

Educational Outreach Committee Meeting
New College Institute
July 22, 2010
10:30 a.m.

The New College Institute Educational Outreach Committee met on Thursday, July 22, 2010, at the NCI King Building, Room 304 at 10:30 a.m.

Attending were: Mr. Jay Edelen, Ms. Elizabeth Haskell, and Delegate Don Merricks

Others present were: Dr. Leanna Blevins, Associate Director, Mr. Morgan Guthridge, Public Relations Consultant, Mr. Steve Keyser and Mr. Sammy Redd, NCI Outreach Educators

Absent were: Ms. Amanda Redd, Delegate Danny Marshall, and George Lyle

I. Welcome

Dr. Blevins welcomed everyone to the meeting and made a special welcome to Jay Edelen to his first meeting and to the Outreach committee.

II. Approval of Minutes

Minutes from the April 1, 2010, meeting were approved by the committee members.

III. Associate Director's Report

Dr. Blevins gave updates on several activities. Highlights of this report included:

- NCI has purchased (with funds from NCF) a student information system through Hobsons. The new system recently went live. NCI now has the capacity to communicate more effectively and efficiently with various populations, including prospective students, current students, alumni, "friends," and those engaged in outreach activities. The system gives NCI the capability to design and print a variety of reports on a regular basis and for special requests. Staff has begun to work up to full capacity through importing some data that had already been collected. Dr. Blevins then walked the members through how to sign up as community supports on the site and encouraged them to do so.
- Thanks to NCF and the Harvest Foundation (which matched NCF's funding), NCI now have 24 interns working throughout the community again this summer and the feedback is extremely positive. Katie Croft, who works at NCI as a receptionist, is coordinating the program and activities. There has already been a variety of professional development and social activities for them to participate in as well, and these were highlighted on a handout. All members were invited to join the interns and employers at a luncheon on July 28.
- NCI has already hosted 2 summer camps this summer and as always, the students had a great time and learned a lot. Parent feedback is excellent. NCI has experienced some recruiting success through the outreach educators talking with parents and grandparents who drop off their students and begin learning more about what we offer. Dr. Blevins reiterated that the student information system will be used to track these participants and to conduct surveys. There are two videos in production that will highlight the summer internship program and the summer camps (again, this is done through a shared position with PHCC).

- Dr. Blevins said that the Outreach Educators are exploring the addition of a parental component to all activities in order to broaden the scope of outreach and encourage adult learners to complete degrees.

IV. Educational Outreach 18 Month Report:

Messers Redd and Keyser presented each member with a report of activities from January 2009 – June 2010. Several of the activities were highlighted to provide further information. Dr. Blevins reminded the group that the mission and vision of outreach is decisively aspirational and collaborative by design.

Ms. Haskell and Mr. Guthridge both discussed the fact that the NCI 2012 Commission as well as others in the state are very interested in outreach and that this will be an important component moving forward.

Delegate Merricks suggested that, for future reports, the staff utilize testimonials from students, alumni, and partners in the community to enhance the report. He emphasized that NCI needs to tell our story in Richmond. He specifically mentioned finding a laid-off worker who has benefited from access to our programs or training. He elaborated on points made by the Outreach Educators stating that we are educating at least 2 generations through outreach.

Mr. Guthridge said that he would like to share the report with the Governor's office.

V. Other Business/Discussion

Mr. Edelen inquired about the relationship between NCI and Patrick Henry Community College. Dr. Blevins explained the various partnerships between the 2 institutions, including a recruiter's office on the PHCC campus, the transfer guides for community college students, and the joint meeting held between NCI and PHCC faculty last year.

VI. Adjournment

Being no further business, the meeting was adjourned.