

Expanding Montana's Two-Year Mission
College of Technology & Two-Year College Program
Renaming/Rebranding Process Summary
May 20 2012

Beginning in 2005, the Board of Regents have identified Montana's two-year education institutions and programs as a key strategy for increasing access and overall degree and credential attainment for Montana. Since 2005, every Board meeting has engaged in discussions regarding the role and expansion of two-year education in providing increasing access to affordable and quality education.

In May 2011, the Board of Regents approved the State's first "Comprehensive Two-Year Mission" statement which was the result of a collaborative effort involving faculty, staff, and leadership from all of Montana's public two-year colleges. This effort was co-chaired by UM Helena COT Dean, Daniel Bingham and MSU Great Falls COT Dean, Joe Schaffer. At this meeting, the Board approved extending the newly approved comprehensive two-year mission to the five COTs including rebranding and renaming them by Fall 2013.

Following the May 2011 BOR meeting, a Comprehensive Mission and Rebranding Taskforce was created and co-chaired by MSUB Chancellor Rolf Groseth and Deputy Commissioner John Cech. The membership of the taskforce involved the leaders of the State's COTs, two-year programs, comprehensive community colleges, Chancellor Don Blackketter, and UM Provost Perry Brown.

Since June 2011, the Office of the Commissioner of Higher Education and the Comprehensive Mission and Rebranding Taskforce has engaged and provided leadership for the following efforts:

- Development of a 25 month timeline for extending the comprehensive mission and rebranding which was approved by the BOR in Summer 2011
- Held five statewide two-year leadership in-person meetings focused on mission expansion
- Convened 18 conference calls with two-year leaders over the past year
- Six listening sessions conducted in October 2011: Billings, Bozeman, Butte, Great Falls, and Missoula
- In November 2011, convened a statewide mission expansion retreat including faculty and staff
- In December 2011, convened a statewide two-year education and rebranding summit (100 plus faculty, staff, students, administration, and community)

- 14 campus and community listening sessions: Billings, Bozeman, Butte, Great Falls, Helena, and Missoula
- Conducted media press conference on mission expansion (12/12/02)
- Conducted a wide variety of presentations to MEA/MFT, Missoula City Club, SHRM, State Adult Education Association, MHWAC, Big Sky EDA, and other organizations
- Launched College!NOW Facebook and Blog
- Conducted six prospective student focus groups: Billings, Bozeman, Butte, Great Falls, Helena, and Missoula
- Student surveys conducted – 354 responses
- Community surveys conducted – 951 responses
- Local newspaper public opinion survey – Independent Record
- Deputy Commissioner Cech engaged multiple presentations and additional listening sessions with various community, faculty, student, and civic groups around the state
- Bozeman listening sessions conducted in March
- Bitterroot College Program Advisory Board discussion (P. Brown)
- Business input survey completed (100 participants)

March 2012 BOR Action:

On March 2nd, 2012, the Board of Regents unanimously approved a new name framework for Montana's Colleges of Technology. This new name framework will display the *Place* identifier first, followed by the *Mission* as represented by the word "college", and followed by *Affiliation* identifying the college's parent university.

During the presentation of the name framework research and recommendations, Strategies 360 recommended between three to five *Place* identifier options for each college. Upon approval of the name framework, the Board of Regents requested that each campus engage in a process of gathering stakeholder input on the names presented by Strategies 360, in order to determine the *Place* identifier for their college.

In a questionnaire distributed by the Office of Commissioner of Higher Education on March 8th, College Deans were asked to document the input and engagement processes that occurred on their campus. The questionnaire specifically asked the Deans to describe in detail all the processes by which they gained stakeholder input at their college to arrive at the decision to move forward with the new college name being recommended in this Resolution.

In total, input has been received from over 2,000 individuals regarding this Board action.

