Planning and Feedback Session

The purpose of this session was to survey BSC Foundation Trustees.

Group: BSC Foundation Trustees
Date: October 20, 2011
Tool: Questionnaire
# Attendees: 5

1. How can BSC become more visible in the community / region?
   • Complete a professional survey to show where BSC needs to raise its visibility, then invest in that area as well as build a strong relationship with all the media.
   • Continued participation in various community activities – does BSC have a presence IN the high schools?
   • Stage demos for TV news anchors – such as the web lab and hydro plant for a good information to boost for the school.
   • People already know of BSC as the college does a good job of PR.
   • Administration is in tune with the community, however, hosting various events will add to BSC’s visibility.

2. What are the current issues that affect BSC?
   • Local communities want a four year degree granting college that is part of the state system. Until that point is reached, there will always be a perception that BSC is a “lesser” part of the state higher education system and will thus be treated as so.
   • Limited housing – dorm and off site housing. The impact from the oil, coal, and energy in western North Dakota will continue to make this a challenge.
   • Increased tuition rates
   • When students focus on the technology programs they are signed up for, they may short cut past some basic learning – language, writing skills, math, and critical thinking.
   • EPA actions potentially have a major impact on BSC
   • Tight labor market may cause potential students to take a job in the oil patch right out of high school in lieu of seeking education prior to employment. BSC should look at programs that can continue to compliment the oil activity in the Bakken.

3. What is one strength of BSC that stands out in your mind?
   • The energy related programs are distinctive to BSC and appear to be gaining international recognition.
   • Dr. Larry Skogen
   • High quality professor to student ratio – lends to the “community” feeling that BSC has.
   • Strong teaching without the cost and issues of traveling a long way to school.
   • BSC is way ahead of other colleges & universities in the area of energy technology training – BSC is the “Gold Standard”.
   • The ability to react to the needs of the employment sector – adding programs that will prepare students for future employment, particularly in well-paying fields.
4. **What is one weakness of BSC that stands out in your mind?**

- Until BSC becomes a four year degree granting college independent of collaboration with other state schools, it will always be considered a “lesser” part of the state higher education system.
- BSC has a tendency to be overlooked as people do not realize that we are as big as we are and are able to offer the level of classes (energy, hour year degrees, etc.) that we do.
- Students think they need to leave home to feel they are getting a quality education.
- The perception that BSC is a “junior college” which stems from its’ not so recent past.