

Creating Opportunities In Place
ruralccalliance.org



RURAL COMMUNITY
College Alliance

Creating Opportunities in Place.

Rural: Your Community's College

2022 RCCA National Conference

September 14-16, 2022

Iowa Western Community College

BOARD OF DIRECTORS

Leah Barrett, President,
Northeast Community College

Jon Bauer, President,
East Central College

Seth Carter, President,
Colby Community College

Ryan Carstens, BYU,
Pathways Worldwide

Kristine Duffy, President,
SUNY Adirondack

Ryan McCall, President,
Marion Technical College

Leander McDonald, President,
United Tribes Technical College

George McNulty, President,
Gogebic Community College

Christopher Parker, Executive Director,
National Junior College Athletic Association

John Rainone, President,
Mountain Gateway Community College

Lynn Tincher-Ladner, President and CEO,
Phi Theta Kappa

Carrie Warick-Smith, Vice President,
Association of Community College Trustees

Marta Yera-Cronin, President,
Columbia Gorge Community College

RCCA STAFF

Penelope H. Wills, Interim President

Emily Klement, Vice President

HANKS

A THANK YOU FROM RCCA



As chair of the Board of Directors, it is a pleasure to welcome you to Iowa Western Community College and to the 2022 Rural Community College Alliance Conference. RCCA is a member-run organization that helps its member colleges serve approximately 90 million people who reside in rural America. We are so happy you have joined us.

The Board of Directors would like to thank the staff of Iowa Western Community College for their hospitality. Please help me provide a special thank you to Dr. Penny Wills for serving as Interim President of RCCA for the past two years. Throughout the conference, please thank her on behalf of the entire membership. I also will be honored to announce the new President of RCCA at this conference later in the week.

Thank you for your commitment to rural America. I am proud to serve as your chair this year.

Sincerely,

Dr. John Rainone, RCCA Board Chair

President, Mountain Gateway Community College (VA)



Colleagues,

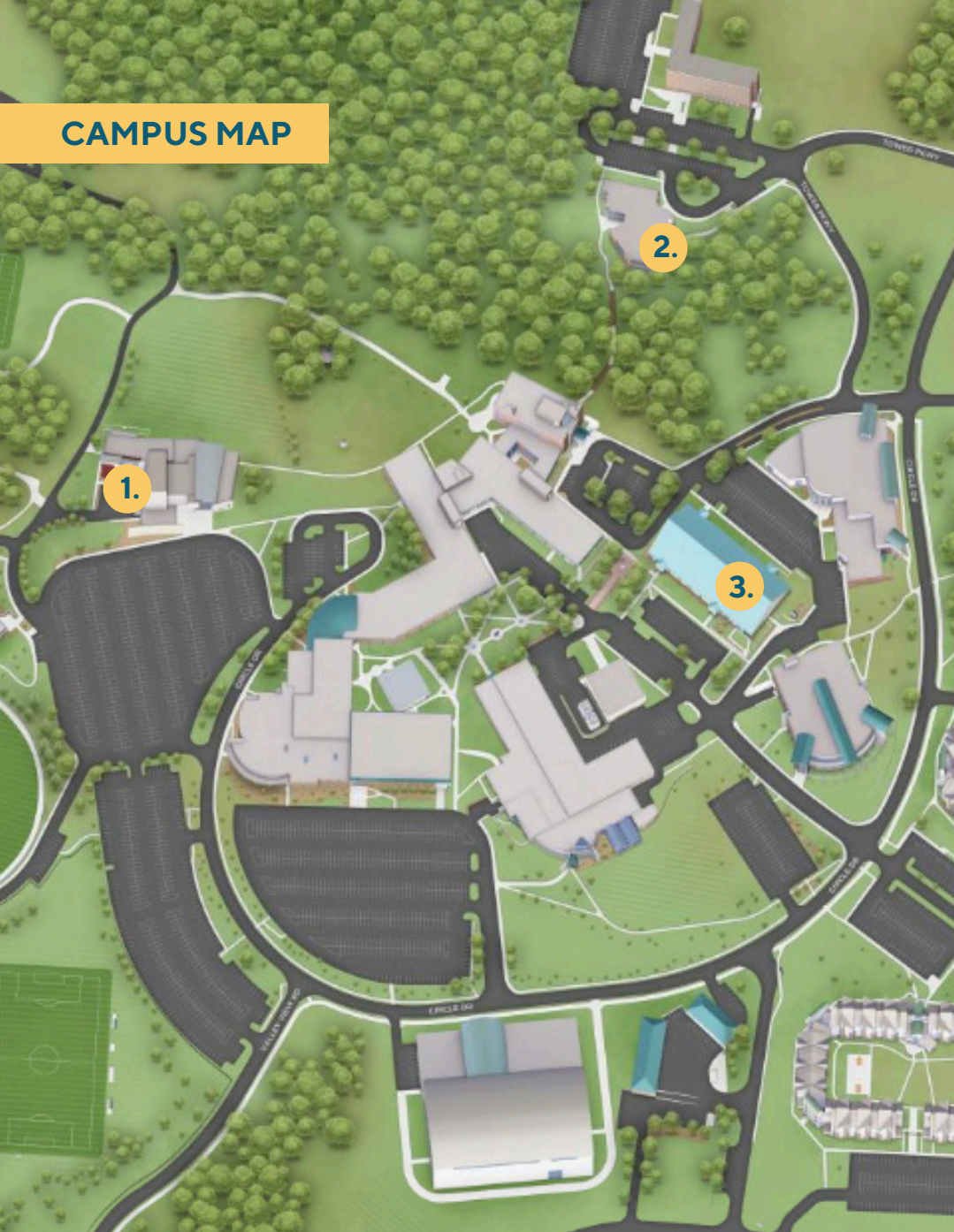
Welcome to RCCA's 2022 National Conference, *Rural: Your Community's College*. Our host, Iowa Western Community College, is one of the best examples of the vibrancy of rural community colleges. I have no doubt that they will prove to be the most gracious hosts and what a positive college environment! Because of you, RCCA is truly the national voice of rural community colleges.

