



**President/CEO Report
for
Gateway Board of Directors**

August 2015

The President's Leadership Team Report is designed to provide a high-level summary of key activities, initiatives, and a snapshot of key performance indicators at Gateway Community and Technical College. The report normally will be produced in conjunction with Board of Directors meetings.

Key Performance Indicators

- While final numbers for fall 2015 will not be available until November, key trends related to very early enrollment in fall 2015 compared to fall 2014 include:
 - Headcount is relative flat over this time last year, currently down 2%.
 - Part-time enrollment is ahead of last year
 - Fulltime enrollment is below last year
 - New students are trending higher, currently 28% above this time last year.
 - Returning students are trending down, currently 7% below this time last year.

- Enrollment in key priority areas is positive:
 - Gateway Regional Academy/High School enrollments are currently up by 126% over this time last year.
 - The KYFAME program has 26 students enrolled for the fall 2015 start (goal was 24).

- Revenue and Expenditures:
 - The college's revenue and expenditures have not changed significantly since the April Board meeting. Final spring tuition was realized at \$4,479,524 which was \$14,000 (.3%) over spring 2014. Summer tuition fell behind the previous summer by \$57,189 (6.7%). Summer tuition did not meet the original budget projections.
 - The 2014-15 budget approved a fund balance of \$806,500. These funds help support the cost of operating the Urban Metro Campus while the Amsterdam Campus remains operational and also were used to fund the image-building campaign along with other non-recurring commitments. The college is projected to spend into fund balance by only \$450,000 in 2014-15; this reflects a planned allocation to address outdated technology.
 - KCTCS Department of Financial Services is anticipating that the external auditors will complete their work by mid-September. The KCTCS Board of Regents will review and approve the annual financial report at their December meeting, which includes the financial report for Gateway Community and Technical College.

Student Activity

- Approximately 400 students completed Gateway's online orientation in June and July. Students can still schedule an in-person orientation with the next event scheduled for August 12, 2015.
- Gateway's second-annual Summerfest event occurred on Thursday, July 16 at the Urban Metro Campus. Close to 200 people attended this event. They enjoyed live music, food, and games/activities for students and their families. Students were also able to register for fall classes as well as receive information and assistance with financial aid applications.

Program Information

- Gateway and industrial partners had their first three-day training orientation for the KY FAME program for the Advanced Manufacturing Technician. Students and industry partners attended all three days where the students had a chance to get their 10-hour OSHIA certificate. Additional FAME faculty training will commence on campus August 11th lead by Toyota representatives.
- The college is working with Amazon to offer Health Information Technology (HIT) courses this fall. Amazon and the HIT program are working together to educate Amazon employees about the program. Plans are in place to start by offering HIT 100: Introduction to Health Information Technology in the fall term at the Amazon facility.
- The college's Professional Services Center on the Urban Metro campus is now complete. Cosmetology will begin providing services and classes the week of August 17. The Cosmetology program is now a year-around program that will be accepting new enrollments every 13 weeks. This new format makes the program competitive with privately-owned proprietary schools in our area. Since the soft opening of the Massage Therapy component of the student led enterprise called Emerge in mid-May, licensed massage therapists have conducted approximately 150 services totaling over \$5,500 in services rendered; a portion of the income supports the program.
- The Counseling and Intervention Services Department developed a Peer Mentoring Program Summer 2015 that will be fully implemented in the fall 2015 semester. This program will identify at-risk students and assists them with barriers they may have while attending school. These students are identified by the non-academic barriers survey during the beginning process of their enrollment. Peer Mentors will also assist with any Early Alert referrals.

Resource Development/Gateway Foundation

- The RiverBlast fundraiser will be held at the Newport Aquarium on Sunday, September 6. The Presenting Sponsor is Saint Elizabeth Healthcare. The following corporate sponsors have been confirmed: Bilz Insurance, CVG, and Regal Beloit. Toyota is an invitation sponsor.
- The Foundation Development Committee is planning its annual fall event that promotes awareness of the college's priority projects. The committee is meeting with prospective home owners in Covington as hosts who will attract potential donors.
- The BuildSmart campaign has met its target goal of \$3.75 million through the receipt of two new pledges totaling \$600,000. The campaign's major gifts team will continue to cultivate new donors in support of the Urban Metro Campus. Additional funds are being raised.

