Planning and Feedback Session

The purpose of this session was to obtain ideas and insight from the EGC Committee members who are mainly in the energy industry.

**Group:** EGC Committee  
**Date:** October 28, 2011  
**Tool:** Questionnaire  
**Attendees:** 17

How can BSC become more visible in the community / region?
- Show direct path to vocation – testimonials from past students on media ads
- Be more visible in the western part of ND as things are moving very fast
- Show up at Minot High career days
- Do more advertising
- Get more involved with high schools and counselors to promote energy and other careers
- Visit businesses and discuss future needs
- Sponsorship of new functions outside the “normal” ones
- Visit schools
- Have more conferences and exposure to other groups
- Facebook – Twitter – Social Media
- Advertising successful students who are now employed after attending BSC
- Student groups should do community improvement/assistant projects for the community where there is a need (sandbagging, painting house of elderly, etc.)
- More involved with education of community or energy and other issues
- BSC has done a good job in this area, especially in recent years, building a reputation for innovation even at the national level

What are the current issues that affect BSC?
- Stay up with current technology
- BSC does NOT have a presence in Minot North Dakota
- Changing demands of higher education – more accountability, transparency, For-Profit colleges moving into ND
- State funding
- Continued sustaining enrollment numbers – improve and monitor quality of students
- Enrollment – 2yr vs 4yr
- Convincing potential students that it is more than just an entry level school
- Competition with other colleges – rising tuition costs
- Getting enough student through to take the upcoming jobs – filling jobs of retirees
- Not getting to the high school students with statistics on industry placement opportunities
- The competition between high paying jobs in the oil fields competing for prospective students
- Funding, fees, basic cost of education
What is the one strength of BSC that stands out in your mind?

- Solid reputation – Our hires have a good start
- Forward thinking – future focused
- Trade Programs
- BSC wants to help
- Energy Programs and excellent support from industry
- Community relationships / support
- Willingness to work closely with industry
- Broad arrangement of fields / wide number of programs
- Very friendly place
- Centrally located with excellent programs to choose from
- The ties between industry and the vocational programs. It is unique in the way this works compared to other schools
- Focusing on specific educational needs if industry
- Innovation and connection to the business community

What is the one weaknesses of BSC that stands out in your mind?

- People have the mindset that BSC is a Junior College but don’t understand the quality of education a student can get from here.
- With so many initiative, sometimes lose focus on serving students/our customers
- Range of curriculum
- Communication – job opportunities as coop or intern programs at companies – instructor level
- Competing 2 vs 4 years degree
- Needs more dorms or residence areas so students don’t need to stress about where they will stay
- Two-year college – would like to see more four year programs
- The disconnect between some of the industry programs
- Limited four year degrees

How do BSC students perform in the work environment?

- Very well
- I am working with some of BSC’s graduates and they seem to be doing very well
- Excellent
- We have had very good employees that were students at BSC
- Some great workers have come from BSC
- They are well prepared when hired
- We have had great success
- At the plant I work at almost the entire work force are graduates of programs in the energy field. We have a very good bunch of employees that are knowledgeable and hard working.

Additional Comments:

- Expand trade education – machining, welding, etc.