Besides our strong relationships with other national associations (e.g., ACCT, NJCAA, and PTK) and federal agencies (e.g., Dept of Education, Labor, and USDA) we keep you apprised of resources and grants that benefit rural colleges. The positive reputation of our national conferences has maintained that unique quality – not having to filter information through an ‘urban’ lens. Our sponsors this year are also amazing and cutting edge! This conference is for YOU. Soon you will be introduced to our new president of RCCA. As your Interim President since 2020, I want to thank you for your commitment to strengthen all rural community colleges. Together we make a dramatic and vital difference in our communities.

Dr. Penelope (Penny) H. Wills,

Interim President, Rural Community College Alliance

CAMPUS MAP



1. The Arts Center
2. Looft Hall
3. Student Center



8:30AM - 5:00PM - Looft Hall, Lower Level Lobby

Conference Check-In



9:00AM - 11:00AM - Looft Hall, Room 006

Pre-Conference Session:

Effective Advocacy Bootcamp!

Carrie Warwick-Smith

ACCT, VP for Public Policy

Tracy Kruse,

VP for Development and External Affairs, Northeast Community College

Jon Bauer

President, East Central College

This is a bootcamp for new presidents (who did not come out of a political field), vice presidents, and deans and others who are interested in learning effective advocacy skills. So many educators do not understand the world of advocacy or lobbying especially at the federal level. The presenters will share their experiences and advice from the perspectives of a professional policy maker, a vice president responsible for advocacy, and a college president.



4:30PM - 5:30PM - The Arts Center at Iowa Western

Opening Reception



5:45PM - 6:30PM - Black Box Theater, The Arts Center at Iowa Western

Conference Opening Dinner and Welcome



6:30PM - 8:00PM - Frank Fauble Theater,

The Arts Center at Iowa Western

Address from Keynote Speaker

Chris Baldwin Ph.D.,

Senior Fellow, National Center for Inquiry & Improvement

Helping Rural Community Colleges Improve Student Outcomes in the Post-Covid World

Leah Barrett, *President, Northeast Community College*

Greg Hodges, *President, Patrick & Henry Community College*

Erica Orians, *Executive Director, Michigan Center for Student Success*

This session will involve two components. First, Chris Baldwin, Senior Fellow at the National Center for Inquiry & Improvement, will provide a brief overview of the Rural Community College Leader Series. This 2021 series was developed with a group of rural community college leaders and is designed to help rural institutions navigate the shifting post-pandemic environment. For the second part of this session, Chris will be joined by a panel of practitioners to discuss the importance of redesigning the student experience. The panelist—two college presidents and an executive director of a statewide Student Success Center—are all participants in the recently launched Rural Pathways Project led by NCII. This three-year project involves a cohort of 16 rural community colleges from across the country.