Grants

- Gateway received word that the Student Support Services (SSS) grant was re-funded for five additional years. SSS is a federal grant program that provides extra support to first-generation college students who meet federal poverty guidelines and students with disabilities. SSS at Gateway will be known as Project ASPIRE (academic support program to increase retention in education). The approximate award allocation is \$1,155,495 spread over a five-year period.

Pending Proposals:

- **2015 Campus Suicide Prevention Grant** – submitted April 19, 2015 – the Department for Health and Human Services, Substance Abuse and Mental Health Services Administration designed to assist colleges and universities to build essential capacity and infrastructure to support expanded efforts to promote wellness and help-seeking of all students and to outreach to vulnerable students including those experiencing substance abuse and mental health problems who are at greater risk for suicide and suicide attempts.
- **Health Profession Opportunity Grant (Second Round)** submitted May 29, 2015 — the Department of Health and Human Services (HHS) plans to support demonstration projects that are designed to provide low-income individuals with the opportunity to obtain education and training for occupations in the healthcare field that are expected to experience labor shortages or be in high demand.
- **Title III: Strengthening Institutions**—submitted June 8 – the program helps eligible institutions of higher education to become self-sufficient and expand their capacity to serve low-income students by providing funds to improve and strengthen the academic quality, institutional management, and fiscal stability. Focus of proposal is building student services infrastructure for eLearning and faculty development.
- **Department of Education** — submitted June 23 – the program helps eligible institutions of higher education to develop model programs to support veteran student success in postsecondary education.

Upcoming Competitions:

- The **National Institute for Metalworking Skills (NIMS)**, the precision manufacturing industry's premier standards and certification body and the Gene Haas Foundation (GHF), have teamed up to support a new scholarship opportunity to help schools prepare more students for success in manufacturing careers. Applications are accepted on a rolling basis through December 1.
- **National Endowment for the Humanities** – due August 24 - NEH Humanities Initiatives at Community Colleges are intended to strengthen the teaching and study of the humanities in subjects such as history, philosophy, and literature. These grants may be used to enhance existing humanities programs, resources, or courses, or to develop new ones.

Communication Focus

- To promote fall recruitment, the college is currently running campaigns for the new Supply Chain Management and Pharmacy Technician I programs, HPOG supported programs, the 50+ grant program and general enrollment. Most of this advertising is digital and has been very successful.
- The Gateway marketing team worked with **Carissa Schutzman** and the Manufacturing Coalition on the creation and implementation of the *I Made It in NKY* campaign, launched July 28, to promote opportunity in the local manufacturing industry and Gateway's role in preparing the workforce. The KCTCS fall enrollment blitz is happening concurrently with this advertising and reinforcing our messages.
- The college will launch the *We Are Gateway* branding campaign in mid-August. This campaign will promote Gateway as a strong academic and transfer institution with excellent technical programs. The campaign will implement television, digital advertising, messaging in the mall, and radio. A preview of this campaign is currently on our website home page. We have also begun promoting the hashtag #WeAreGateway at public events and in social media.
- Over 25 Gateway employees and students participated in public events to increase the college's presence and community engagement: Gateway Guy was a big hit at "Baseball Across the Region" where the public libraries and bookstores kicked off their summer reading programs building upon the excitement of the All-Star Game. Gateway made its first parade debut at the official Cov200 July 4th parade in the Peaselburg neighborhood. Gateway volunteers also provided children's activities at the Duke Energy tent during the Cov200 Summer Celebration.
- Through a partnership with Chick-fil-A Gateway and any of our programs will be marketing to a wider audience and will highlight the academic and non-academic services that support our students. Chick-fil-A's Facebook page reaches 7,000 along with 700 on Twitter. They are willing to promote and support Gateway through sharing our events, donating promotional materials, food for trainings and groups, offer discounts to students and staff, and offer assistance with special programming/projects.

