

Working Group-The University as a Public Institution

Committee Meeting Minutes: November 2nd, 2015

3:00pm-5:00pm RPL 325

Committee Members: Dr. Michael Rogers (Chair), Mayor Randy Horton, Mr. Kelly Davis, Emily Bradley, Kristy Bayer, Melissa Rose, Zachary Swartz, Bailey Taylor, Wendi Pool, Angela Bonds, and Dr. Sandy M. Smith

Guests: Justin Smith (Ozark Community/Industry Outreach), Brandon Wright and Amanda Johnson (Norman Career Services) Justin Price – Bank of the Ozarks (Russellville) Brenda Harrison – St. Mary's Regional (Russ.)

Proceedings:

I. SPC Updates

1. Survey of SPC on Priorities- Salaries top priority
2. Faculty Open Forum

II. Discuss Community Collaborations (Brenda Harrison – St. Mary's Regional Russellville)

- Local businesses would like to see Tech students stay in Russellville.
- Businesses should use Tech as a recruiting tool
- Local businesses and students could work with recruiting office to get volunteers
- St. Mary's would like to educate more people in the community there is no RN shortage, but would like to put people through clinicals and retain them.
- St. Mary's is not the highest paying hospital. Some people leave to make more money elsewhere, but sometimes return.
- **Opportunities in the medical industry**
 - radiology technicians
 - dietician hospitality
- St. Mary's hires the following positions: RN, LPN, case managers, bill chargers, medical coders, switchboard workers, and health information managers
- St. Mary's is currently ranked #8 in the state for community health
- Health screenings will be offered less to the community, people are being encouraged to make appointments with doctors for personalized care
- Wellness programs would benefit students and community
- Students can be involved in EMT drill at hospital (examples of areas for which the hospital drills are Ebola breakout or nuclear event)
- St. Mary's likes to hire Tech students they can train and then keep long term
 - 20 hours a week, works holidays
 - Switchboard worker or health fair workers

III. Discuss Community Collaborations (Justin Price – Bank of the Ozarks Russellville): What needs does banking have?

- The process for obtaining a position with a bank has changed, you cannot just complete a degree in Business and jump into lending.
- **Opportunities in the banking industry**
 - Analysts needed and position is a great way to start a banking career
 - Compliance has also become more important in the field

- There are banking skills that do not carry over from the classroom
- Bank of the Ozarks typically hires 1 fulltime and 2 part-time Tech students
 - 20 hours a week, Saturdays
- There is not currently an internship offered, but could be discussed
- Good for students to be exposed to banking industry to see if it is for them
- Tech could help educate students on what banking jobs entail

IV. Discuss Community Collaborations (Economic Impact Report-Summer 2012):

- For the ATBI (Arkansas Tech Business Index) Russellville ranks in the middle or performs as expected at 99 (100 is the average)
- Russellville is stable and consistent
- Fort Smith and Conway are both growing due to new corporation development and large infusions of business
- Russellville will be greatly effected when the Nuclear Plant is decommissioned in 20 years
- Most areas (Conway, northwest Arkansas, etc.) have an Advertising and Promotion Commission with large pool of community investment dollars from a tax on both hotel and food.
 - Russellville's Commission only has a hotel tax and thus a much smaller pool of investment dollars for the community

V. Discuss Community Collaborations (Brandon Wright- Norman Career Services)

- Met with ConAgra
 - 60% of workforce is bilingual
 - 40% of the 60% does not speak English
 - They have hired 1 ATU graduate in there white collar jobs; ATU is missing a big opportunity here!
 - They would like to tour the campus and have ATU tour their facility
 - They are expanding and would like to build a relationship with Tech
- Tech has a good relationship with the school district and St. Mary's
- Tyson and local banks hire Tech students
- Why Tech students not working at local businesses?
 - There are a lot of now hiring signs in the community
 - Not many high skill jobs for ATU's best and brightest; leave the region to find the better, higher paying jobs
- Career Services is now tracking where graduates are going
- Does Career Services help Tech students find jobs while in school?
 - Students in work study positions
 - There are not enough positions on campus
 - Goal is to develop students on campus and in community and then keep them (Ex. Ken Wester's IT student workers and St. Mary's relationship with our Nursing program)
 - Career development starts as a freshman

