



## **Eight General Themes Emerged**

### **Billings, Butte, Great Falls, Helena, and Missoula College!NOW Listening Sessions**

#### **Theme 1: Changing the Organizational Culture**

- Rebranding Issues
  - Maintain affiliation with universities
  - Maintain affiliation with place
  - College of Technology name needs to be dropped
  - Some consistency needs to be considered with renaming
  - Current perceptual issues/challenges exist – vo-tech, second best, etc
  - Need for better overall community understanding of what COTs provide
- Benefits
  - Believe college credibility will increase with mission expansion and rebranding
  - Increased public understanding and awareness will occur
  - Need to connect more with business and industry
- Opportunity to COTs as affordable access to higher education

#### **Theme 2: Expanding the Comprehensive Mission is Important**

- University Transfer mission is important and desirable
- Adult friendly programming/delivery opportunities need to be expanded
- COTs need to play lead role with Developmental Education
- University partnerships are important component of mission expansion effort
- Need to also strengthen Career and Technical AAS and CAS programs (important role of workforce development)

#### **Theme 3: Funding and Facility Issues**

- Space is a challenge based on current configuration of courses
- Staffing to accommodate expansion of mission is concern
- Funding to support mission expansion is a concern
- Sustainability
- Funding for rebranding
- Campuses need to be locally engaged with planning

**Theme 4: Expanding Services to Support Students**

- Embedded COTs will need to address needs for expanded support services
- Expanding support services beyond traditional 8-5 pm classroom day is needed at most campuses
- Expanded services for disadvantaged students needed at most campuses
- Opportunities exist to better reach out to returning veterans
- Childcare needs surfaced at most campuses

**Theme 5: Workforce and Community Connections**

- Need to better engage business and industry with mission expansion effort
- Community connections will be integral to success of mission expansion
- COTs are essential for providing workforce development opportunities

**Theme 6: Embedded COTs have Unique Issues to Address**

- Coordination of services
- Concern about duplication of services
- Concern about perceived or actual competition with parent university
- General education coordination with parent university
- Affiliation

**Theme 7: Flexibility/Responsiveness**

- Reaching new and different markets
- Rapid response
- Laddering of programs

**Theme 8: K-12 Coordination**

- Pathways need to be articulated and promoted
- Dual enrollment opportunities should be expanded
- Changing perceptions/misperceptions
- ABE/GED coordination and challenges