May 2-3 Conference Calls to Recommend Names

On May 2-3, 2012, Regent Joe Thiel, BOR Chair of Two-Year and Community College Education, Clayton Christian, Commissioner of Higher Education, and John Cech, Deputy Commissioner for Two-year and community college education convened separate teleconferences for each COT and two-year program including: Dean/CEO of the COT, their respective chancellor and supervising president. In addition, representatives from Strategies 360 participated in the calls to help answer questions if needed. During each respective call, each two-year college leader provided a summary of the process which was followed on their respective campus to engage faculty, staff, students, and the community regarding the identification of the place identifier for the naming framework. Each campus then provided their recommended place identifier to complete the full name recommendation. Once received, each of the names would need to be reviewed by a trademark attorney to determine if the name was available. At the time of this meeting, the Great Falls name recommendation had not been finalized. Regent Thiel then asked each dean to prepare a written summary of the process which was used. The following statements regarding campus input processes were submitted by college leadership:

UM Helena COT

STATEMENT PROVIDED BY:

**Dr. Daniel Bingham, CEO/Dean, UM Helena College of Technology
MAY 11TH, 2012**

Utilizing Strategies 360's data and analysis, UM-Helena took the recommended names obtained from the study and presented them to the College and community. We worked with local newspapers, civic groups, community leaders, conducted our own on-line survey, met with College personnel, placed information ads on the College web site and sent out news briefs, all designed to inform and drive recipients to provide input through various survey sites. We also placed large presentation sheets of paper throughout the College asking students to express their opinions on name choices. This information was subsequently gathered and reviewed prior to presenting a recommendation to the Commissioners renaming committee.

MSU Great Falls COT

STATEMENT PROVIDED BY:

**Gwen Joseph, Interim Dean/CEO, MSU Great Falls College of Technology
MAY 21, 2012**

1. Please list the new college name that you support and will recommend to the Board of Regents at the May 24-25th meeting:
Great Falls College – Montana State University

2. Please describe in detail all the processes by which you gained stakeholder input at your college to arrive at the decision to move forward with this new name:

We went through a multi-phase process to include our various constituents in the naming process. For example:

1. The Interim Dean held information sessions with
 - (1) College Leadership/Dean's Cabinet
 - (2) Faculty Senate
 - (3) Student Government Association and
 - (4) the Dean's Advisory Council (with members of the Development Board in attendance)

During these information sessions we reviewed the survey findings Strategies 360 presented to the Board of Regents. We solicited feedback on the suggested names identified by Strategies 360. We also stressed that the Board approved the order for the preferred name was to be Place/Mission/Affiliation.

2. College Leadership then posted "Graffiti Walls" throughout the campus. Graffiti Walls are oversized chart boards that allowed individuals to write suggested names for the college on the chart board.
3. College Leadership created a "Wall Wisher" site to solicit suggestions for names through electronic means. We sent an email to over 4,000 faculty, students, staff, and community members (including Dean's Advisory Committee members, Development Board Directors, and program advisory committee members) asking them to visit the Wall Wisher site to give name suggestions.
4. An article was placed in the Campus Newsletter with a link to "Wall Wisher" asking for suggested names.
5. Campus Leadership then took the top names from the Graffiti Walls and the Wall Wisher that met the BOR's naming convention and the top suggestions from Strategies 360 and again surveyed the 4,000+ faculty, staff, students, and community members, asking them to vote for their preferred choice of names. The email survey was sent through Survey Gizmo. Two thousand seven hundred and thirty two (2,732) surveys went to community representatives, including legislators, the Dean's Advisor Council, the MSU-GF Development Board, and city and county leaders. One thousand nine hundred (1,900) surveys were sent to students and one hundred twenty three (123) surveys were sent to employees.

From the 250+ respondents, the name that was preferred most often (by 153 respondents), was Great Falls College-Montana State University. The result of the survey is attached.

Several constituents voiced concerns about the order of the required naming convention and were adamant that the affiliation should be first in the convention. In an effort to be sensitive to their concerns, we also:

- Held listening sessions with the Deputy Commissioner for 2-year education with:
 - a. approximately 30 key community leaders
 - b. faculty, instructional leaders and staff (including union representatives)
 - c. general student population

- The Interim CEO, Deputy Commissioner Cech, and Strategies 360 met with an individual student-elect leader
- The Deputy Commissioner, Interim CEO, Associate VP for Students, and Strategies 360 held a teleconference with student-elect leaders to address outstanding questions

Although not their preference, these constituents agreed to accept the proposed order of the naming convention after an opportunity to view draft logos of potential names.

Due to concerns from the President of the University of Great Falls, additional discussions, listening and actions have taken place between the University of Great Falls, the Commissioner of Higher Education, the President of MSU, the Interim CEO and the Deputy Commissioner for 2-year Education in an effort to reach a viable resolution to the potential name.

