportunity to become a reality.

Keep Your Partners Apprised...No Surprises. Schedule meetings with essential partners well in advance and ensure the meetings are meaningful.
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PROCESS

Listen

Consistency

Keep Promise

No Surprises
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TIMELINE

- **July 2015**
  - IDEA
  - LISTENING

- **Aug 2016**
  - CAMPAIGN
  - CONSISTENCY

- **NOV 2016**
  - DESIGN
  - KEEP PROMISE

- **OCT 2017**
  - CONSTRUCT
  - NO SURPRISES
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ORGANIZATIONAL BACKGROUND

By the Numbers

1) **Main Campus:** (Est. 1922): Town - 12K, County - 40K
2) **Headcount:** 4,000+ - 5 Locations & Virtual Campus
3) **Degrees and Certs:** 700 Awarded Annually
4) **Common Majors:** Science and Pre-professional (27%); Humanities and Business/Comp Sci (17%-18%)
5) **Student Body:** 70% Full-Time and 60% Women
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A Grassroots One-Year Listening Tour

700+ HS Students surveyed from every School District

130+ Cross-section of Young Professionals surveyed

1,000+ Total Respondents (surveys and focus groups)
What did we learn?...........

High School Students:
Most important factors in deciding a job: Enjoy the job (98%); get a good job in 1-2 years (96%); staying close to family and friends (80%)

2) Adult Learners:
Preferred location of a Cowley College Site: Wellington – 74%;
Most important factors in deciding a job: Enjoy the job (99%); get a good job in 1-2 years (97%); Able to advance (95%); staying close to family and friends (93%);
Advice to HS students, complete a tech cert or complete a two-year degree before moving forward (86%)
NEW CAMPUS DEVELOPMENT THROUGH LOCAL PARTNERSHIPS
LISTEN. LISTEN. LISTEN.

What did we learn?...........

Course Preference:
- HS Students Gen Ed with Pathways
- Adult Learners Career Paths with Specialization

Costs:
- Both - Modest with FA Available

Location and Modality:
- Both - Stay in Sumner County and Take Hybridized Coursework
Perspectives of the Director of the Sumner County Economical Development Commission……..

Ms. Stacy Davis

- “The renewal of interest in Sumner County for growth in manufacturing and retail.”
- In addition, “The College has created partnerships that are assisting in retaining industry in Sumner County as well.”
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Consistency

Planning and Sharing Consistent Messaging

Dozens of Face-to-Face Meetings/Presentations over 3-month period

Visited every town, village, and hamlet in Sumner County, spoke to Legislators, and State Officials

Thousands of Yard Signs, flyers and door to door visits

Goal: 51% Yes Vote
new campus development through local partnerships

consistency.

demonstrate need and value!.............

survey results: community wants the campus
- why past attempts failed
- share proposed model and explain why
- explain funding options and preferred
- explain r.o.i! (e.g. every $1 locally = $13; 3,000 new graduates and more than 2,000 new or retained county residents over 10 year period; types of programs and how will meet needs of industry
New Campus Development Through Local Partnerships Consistency.

Determining Preferred Funding Model……

Community wanted technical training and 2-year degrees (informed design)

Community did not want to impact their Mill but was willing to impact Sales Tax (this topic is very important)

Determined ½ Cent for 10 years (max period under State law)

Calculated Increase by Family Size for Given Income Range

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Calculated using IRS’s Sales Tax Deduction Calculator

Alternatively, for every $1,000 spent on items subject to Sales Tax, the increase in in total sales tax is $5

example: $15,000 spent on eligible expenses $5 x 15 = $75 additional tax
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Consistency

Mulvane Location
Sumner Campus
Winfield Location
Arkansas City Campus
Consistency

Point of No Return......

**Ballot:** Work language for a ballot and get on the ballot

**Establish a Formal Campaign to Education Community:**
Unique Branding, Aggressive and Formalized Canvassing, and Market Saturation (Hire a Campaign Champion)

**Routine Meetings:** Bi-weekly, College Leadership and County Leadership, Campaign Champion, Media Efforts, Website (Dedicated), and Don’t chase gutter snipe

**Exploring County Representation:** Board of Trustees
Perspectives from the Founder and Owner of J Squared Communications and the Cowley College Government Liaison / Campaign Champion: The journey of 30% to 55% (favorable countywide vote) in 2 ½ months

Ms. Jessica Lucas
Questions:

1) What proved to be the greatest obstacle to successfully secure a positive vote for the County in order to support a local tax to construct and operate a new campus?

2) What aspect of running a successful campaign to rally fiscal support from a conservative county was most satisfying (i.e. brought you the most joy)?

3) Were there any techniques you need to apply or modify when developing a campaign to help a county support local taxation for a new campus which were different than when developing strategies for previous campaigns to elect an individual?
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Consistency
How you finish is how you are remembered...

Proposed New Legislation:
County Representation

Three (3) Cross-sectional Teams: Design Building and Campus

Additional Gifts ($2.6M):
Property and Utility/Roads Infrastructure

10 Core Programs of Study
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KEEP YOUR PROMISES.
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KEEP YOUR PROMISES.
Outpouring of Support from Businesses & Unexpected Surprises:

Converging on the County Courthouse
Financially subsidizing the campaign
Providing equipment and dollars for naming rights

General Contractor, donated pre-construction

Architect developed 3D Virtual Models of new campus

State and Federal Support regardless of political affiliation

Wellington HS received Redesign Grant because of new campus

Communities are becoming more progressive...
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Keep Your Promises.
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Perspectives of the Director of Human Resources at TECT Aerospace ..........

Ms. Linda Coleman
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KEEP YOUR PARTNERS APPRISED.

Communicate, communicate, communicate...

Tiger Tweets and Take Aways (College, weekly written communication)
Tiger Talks (College, each semester)
Touch Base Leaders--bi-weekly
Meeting Trustees
President update to (weekly)
Trustee Involvement (Strategic Committees)
Sumner County Planning Mtg. (28 months and counting)
Dedicated Website and Branding
Local Chamber of Commerce
City/County Commissioners

No Surprises
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No Surprises

KEEP YOUR PARTNERS APPRISED.

Persist, Persist, Persist......

Mentally prepare for the Marathon
- Will sacrifice time and mental wellbeing personally and professionally
- Know and frequently share your vision through words and images
- Have multiple contingency plans
- Avoid over-promising
- Create a means to provide local representation with Board
- Continue to “reach back” to the community (e.g. sponsorships, community involvement, volunteerism, etc.)
Phase I Construction – Technology (20,000 Sq Ft.) and Education and Student Support Building (22,000 Sq Ft – three levels and breath-taking); Courtyard, Walking Trails...

Phase I Costs and Investments – approximately $15M (land, site development, buildings, and furnishings)

Phase 1 Donations – approaching $3M and climbing

Phase 1 Timeline - Tech & Innovation Bldg: Completed in Fall 2018; General Education and Student Support Bldg: Summer 2019

5) Groundbreaking Ceremony – Oct 11 - 3D Virtual Modeling Available...

6) Ribbon Cutting Ceremony – Aug ??? – Tech & Innovation Center

7) Campus Opening – April/May 2019 – Entire Campus Phase I

8) Phase II – Yet To Be Told....
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No Surprises

Perspectives from the Sumner Campus Operations Officer

Ms. Janet Grace
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Question & Response

All learning begins with a question
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Presentation Group Photo

All learning begins with a question