Gateway Facilities Update

- Information Commons – all campuses will be operational September 8. New group rooms are being renovated at Boone, with no renovations needed at the Center for Technology, Innovation, and Enterprise (TIE). Edgewood Campus renovations are being delayed until next summer, but the Information Commons will be operational. All planned collaborative classrooms will be renovated and equipped before fall semester begins.
- An electronic sign was bid for the Edgewood Campus, and a contract has been awarded. Work will begin in August with an August 31 completion date.
- The Center for Professional Services is complete and has passed inspection by the Cosmetology Board. Classes will begin in August.
- The Barnes and Noble Bookstore building is anticipated to open in late September or early October with the Bookstore relocating in November.
- A portion of the YMCA building has been vacated by Juvenile Justice and the private day care provider. This space will be used for temporary space when renovation of Two Rivers begins. We expect the remainder of the YMCA to become vacant this fiscal year.
- Space planning for the renovation of Two Rivers and the YMCA building began the last week of July. Two Rivers is slated to be renovated first and will occur in two phases. Renovations will not begin before fall 2016.

- The college is working on the design of utility relocations at the YMCA for a streetscape project.
- A Red Bike location was installed at the Urban Metro Campus.

New Community Partnerships

- The Counseling and Intervention Services Department is partnering with the Center for Great Neighborhoods. The partnership will allow the department to offer intense money management and budgeting case management services on campus. The department has successfully referred over 20 Gateway students and ultimately enroll 17 Gateway families into The Northern Kentucky Scholar House. A strong relationship and referral process has been established between both organizations.
- Gateway and the Kenton County Library held a MOA signing on July 8 to celebrate the continuation of their long-standing partnership.

Workforce Solutions/Corporate College

- Gateway's Workforce Solutions division recognized exemplary business and industry partners for their contributions to Gateway at the annual Workforce Solutions Awards ceremony on June 1:
 - Outstanding investment in employee development – Kellogg's Snacks Florence Bakery
 - Creatively investing in employee hiring, retention, and promotion – Mazak Corporation
 - Long-term investment in employee training – Kenton County Airport Board
 - Initiating and implementing an apprenticeship program – Northern Kentucky Federation for Advanced Manufacturing Education (FAME) Chapter (Eagle Manufacturing, Hahn Automation, L'Oreal, Messier-Bugatti-Dowty, Mubea North America, Robert Bosch Automotive Steering, Steinkamp Mold & Tool, Stober Drives, and Wagstaff)
 - Vision and commitment to the region's logistics industry – Founding members of the Northern Kentucky Logistics Consortium (Amazon Fulfillment, DHL Express, FedEx Ground, LeanCor Supply Chain Group, and Legion Logistics, LLC)
 - Premier Workforce Partner Award – Laura Lyons, president of ATech Training
- Company Training Highlights: Regal Beloit employees are currently receiving training in machine tool - CMM110. Mazak employees are currently receiving training in welding - WLD120/121 and WLD143. Linamar employees completed a 30-hour Statistical Process Control course on June 15. Cummins leadership training was delivered on July 14 for 13 coordinators as part of their three-year development program. Nexigen Communications began training for 30 employees with a team building session on June 25. Thirty additional training hours are scheduled in the coming months. Novolex completed leadership training for 65 machine adjuster supervisors on July 29. Citi is in the second iteration of a newly revised 18-hour Career Discovery curriculum; the program has served 36 employees since February. Kellogg's Snack Bakery has expanded the newly developed 40-hour Leadership Academy that began June 29 to include 20 hours of supervisor support training as well as manager level support materials for coaching conversations with employees.

- On July 9 and 10, the Gateway Corporate College hosted an engaging professional development course titled “Empathy in Leadership: Train the Trainer.” Participants learned about the neuroscience behind empathy, the practical benefits of empathy, how to foster more empathic interactions, how to understand personal empathy-defeating triggers, and how to implement this program for their respective departments, clients, and students. Seventeen members of Gateway staff and faculty participated.
- The Gateway Corporate College, Gateway Academic Affairs, and the Gateway marketing team continue to collaborate with the Advanced Manufacturing Workforce Development Coalition in planning and implementing the NKY FAME program, the enhanced operator curriculum and training, and the advanced manufacturing marketing campaign.

