Planning and Feedback Session

The purpose of this session was to gather feedback from the BSC Advisory Committee and BSC Faculty through round table discussion. Five questions were selected and each table was given one of the five questions to discuss with those at their table. A recorder at each table documented the top answers to that question.

**Group:** BSC Advisory Committee  
**Date:** October 17\(^{th}\), 2011  
**Tool:** Chew and Chat  
195 Attending

1. **What is the one thing we need to change at BSC that would enable us to be a great institution?**
   - Better promotion for the programs, we are already a great institution but people don’t know what we have to offer
   - Improvement in the quality and set-up of online courses, more bells and whistles and technology options put into classes
   - Hands on support for faculty for improving online courses
   - More collaboration with 4 year institutions to offer further Bachelor and Master’s degree options for students
   - Support the programs BSC has before starting new ones
   - Teach critical thinking so the students can build self-confidence
   - Higher budgets
   - Bring Train ND on campus
   - Accelerated programs
   - Bring in people who are retired to help programs
   - Separate Liberal Arts from the Tech programs

2. **What are two emerging issues that you can anticipate that BSC will have to deal with effectively if it is going to thrive in the future?**
   - Faculty retirement- replacing talent
   - Aging workers, farmers, teachers, plant workers
   - Keeping up with the pace of technology
   - Student population of younger students will return to college after a short tour in the oil fields
   - Collaborations need to be made to retain energy grads to work in the state instead of leaving for experience first
   - Loan forgiveness for these students
   - Tech skills owned by “todays” students are not as strong as most think
   - The idea of “the semester” may go away
   - Additional competition in the online education market
   - Change in demographics- more opportunities in the state for people without college education will force the college to look in other directions to find students
• Oil field will get bigger and will move people to other areas of the state making student recruiting challenging
• BSC may be innovative enough to survive, but out state representatives/government may not be able to think out of the box, and allow colleges to move and survive
• Technology changes so fast and dollars are needed to replace equipment and stay current

3. What could BSC do to better prepare students to enter the workforce?
• A required 8-week enrichment course on interview preparation, resume writing, and professional development
• Capstone course at the end
• Expand work force training opportunities
• Real World opportunities with individual classes as well as majors
• Speakers from the workforce come into classes
• Building self-confidence; empowering students
• Keep higher education at its highest level possible
• Enhance students problem solving skills in addition to technical skills
• Work with HS teachers to better prepare students for college
• Real life work skills; Punctuality, Consequences, Cooperation

4. How can BSC become more visible in the community and the region?
• Marketing: Market individual programs, increase awareness of different opportunities at BSC, campaign for 2-year/tech degrees vs. 4-year degrees
• Class projects to promote BSC and the programs
• Social Media
• High School outreach programs, educate HS advisors and community meetings: open houses on the road
• Recognize student involvement in the community
• More on-campus housing
• Celebrate the success of BSC
• Lunch-n-learn; go to larger companies and present educational information for an hour (tips/tricks in Excel/Outlook/Access)
• Host more events on campus
• Help communities recognize available classes in rural areas
• BSC mobile (like a book Mobile)
• Piggyback on the Bakken with using BSC to train for that work
• Regional and Global promotion (Fargo/Canada)
• Collaborate for outside opportunities with other vo-tech institutions (Minn. State)
• Scholarship promotion (in and out of ND)
• Trade magazine ads
• Multi-level marketing: promoting jobs in ND, low unemployment, tech. training
5. **What are your views about online education and why**

- Some learners require more structure than what is offered online
- OTA students are not always comfortable with classroom setting
- The perception that we are all so busy and online classes are more flexible
- There is a lack of hands on training, social education, students may feel like a number and it is easier to drop out
- Technological tools can really add to the curriculum, but needs structural practices
- Cost-effective
- Online can lose the quality of the profession
- Students are so techy but may need more interaction
- Important for rural ND to be able to gain an education
- Offer more tech. program classes to be online just require the students to come to campus for the hands-on labs