Planning and Feedback Session

The purpose of this session was to gather data from a group of parents on four key questions. Although the number of participants in the session was few, one of the attendees was surprised that her fellow PAC (Parent Advisory Committee) members didn’t come. She asked that we email her the questions, so she could solicit input from PAC members at their noon meeting the next day (November 8, 2011). We hope to get more input (to be sent to us via email by November 14) and will report the additional data then.

Submitted by Marlene Anderson & Bobbi Bingeman

Group: Parents    Date: November 7, 2011    Tool: Carousel    # Attendees: 2

If you could describe the ideal college, what would it look like?

- Tri-school umbrella … student can go to any of the campuses in Bis-Man to get the classes they need that the “home” school doesn’t offer … could create more bachelor’s degree opportunities this way (seconded)
- Financially low price with high quality education
- Small classes with student-teacher interaction, individualized help
- Teachers speak good English/clear English - speaks to the “culture”
- Higher education would have a balanced political view point … conservative and liberal balance … not losing conservative values
- High quality education … transferable courses
- “Get away from home feeling” to establish independence, special housing offerings
- Transferability of credits
- Good teachers

Tell us about your number one challenge/struggle with the “off to college” process.

- First impression has a huge impact on student’s decision on which campus to select … impressive fountains and special attractions have a big impact on what students think, but parents are thinking about staying close to home, saving money, etc.
- Students like to get away from home/parents. How do you help students establish independence but keep them in the home community??
- Price of tuition…
- Reputation at high school is this (BSC) is like “high school” (phrases: “Super Senior School,” “It’s just going to BSC” (as if it isn’t college); phrase from when the parent attended BSC was “high school with ashtrays”)
- How to go about making the decision … weighing things like cost, atmosphere, fitness facilities, and comfortable surroundings
- Finances
- Creating an “away from home experience” for local students who are still living at home
How can we be more visible in the Bismarck/Mandan community, the state, the region, and or/ the nation?

- It’s already happening ... energy sector and energy center gaining attention
- Financially we don’t “squeal” enough about how much money can be saved at BSC
- Reputation of BSC as the school “across the tracks” compared to (U of Mary?)...tric- college could end up evening up reputation
- Community is unaware of the HUGE aquatic center/gym connection...they seem unaware of the TOTAL PACKAGE
- HS Counselors are not able to get all of this information to students
- BSC needs to toot its own horn more....get more attention...MARKETING...
- MARKETING... people don’t know about the BSC Experience...
- Continue to build on our strengths
- More marketing/better marketing to high schools and parents.
- BSC is a diamond in the rough... we have some real nuggets here that we need to show off.
- Dual credit is a great thing, although high school students who have taken dual credit classes here may feel like they’ve “been there, done that” when it comes to choosing BSC as their college

What should BSC do that we are not doing now?

- I don’t feel like I know enough to answer that question....(parent is a BSC alumnus)
- I think we are going this way...but ROTC program...and that could fit in the tri- school model
- Post card marketing
- Students get confused between BSC/UMary
- Not everyone is aware of Explore BSC...
- MORE MARKETING...students and parents don’t get all the info/invite
- The devil is in the details!!! It’s about the LITTLE THINGS!!!! 😊
- Get information out to PAC (Parent Advisory Committee) groups
- First impressions are lasting impressions