National, State, and Local Awards/Presentations and Publications

- **Shellie Baker**, coordinator of Student Success and Outreach, and **Sarah Young**, Community Resource Success Coach, presented at the OSU, SPSS-Student Parent Support Symposium at the request of The Institute of Women’s Policy and Research in Washington, D.C. on May 28.
- **Stacey Walden**, community counselor and educator, is now a member of Project Safe. The project is a statewide collaboration dedicated to raising awareness, improving accessibility, and training to service providers and criminal justice professionals about sexual assault and domestic violence against individuals with disabilities.
- **Dr. Kerri McKenna** and **Doug Penix** presented at The League for Innovation Learning Summit on June 8, 2015. Their presentation title was titled “ENGAGE! Active Learning for 21st Century Learners.” The League hosts conferences and institutes, develops print and digital resources, and leads projects and initiatives with more than 800 member colleges, 160 corporate partners, and a host of other government and nonprofit agencies.
- **Rock Neelly** Associate Professor of English and published author participated in a book signing in Lawrence, KS at the Raven Book Store on July 3. He was also interviewed for "Lawrence the Hits Radio" show for an hour on "Let's Talk with Marcia Epstein." The show premiered the same day. Mr. Neelly has also been selected as one of the writers to have a book at Books by the Banks this year to be held on October 17 at the Duke Energy Center.
- Gateway’s Grants Office hosted the 2nd Annual KCTCS Sponsored Projects Peer Team Retreat July 23-24 at the Center for Technology, Innovation, and Enterprise. Ten colleges and the System Office were represented.
- Gateway hosted the 2015 Summer Conference of the National Alliance of Community and Technical Colleges (NACTC) June 29 – 31, at Embassy Suites in Covington, Kentucky. The theme of the conference was “*Poverty’s Impact on Community Colleges and Their Students*”. **Dr. Ed Hughes** participated in the conference by presenting a session on “*Setting the Stage: The Faces of Poverty in America*.” During the conference, a participants toured Gateway’s Urban/Metro Campus, as well as participated in a Poverty Simulation at the Life Learning Center. The NACTC is a consortium of community and technical colleges from across the nation.

Other Employee News

- **Christi Dover** earned a Master of Arts degree in Adult and Higher Education from Morehead State University in May.
- **Barry Wilhite** has been accepted into the University of Kentucky’s Manufacturing Engineering Systems Master of Science degree program.

Program Focus--Human Services

The Human Services program began several years ago in response to the growing need to professionals in the many social service agencies in the region. The program provides a variety of certificates needed in the field along with a path to transfer to a four-year institution to pursue advanced degrees and certifications. The program has grown considerably and is led by Dr. Greg Stewart. As a graduation strategy, a record number of 115 Human Services majors enrolled in summer 2015 courses compared to 89 students in the summer 2014.

- 30% of all Gateway students in *Gateway2NKU* are Human Services majors and are on a path to Social Work or Human Services/Addictions. Over 20 HMS students enrolled at NKU this summer in a Social Work or Human Services course. NKU Social Work and Human Services advisers and faculty have reported this pathway to be highly successful.
- Human Services students completed over 200 hours of service learning and engaged with a variety of agencies in Northern Kentucky and Cincinnati. Those agencies were: Mental Health America of Northern Kentucky (substance abuse & mental health services), Transitions (Drogee Detox Center in Dayton, KY), Hospice of the Bluegrass, Redwood Northern Kentucky, Lighthouse Youth Services (Cincinnati), and United Ministries.
- HMS major, **Karen Perkins**, completed requirements to serve as an Ohio Benefit Counselor. <http://www.ohiobenefits.org/>. The Ohio Benefit Bank™ is an innovative, online service that the college implements in partnership with the State of Ohio, four federal agencies, eight state agencies, and more than 1,200 faith-based, and community organizations. Its purpose is to connect Ohio families with work support programs and tax credits.
- As of July 14, over 160 Human Services majors have registered for the 2015 fall semester.