8:30AM - 5:00PM - Looft Hall, Lower Level Lobby

Conference Check-In



8:30AM - 9:15AM - Looft Hall, Room 006

Work4College

Jonathan McCullough,*Executive Vice President for Advancement, Northeast Texas CC*

The NTCC Work4College Program is a program that allows students the opportunity to earn their degree at NTCC. The goal is two-fold. One, give every student the opportunity to attend college without acquiring debt. And, two, give the student a hands-on learning experience in a meaningful area allowing them to earn while they learn.



8:30AM - 9:15AM - Looft Hall, Room 008

3 Critical Data Points to Improve Early Student Experiences in College

Maggie P. Fay*Sr. Research Associate, Teachers College, Columbia University*

Based on work with 37 rural and rural-serving community colleges, researchers from the Community College Research Center (CCRC) have developed a strong understanding of how to utilize data to catalyze the institutional cultural changes needed to adopt and make ongoing improvements to whole-college student success reforms. CCRC researchers and community college practitioners will model how colleges can use their own program enrollment and first-term course taking data to critically examine students' early college experiences to learn where change is needed. This presentation includes the introduction of publicly available data analysis tools, and instructions that will allow participants to replicate the analyses on their home campuses. We will highlight examples of how colleges have used the Ask-Connect-Inspire-Plan framework.



8:30AM - 9:15AM - Looft Hall, Room 010

Transitioning from an Urban/Suburban Institution to a Rural

Dr. Marta Yera Cronin,*President, Columbia Gorge Community College***Ron Slinger,** *Miles Community College (MT)***Bruce Moses,** *Allen Community College (KS)***Dr. Marta Yera Cronin,** *Western Piedmont Community College (NC)*

Panelists will answer a series of questions related to dealing with the transition from an urban/suburban institution to a rural one. I'm hoping to be able to include their names here once they've all been finalized.



8:30AM – 9:15AM – Loft Hall, Room 022

Leveraging Networks to Support Workforce Programs in Rural Communities

Erica Orians

Executive Director, Michigan Center for Student Success

Michigan Community College Association

George McNulty

President, Gogebic Community College

This session will focus on work in Michigan aimed to improve completion and transfer student outcomes among students enrolled in career and technical education programs including offering programs with local labor market value, supporting strategic career exploration, awarding academic credit for industry credentials, and building pathways to the bachelor's degree to promote career advancement. The session will explore collaborative opportunities at the state-level and explore how a rural community college leveraged these opportunities.

9:30AM SESSIONS



9:30AM – 10:20AM – Loft Hall, Room 006

Strengthening Rural Community Colleges

Sean Robbins,

Policy Associate, Assoc. of Community College Trustees

During this session, we will share what the Association of Community College Trustees, in partnership with RCCA, has been working on to strengthen rural community colleges and how we see things moving forward. Additionally, this session will provide an overview of ACCT's Center for Policy and Practice. The Strengthening Rural Community Colleges Initiative at ACCT works to support rural community colleges, while listening to challenges that colleges face regarding federal policy and acting as a partner to help with troubleshooting and guidance regarding federal policy issues and advocacy. This initiative is a continuation of ACCT's previous discovery work outlined through the Strengthening Rural Community Colleges: Innovations and Opportunities brief.

SESSION KEY:



Strengthening Community Colleges



Effective Workforce



Data: Gathering, Interpreting, and Utilizing



Leadership Development



9:30AM - 10:20AM - Looft Hall, Room 008

Leading with International Peers and Networks

Dr. Matt Gotschall, PhD

President, Central Community College

Leading with international best practices are an advantage to rural community college leaders and employees. Through multiple connections with international peers and partners, including the Postsecondary International Network, World Federation of Colleges and Polytechnics, and regional consortium of community college international groups and industry, there are efficient and rewarding educational and professional development options for stakeholders including leaders, employees and students. Join this session for a practical and interactive presentation and come ready to network with others interested in international education while fostering expanded diversity and inclusion.



