# Student Advisory Council

September 23, 2021

## Agenda

- Introductions
- Transformation Update
- Vision and Mission Concepts for the NCE
- Naming and Branding Update

# **Transformation Update**

### Goals for Transformation

- Bring together the strengths of VTC, Castleton, and NVU
- Put the institutions of the VSCS on a sustainable financial footing
  - \$5 million deficit reduction per year for 5 years (Increase revenues, Reduce costs)
- Establish the foundation for the future of higher education for VT
  - High Quality
  - Affordable
  - Accessible
  - Diverse, Equitable, and Inclusive
  - Relevant
  - Innovative focused on the future of learning and work



### Scope of Transformation Initiative

# Student Experience

- Admissions
- Financial Aid
- Registrar
- Marketing/Branding
- Student/Resident Life
- Athletics
- Alumni and Development

# Academic Operations

- Academic Programs
  - Program Array
  - Scheduling
  - Policies/Catalog
- Advising/Academic Support
- Career Services
- Teaching and Learning
- Libraries

# Administrative Operations

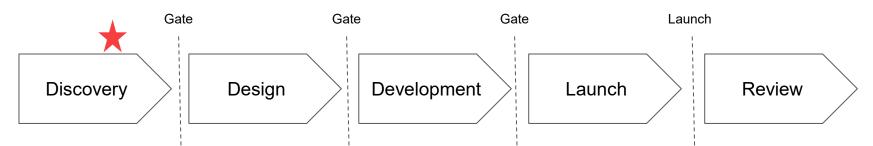
- Facilities Planning and Management
- Business Affairs/ Finance
- IT Services
- Human Resources
- Procurement
- Legal/Compliance

# Workforce Development

- Industry Engagement
- CE Program Portfolio
- Customized Training/ Apprenticeships
- Registration & Student Operations



## **Project Management Process**



What is working?
What is not
working?
What are best
practices?

Details about services, processes, and systems needed.

Build, adapt and modify programs, systems and processes to match design. Roll out and provide training and support for new processes, systems, and tools.

Evaluate the process and results. Plan for additional improvements and optimizations.

## **Current Focus: Discovery**

What's working the way we are doing it today?

What is not working the way we do it today?

• What are some things we should prioritize for improvement?

### **Academic Operations**

Academic Programs

Libraries

Teaching & Learning Innovation (modalities)

Advising & Academic Support

Career Services

Scheduling and Policies

### Student Experience

Residence Admissions & Student Life **Enrollment** Life Student Financial Aid **Athletics** Records

# Vision and Mission

### Creating the NCE Vision and Mission

The work of transformation needs answers to these questions:

- What are we creating?
- What kind of institution does the NCE aspire to be?
- What are the institution's purposes?

### Creating the NCE Vision and Mission

# Standard One Mission and Purposes

The institution's mission and purposes are appropriate to higher education, consistent with its charter or other operating authority, and implemented in a manner that complies with the Standards of the New England Commission of Higher Education. The institution's mission gives direction to its activities and provides a basis for the assessment and enhancement of the institution's effectiveness.

- 1.1 The mission of the institution defines its distinctive character, addresses the needs of society, identifies the students the institution seeks to serve, and reflects both the institution's traditions and its vision for the future. The institution's mission provides the basis upon which the institution identifies its priorities, plans its future, and evaluates its endeavors; it provides a basis for the evaluation of the institution against the Commission's Standards.
- 1.2 The institution's mission statement is formally adopted by the governing board and appears in appropriate printed and digital institutional publications.

### Vision

- What kind of an institution are we creating?
- What kind of institution does the NCE aspire to be?

### Mission

- Authentic expression of what's important about the institution
- A statement of what you do and why you do it why does the institution exist?