MSU Billings COT

STATEMENT PROVIDED BY:

Marsha Riley, Dean, College of Technology, MSU Billings

MAY 18th, 2012

- November 2011 Faculty Meeting led by the campus Dean – Discussion was held concerning the upcoming renaming. No specific names were discussed at this time.
- Late November 2011 Staff Meeting led by the campus Dean - Held a meeting with Staff to discuss the upcoming renaming. No specific names were discussed at this time.
- Fall 2011 College Now Retreat attended by a COT 5 person team. No specific name was discussed.
- January 2012 Community and Students respond to College!NOW Renaming survey written by consulting firm and distributed by COT through email and advertised link.
- Spring 2012 College Now Retreat attended by a COT 5 person team. Specific names were discussed.
- February 6, 2012 – Chancellor Groseth hosted an all University meeting at the College of Technology. Everyone was able to recommend a new name for the College of Technology.
- February 7, 2012 – Chancellor Groseth hosted an all University meeting on the MSUB campus. Everyone present was able to recommend a new name for the College of Technology.
- Several names were put forward to the College!NOW consultants.
- College!NOW hosted a Focus Group in Billings. The purpose was to obtain input on a new name.
- College!NOW consulting group recommended three possible names to the MSUB Leadership Team.
- Leadership Team selected one of the names proposed by the consulting group.
- Following March 2012 BOR meeting the Dean met with COT Department Chairs to discuss outcome of BOR meeting.
- March 2012 (late March) Chancellor's Cabinet discussed the outcome of the BOR meeting and selection of the new name for the College of Technology.

MT Tech COT

STATEMENT PROVIDED BY:

Don Blackketter, Chancellor, Montana Tech

John M. Garic, Dean, Montana Tech College of Technology

MAY 10TH, 2012

The name change discussion was and is inextricably intertwined with the College!NOW initiative to extend the comprehensive two-year mission to the colleges of technology. As such, all of the many College!Now related meetings have to be included as part of the process of soliciting stakeholder input. Our sense is that you are not interested in our listing the details of those specific efforts coordinated by OCHE through the College!Now grant, such as statewide meetings, workshops, public forums, listening sessions, surveys, focus groups and other marketing efforts.

The above being said, for the balance of our response to this question, we will assume that the “spirit” of this question is for us to focus on the specific “on campus” efforts. Here is an outline of those efforts:

1. As a matter of course, I (John Garic) send a weekly message to the COT Faculty and Staff. Many of those communiques sent this academic year had information on name change issues and solicited comments.
2. We conducted various normal faculty and staff meetings during the academic year and during those meetings the College!Now issues, including the name change issues, were discussed and comments solicited.
3. Every time there was a College!NOW related meeting, seminar, or workshop in which name change issues were discussed, I (John Garic) sent a special communiqué to the COT Faculty and Staff.
4. College!NOW provided the services of Dr. Alison Kadlec of Public Agenda to facilitate a meeting of the COT Faculty and Staff to discuss the extension of the mission issues, which significantly included name change matters.
5. We conducted about six (6) “straw poll” opportunities for the COT Faculty and Staff to indicate their preferences for various sets of names.
6. I (John Garic) personally attended meetings of various community organizations and specifically solicited their input on the College!NOW initiative generally and the name change initiative specifically.

UM Missoula COT

STATEMENT PROVIDED BY:

Barry Good, Dean, UM Missoula College of Technology

MAY 10TH, 2012

During fall semester 2011, John Cech, Deputy Commissioner of Two-Year Education, headed three College!NOW Listening Sessions in Missoula. Each session occurred at different times on the same day and included discussions concerning the proposed expanded mission, rebranding, and renaming of the College of Technology. Members of the community, students, faculty, and staff were in attendance.

In November 2011, a Two-Year Council meeting was held at MSU in Bozeman Montana. In addition to college administration, representatives from Admissions and Retention attended, as did the Chairperson of our College Advisory Board. Also, our Department Chairs were invited to attend.

Our January 2012 College Welcome Back included updates on College!NOW. Faculty and staff were asked to submit suggestions for a new college name.

Strategies 360 conducted surveys of College of Technology students and the community of Missoula in February 2012.

Department Chairs were asked to talk with their faculty members and submit one name for the college if they wished. One name was submitted and appeared on the OCHE vetted list of names. Also, our College Advisory Board was continually updated on the process.

Two campus wide meetings were convened to discuss College!NOW and recommend a new name for the college. Faculty and staff of the college were invited to vote for a place name. The vote was counted and the voters recommended *[the proposed name]* by a wide margin over all other options. The Provost's Office was notified of the results.