9:30AM - 10:20AM - Looft Hall, Room 010

Utilizing Benchmarking Data for Institutional Analysis, Planning, and Improvement

Sarah Smith,

Director of Institutional Research, Laramie County Community College

Jacque Eidson,

Director, National Community College Benchmark Project

Michelle Taylor,

Sr. Research Analyst, National Community College Benchmark Project

Communities of practice (COPs) are powerful spaces and groups for peer learning and knowledge sharing to support perspective and practice shift, leading to deeper impact across goals that matter to community members. There is so much that people working in different contexts across the rich world of rural post-secondary education can learn from one another, and in our work at the Education Design Lab, we have seen how both local and collective impact can be amplified through the learning and collaboration that communities of practice facilitate.

Building off the work started in Spring 2022 at the Rural Summit, and the continued collaboration among rural leaders and practitioners throughout the summer and fall, this session will explore different community of practice models. As well as, continue the co-design process of developing a space across rural postsecondary education where leaders can share ideas and best practices, elevate lessons learned, and tackle complex challenges to advance our collective work to improve outcomes for rural learners. We encourage you to bring questions, ideas, and models for inspiration.



9:30AM - 10:20AM - Looft Hall, Room 022

Funding Free College Programs: A Discussion Panel

W. Reed Scull,

Associate Professor, University of Wyoming

Jonathan W. Carrier,

Assistant Professor, University of Wyoming

Financial support for community college students remains a pressing issue in these times. Federal and state governments surely can play a role, but top college leaders are pressed to come up with fiscal models and strategies to provide funding to students who might otherwise find themselves closed out of higher education opportunities. This discussion panel includes an overview of a number of “free college” programs. A particular focus will be on the funding models and strategies utilized in these programmatic examples.

In addition to speaker perspectives on a Wyoming “free college” initiative, Drs. Emily Klement and Eric Ban will be included in order to provide their perspectives on a Texas program that offers insight into possible models and strategies for funding free college programs.



9:30AM - 10:20AM - Looft Hall, Auditorium

Co-Designing Effective Workforce Programs with Micro-Communities

Dr. Robert Nye,

President, Finger Lakes Community College

Dr. Lori Barber,

Vice President of Academic & Student Affairs, College of Eastern Idaho

Todd Sloane,

Director of Workforce & Career Solutions, FingerLakes Community College

Miriam Swords Kalk,

Senior Education Designer, Education Design Lab

Throughout the BRIDGES Rural Design Challenge, cohort teams from rural community colleges across the country have worked to better understand and connect with micro-communities throughout their service region in order to co-design learning experiences that meet learner needs and align to regional specific economic development opportunities. Defining “learners” not just as people currently enrolled at an institution but also as those who could potentially be in the future has led them to redesign how they approach outreach and program design to align with the experiences, goals, and needs of communities in which they have not been deeply engaged.

The session will highlight two institutions, College of Eastern Idaho and Finger Lakes Community College. Institutional team leaders will share their learnings and strategies for connecting with, co-designing with, and being responsive to micro-communities in their regions to support the success of people who have been historically underinvested in by postsecondary education in their regions.



10:30AM - 11:20AM, Loft Hall, Room 006

Strengthening Community Partnerships for Rural Development

Melinda Carroll,

Vice Chancellor, Enrollment Management, North Central Texas College

North Central Texas College and Grayson College are working with Economic Mobility Systems to implement a Regional Talent Network Model (Rural College Promise in a Box) with regional school districts, universities, and employers to increase college readiness, financial aid completion, and college enrollment. The Regional Talent Network model includes an aligned leadership coalition, workforce alignment, college affordability, wrap around student supports, integrated technology platforms, and a commitment and plan for continuous community improvement. Learn how the model applies to rural contexts in Texas, leading to improved college enrollment both at the colleges and overall, with the engagement of a community of higher education partners.



10:30AM - 11:20AM - Loft Hall, Room 008

CCsmart: A Positive Way to Address Community College Stigma

Lynn Tincher-Ladner,

President and CEO, Phi Theta Kappa Honor Society

A recent Gallup survey showed that more than half of all unenrolled adults report that the cost of a college degree is a very important reason they have not continued their education. While college cost may be top of mind when it comes to college access, enrollment declines at two-year colleges show it isn't the only factor affecting a person's decision to attend college. Recent studies have determined community college stigma to be a top factor in a person's college decision. In fact, it was as significant as other factors such as college cost, types of degree programs, academic achievements, personal aspirations, and the influence of parents and family.