### Key Words, Phrases, and Concepts

#### **Transformative Student Experience**

- Committed to the success of every student
- interactions and relationships with students
- Developing the whole person
- Life-long learning
- Ethos of diversity, equity, and inclusion
- Career ready
- Creating aspiring leaders

#### **Academic Programs**

- Globally relevant program array focused on student success and the needs and issues facing our Vermont communities
- Applied learning in Vermont communities and beyond
- Diverse portfolio of relevant, high-quality programs that include advanced technology, professional, and liberal arts
- Grounding in the liberal arts transferrable skills
- Multi-modal program delivery
- Stackable credentials of value



## Key Words, Phrases, and Concepts

#### Institution

- Regional, geographically distributed, public university
- Embracing a <u>public engagement mission</u>\* with Vermont communities
- Vermont is my campus/Vermont is our living laboratory
- Partnerships
- Access, affordable

\*The publicly engaged institution is fully committed to direct, two-way interaction with communities and other external constituencies through the development, exchange, and application of knowledge, information, and expertise for mutual benefit. See <u>AASCU Task Force Publication</u> for more details.

### Questions for You

As students, what would draw you to an institution that is based on these principles?

Are there any of these concepts that do not resonate at all?

Are there additional concepts we should consider?

### Next Steps

- Collecting additional feedback:
  - Faculty across the system
  - Transformation Listening Tour Town Halls
  - Vision Point Survey
- A cross-institutional working group will synthesize current thinking and additional feedback and begin crafting vision and mission statements
- Presentation to the Board at the October 25<sup>th</sup>, 2021, meeting

# Name and Branding Update

### Developing a Comprehensive Brand Identity



We are Here!

Research & Discovery

Select a Name Brand Pillars & Personality

Messaging

Logo & Trademarks

31 Listening Tours

Brand Perception Study (3,000 people)

Brand Workshop

Competitive Research

Recommendation Presented to Board of Trustees (9/21)

Final Board Decision on Wednesday (9/29)



### Name Recommendation:

### **VERMONT STATE UNIVERSITY**



## Why Vermont State University?

- The Vermont Concept was the most popular
  - Supporting the vitality of rural communities
  - Accessible to learners of all backgrounds
  - Artistic and cultural vibrancy
- The term "State" has important associations related to the Mission
  - Accessible to learners of all backgrounds
  - Diversity, equity, and inclusion (DEI)
  - Supporting the vitality of rural communities
- The word "University" represents both education level and quality

## Why Vermont State University?

- Uses a successful and well-recognized naming convention
- Provides a strong foundation upon which to build location or program associations
- Emphasizes the state of Vermont as a brand and reflects to concept "Vermont is our campus"

## Questions and Feedback?

## Thank You!

# **Supporting Slides**

### Team Structure: Academic Operations

#### Acad. Support/ADA/Advising:

- · Lead Kelley Beckwith CU
- Robin Goodall VTC
- Elaine Harvey NVU
- · Gillian Galle CU
- Sara Kinerson NVU
- Kathleen Mason VTC
- Megan Tucker CCV (IT Sup)

#### Institutional Research: (Fall)

- Lead TBD
- Faculty
- Bl Manager
- Juan Zhang OC

#### Libraries:

- Lead Jim Allen VSCS
- Michael Braun-Hamilton CCV
- Nicole Otte-Stetson CCV
- Miranda Axworthy CU
- Andy Alexander CU
- TBD VTC
- Susan Currier VTC
- Jay Bona NVU
- Amy Beattie NVU
- Meg Walz OC IT

#### **Core Team: Academic Operations**

- Team Lead Yasmine Ziesler OC
- · Academic Programs Nolan Atkins NVU/NCE
- · Student Success Kelley Beckwith CU
- · Career Services Amy Wright NVU
- · Faculty John Kidder VTC
- Teaching & Learning Chris Boettcher CU
- IT Kellie Campbell (acad. systems)
- Project Manager Wilson Garland OC
- Library Director Jim Allen VSCS
- IR/Accreditation/Assessment TBD
- · Financial Analyst TBD
- Business and Process Analyst TBD