VII. Discuss Community Collaborations (Justin Smith- Ozark Community/Industry Outreach)

- Offers business and industry training
- Faculty plays a large role in knowing companies in the community

- Non-credit courses brings in people from the community
- Tech's Ozark activities must meet a need in the community and get something in return
- Invaluable relationship with chambers of commerce in the northwest
- **Tech needs to look more at the community and think how can we meet a need**
- Ozark and Russellville campus should work together on community collaborations and share resources
- How can students be more prepared in the industry they are entering into?
 - **Let businesses review curriculum to see what we are producing**
 - If it happens, it is departments that connect with community industries
 - Some recruiting is necessary at the department level
- **Should each college have one or two career counselors to assist students?**
 - **Faculty must understand industry and help students in placement**
 - Would need a specialist in that area to answer students questions
 - Right now we have generalists but not specialists
 - Could a faculty member take a course reduction and assist Career Services with placement?
 - Some Departments it makes more sense for the Department to advise and place students. They know the best fit for the student.
- Why did Tech eliminate the recruiting and career placement center in the Business College?
- If career counseling was conducted outside of the college would students loose individualized attention?
- There is a high turnover rate in community industries but you still have to build a relationship with these companies

VI. Discuss Community Collaborations- Open Discussion

- SGA has a student who acts as a liaison between SGA and the community
 - Position rotates each semester, makes building relationships difficult
- Why are businesses saying no to Tech (example Taco Bell dropping Tech discount)?
 - No communication and there needs to be an incentive for businesses
 - Tech flags are stolen when put out at businesses
- You would think businesses would want to support Tech, it brings in revenue
- In 1985 Conway was the same size as Russellville
 - What did they do? Is it just location, sprawl from Little Rock?
 - Conway is more progressive and integrated
 - Provides quality services (Ex. Daycare centers)
 - Different culture and trendy
- Why do people seek services elsewhere and take money out of community?
- How do we attract high tech jobs for students?
 - Need to think regionally, be proactive
 - What buildings do we have available?
 - Do we have the workforce?
 - Are we in a location that will attract high tech jobs?
- There is a disconnect with the Russellville Chamber of Commerce and Tech

- Can someone approach the Chamber and help them see the big picture, that the River Valley needs to be more than an Agribusiness region?
- Also need to think about what we can do to keep baby boomers in Russellville. They are leaving and we are losing their investment dollars!
- Could we have a student liaison work for the Chamber?
 - They could provide a service
 - Marketing, communication
 - Would build relationship and meet a need for the Chamber and Tech
 - Would give students experience
- Russellville hired a consultant 5 years ago
 - Consultant that Russellville is an agriculture industry town.
- Opportunity: Can Tech drive the chambers and region by forming and spearheading an economic development coalition for the River Valley and Ozarks?
 - Focus more on high tech business recruitment to retain Tech's best and brightest
 - Make use of our 10 gig technology capabilities
- Tech needs to focus on building relationships
 - Tech Connect restarting with the Russellville Chamber
- Tech needs to get out of mindset what we do is just in the classroom
- Minimal use of Tech alumni
- When should Russellville complete the economic analysis?
 - Should this be done more often?
 - Need to decide why we are even completing the analysis
 - Why is Russellville average? Is that good enough?

- VII. Review of Meeting Schedule
Nov. 9th Discuss Governmental Relationships (Question 1) and Community Collaborations (Perceptions and Values: Questions 4-6)
GUESTS: City Council Members Mark Tripp, Freddie Harris, and Bill Eaton
1. What are the political connections with local government that are formal, if any?
 2. What are the benefits to the University that flow from high-functioning and mutually beneficial programs or shared services with local government? Can we develop an inventory of the existing collaborations that are successful examples?
 3. How often and in what numbers do people who aren't members of the university community come on campus and for what reasons? Should more of that kind of campus involvement be encouraged?
 4. Are there trouble spots or tensions in the relationship with the broader community? Can they be adjusted or improved?