This session presents the plan and progress of a national campaign to address community college stigma - CCsmart. CCsmart or Community College Smart is an awareness marketing campaign of national scope. The goal of the brand is to change the conversation about community colleges, promote student-led advocacy of community colleges, and provide reliable information to the public about community college opportunities—making the choice to go there a smart start to your career and your life.

SESSION KEY:

■ Strengthening Community Colleges

■ Effective Workforce



10:30AM - 11:20AM - Loft Hall, Room 010

Generations in the Classroom and Workplace

J. Kyle Dalpe,

President, Western Nevada College

There are five generations in society today, and each of these age groups can be defined by the events during their formative years and the world in which they grew up. Learn how you as an administrator, instructor, employer or worker can get to know those around you for the most effective interactions and efficiency in the workplace.



10:30AM - 11:20AM - Loft Hall, Room 022

In Hindsight: Lessons Learned From a College's Strategic Planning Process

Matt McGraw,

Associate Vice President, Mountain Gateway Community College

In this session, Matt will use his experience in the strategic planning process at MGCC as an example will explore the strategic planning process at a small, rural community college. Discussion topics include the collection, interpretation, and synthesis of data, intentional development of a Strategic Planning Task Force, challenges, opportunities and lessons Learned.

Learn how unique contextual considerations of a pending name change, looming accreditation reaffirmation process, and pandemic recovery influenced the process. This session is useful for leaders, strategic planners, assessment professionals, board members, and others with an interest in strategic planning at rural community colleges.



10:30AM - 11:20AM - Loft Hall Auditorium

Data-Informed Practice: Using Intersectional Data for Equity Gap Analysis and Pathway Planning

Alexandria M. Wright,

Sr Research Associate, Economic, Labor Market & Education Data, WestEd

Kathy Booth,

Project Director, Educational Data & Policy, WestEd

WestEd's Postsecondary team will walk through the design and use of Data Decks, a targeted set of disaggregated data contextualized to your college to assist in required components for strategic planning and resource development such as equity gap analysis and pathway planning. A variety of regional socio-demographic and economic indicators will be reviewed with attention to the relationships among variables and best practices for alignment to industry credentials.



Data: Gathering, Interpreting, and Utilizing



Leadership Development



11:30AM - 1:00PM - *Black Box Theater,
The Arts Center at Iowa Western*

Luncheon with **Keynote Speaker**

James Kvaal,

Undersecretary Department of Education

Equity and Opportunity: Community Colleges in Rural America

1:15PM SESSIONS

Afternoon Laser Topic Sessions

10-minute summaries of cutting-edge programs followed by opportunities to meet with speakers for more information.



1:15PM - 2:00PM - *Frank Fauble Theater, The Arts Center at Iowa Western*

A Gift in the Heartland

Leah Barrett,

President, Northeast Community College

Learn about the gift that Northeast Community College received from MacKenzie Scott and how they are using to promote equity and student success in Northeast Nebraska.



1:15PM - 2:00PM - *Frank Fauble Theater, The Arts Center at Iowa Western*

The Strengthening Rural Community Colleges Report: A Practice Brief Approach

W. Reed Scull,

Associate Professor, University of Wyoming

This presentation session will provide a brief review of the 2021 ground-breaking report, published in February 2021 by the Association of Community College Trustees with the support of the Gates Foundation, drew upon a significant sample of qualitative research drawn from over 500 people across five states. It provides a focus on dynamics impacting the rural community college context and challenges to the sustainability and future development these critical institutions.

The session will discuss lessons and suggestions for rural community college leaders, along with a look forward to future directions of research in this area. As an alternative, a 10-minute laser topic session will offer a synopsis of the report with a quick overview of leadership issues the presenters see as at play.



1:15PM - 2:00PM - Frank Fauble Theater, The Arts Center at Iowa Western

Supporting Critical Student Well-Being Needs Virtually

Emily Pettit,

Vice President Strategic Partnerships, The Virtual Care Group

Over 50% of 2021 entering college students report being “Emotionally/Mentally” exhausted (BCSSE, 2021) as they were beginning college. Will they have the resilience they need to face normal college stressors? How can we meet and support the increasing well-being needs of students? This interactive session will highlight the national data on the COVID-19 impact on student wellness. We will explore well-being needs and supporting student success through telehealth solutions.