#### **Career Services:**

- Amy Wright Lead NVU
- Karry Booska VTC
- Renee Beaupre-White CU
- Elizabeth King CCV
- Beth Walsh NVU

#### General Education: (Fall)

- Lead TBD
- Faculty

## Program Array Workgroups: 85 Faculty

Academic Governance Planning Group

#### Academic Programs:

- Nolan Atkins Lead NVU
- Tom Mauhs-Pugh CU
- Ana Gaillat VTC
- Governance Joan Richmond-Hall VTC
- Scheduling Thom Anderson NVU
- Catalog Miranda Fox NVU
- CTL Sean Dailey VTC
- · Gayle Malinowski IT CU
- Financial Analyst TBD

#### Teaching & Learning Innovation

- Lead Jae Basiliere NVU
- Chris Boettcher Faculty CU
- Sean Dailey VTC
- Jen Alberico CCV
- Sarah Chambers TLT Co-Chair



# Team Structure: Student Experience

#### Branding Identity:

- · Sylvia Plumb NVU Lead
- James Lambert CU
- Barbara Egan VTC
- VisionPoint (Agency)

#### Brand Launch/Mktg Ops:

- · James Lambert CU Lead
- · Barbara Egan VTC
- Svlvia Plumb NVU
- · Carrie Clement VTC
- · Cathy Donohue NVU
- · Elisia Pinsoneault CU
- Brandon Heanssler NVU
- Eric Kirk NVU
- · Tom Blake CU
- · Ken Bernard VTC IT

#### Alumni/Development:

- Lauren Philie NVU Lead
- Elizabeth Garside CU
- Jennifer Harris NVU
- Sara Lussier NVU
- Carrie Savage CU
- TBD VTC

#### **Core Team: Student Experience**

- Team Lead Maurice Ouimet CU/NCE
- Admissions/Enrollment Victoria Dutcher NVU
- · Marketing James Lambert CU
- · Financial Aid Matthew Couture CU
- Student/Resident Life Jason Enser VTC
- · Athletics Greg Ekman NVU
- Campus Operations Jean Marie Clark VTC
- Ext. Relations Katherine Levasseur OC
- IT/Registrar Ops Doug Eastman OC
- · Project Manager Wilson Garland OC
- Financial Analyst TBD
- Business and Process Analyst TBD
- BI Manager TBD

#### Admissions/Enrollment:

- · Victoria Dutcher NVU Lead
- · Patrick Rogers NVU
- · Emily Wiezalis CU
- Jessica Van Deren VTC
- Adam Warrington CCV
- Cory Tardie VTC
- · Erica Machia CU
- · Bus and Process Analyst
- · Jill Carroll/Doug Eastman OC IT
- BI Manager

#### Student/Residence Life:

- · Jason Enser VTC Lead
- Jonathan Davis NVU
- · Dennis Proulx CU
- Victoria Angis CU
- Mary Kathryn Juskiewicz VTC
- · Michele Whitmore NVU
- Meg Walz OC IT

#### Athletics:

- Deanna Tyson CU Lead
- Hillary Linehan VTC
- Greg Ekman NVU
- Michele Whitmore NVU (T IX)

#### Financial Aid Experience:

- Matthew Couture CU Lead
- Dottie Dearborn NVU
- Ryan Dulude CCV
- Liz Whooley/Darlene Jones VTC
- Bus and Process Analyst
- Jill Carroll/Richard Lee OC IT
- BI Manager

#### **Registrar Operations:**

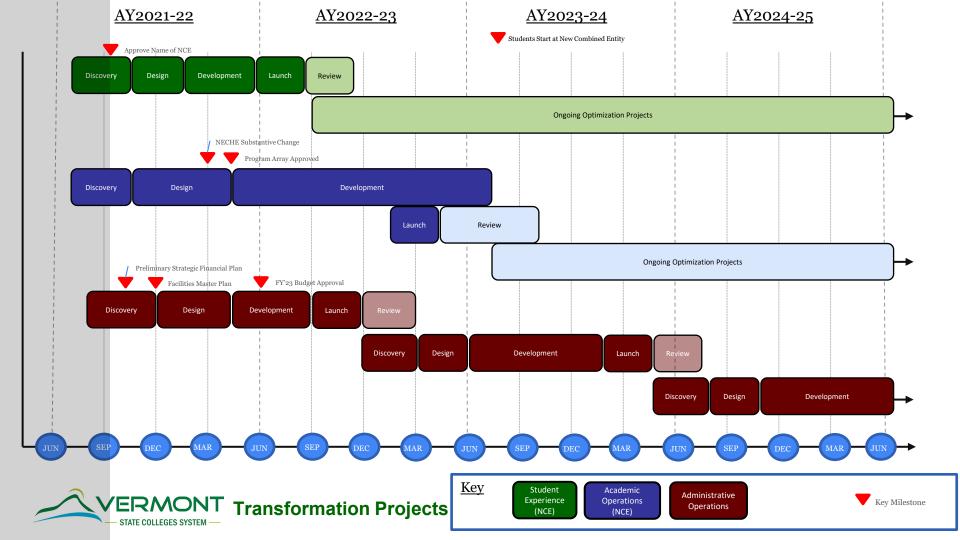
- Doug Eastman Lead
- Miranda Fox NVU
- JP Rees CCV
- Shelly Russ VTC
- · Heather Morrison CU
- Bus and Process Analyst
- Jill Carroll OC IT
- · BI Manager



### Team Structure: Administrative Operations

STATE COLLEGES SYSTEM

#### Facilities Planning: Business Planning and Admin: · Mike Stevens - Lead · Sharron Scott - Lead Dick Ethier OC Core Team: Laura Jakubowski CU Dennis Proulx CU Team Lead – Sharron Scott Rov Brock NVU · Chris Reilly VTC Toby Stewart - Business Planning & Admin Lit Tyler VTC Jim Smith CCV Andy Pallito CCV • Kellie Campbell – IT Services · Brian Michaud NVU • Greg Petrics NVU (Faculty Federation) Mike Stevens - Facilities Planning Dave Rubin VTC Hilary Linehan VTC (PAT-SUP) · Katrina Meigs - HR/Employee Svcs Cathy Kozlik CU Billie Langlois CU (Staff Federation) Jim Allen VSC Library Patty Turley - Legal/Regulatory · Financial Analyst · Laura Jakubowski - Fin (CU) Financial Analyst · Tom Maguire IT OC PM/Business and Process Analyst Operations and Processing: IT Services: · Toby Stewart - Lead Ryan Dulude - FA/Comp CCV Kellie Campbell – Lead (OC) **Employee Services:** · Betsv Ward - Grants OC · Doug Eastman & OC IT • Lead – Kathryn Santiago GC OC Deneen Russell – Collections NVU Directors (as needed) · Janet Hazelton CU JP Rees – Registrar CCV Jason Rvan NVU · Kelly Rue Riso VTC Brenda Flint – VTC/CCV DFI Leader CCV · Gayle Malinowski CU Teresa McCormack CU Katrina Meigs HR OC Ken Bernard VTC Jocelyn Haley Payroll OC · Jocelyn Haley Payroll OC · Charlie Bombard CCV (and · Business and Process Analyst · Tracy Sherbrooke NVU Tony Harris/Megan Tucker (as · Business Intelligence Lead Mike Griffith – CCV (Work Study) needed based on scope/topic) Registrar Student FΑ Procurement/Purchasing: Processing Accounts Processing Labor/Mamt **TBD** Taskforces Transformation Projects



### Scope of Work

### In Scope:

- Changing campus configurations to better serve students or programs
- Opportunities to co-locate or consolidate services or programs
- Shifting costs or resources to more efficiently provide the experience

### Out of Scope:

- Closing specific campuses
- Maintaining current status quo
- Expecting more resources without demonstrating commitment to transform
- Customized business practices by location