1:15PM - 2:00PM - Frank Fauble Theater, The Arts Center at Iowa Western

Data Informed Practice: Broadening Institutional Research In The Modern Era

Alexandria M. Wright,

Sr Research Associate, Economic, Labor Market & Education Data, WestEd

Kathy Booth,

Project Director, Educational Data & Policy, WestEd

WestEd’s Postsecondary team will walk through the design and use of Data Decks, a targeted set of disaggregated data contextualized to your college intended to assist with institutional equity analysis, advancement, and workforce development planning. Institutional researchers and members of college leadership are invited to attend this session to provide feedback on this unique tool developed by WestEd and further input on improvements that can be made.



2:00PM - 2:30PM - The Arts Center at Iowa Western, Lower Level Lobby

Dessert Reception



2:30AM - 3:45PM

Showcase Tour of Iowa Western CC

Featured will be their strong athletic program and facilities.



4:30PM - 8:00PM

Missouri River Boatride and Dinner

Join your colleagues for a most enjoyable cruise on the Missouri River (including dinner!) Another highlight of the evening is our opportunity to publicly recognize and thank our Legacy Honorees who developed and strengthened RCCA over the past decades.



8:00AM - 9:15AM - Looft Hall Auditorium

Closing Keynote Speaker

Dr. Twyla Baker,

President of Nueta Hidatsa Sahnish College

Indigenous Innovation Revisited: Using History as a Guide for the Present



9:30AM - 10:30AM - Looft Hall, Room 006

Leading a Rural Community College Through an Equity Lens

Leah Barrett

President, Northeast Community College

Vince Bowhay

President, Independence Community College

Lisa Avery

President, Linn-Benton Community College

Throughout the BRIDGES Rural Design Challenge, cohort teams from rural community colleges across the country have worked to better understand and connect with micro-communities throughout their service region in order to co-design learning experiences that meet learner needs and align to regional specific economic development opportunities. The session will highlight two institutions, College of Eastern Idaho and Finger Lakes Community College. Institutional team leaders will share their learnings and strategies for connecting with, co-designing with, and being responsive to micro-communities in their regions to support the success of people who have been historically underinvested in by postsecondary education in their regions.



9:30AM - 10:30AM - Looft Hall, Room 008

The College Payoff, Is College Really Worth It?

David H. Devier

President, Glen Oaks Community College

There is a transformation beginning in higher education. Americans still value higher education. There continues to be strong evidence that a higher education pays off. Is there a tide change from degrees to short-term credentials? Are there values beyond monetary with a higher education? Higher education's costs are high and growing. In the face of the need for more higher education why are enrollments declining? Insights into Social Status, Economic Mobility, Meritocracy, Achievement Ideology, Attribution Theory, and Social Justice. What is the bottom line?"



9:30AM - 10:30AM -- Looft Hall, Room 010

Collectively Designing A Community Of Practice For Rural Postsecondary Education Practitioners

Marcie Moore,

Dean of Business and Engineering, Zane State College

Maureen Isimbi,

Associate Education Designer, Education Design Lab

Communities of practice (COPs) are powerful spaces and groups for peer learning and knowledge sharing to support perspective and practice shift, leading to deeper impact across goals that matter to community members. Building off the work started in Spring 2022 at the Rural Summit, and the continued collaboration among rural leaders and practitioners throughout the summer and fall, this session will explore different community of practice models. As well as, continue the co-design process of developing a space across rural postsecondary education where leaders can share ideas and best practices, elevate lessons learned, and tackle complex challenges to advance our collective work to improve outcomes for rural learners. We encourage you to bring questions, ideas, and models for inspiration.



10:45AM - 12:00PM - Reiver Room of the Student Center

Closing Brunch

- Announcement of RCCA Award Recipients
- Announcement of 2023 National Conference Host College
- Closing remarks by Board Chair and President

THANK YOU TO OUR SPONSORS



THE NATIONAL SOCIETY
OF LEADERSHIP AND SUCCESS
Building leaders who make a better world



NATIONAL ASSOCIATION
FOR COMMUNITY COLLEGE
ENTREPRENEURSHIP



RCC 23



2023 Conference
September 20-22
Columbia Gorge
Community College



RURAL COMMUNITY
College Alliance
Creating Opportunities in Place.