



**MINUTES – MEC RETREAT
7:45 A.M. – 12:15 P.M., AUGUST 11, 2007
PIMA COMMUNITY COLLEGE WEST CAMPUS
2202 W. ANKLAM RD., TUCSON, ARIZONA**

THEME: College Access Center Action Planning

COMMISSIONERS PRESENT:

Dr. Louis Albert, Katie Dreeland, Bill Ardern, Raul Nido, George Favela, Betty Elasowich, Maria Hooker, Cathy Hunt, Xavier Manrique, Rebecca Melland, Kent Barrabee, Jay St. John, Richard Elias, Pat Wiedhopf, Bob Breault, Molly Tylutki, Ashley Applebee, Jo Riester, Sr. Rosa Maria Ruiz, Rhonda Ball, June Webb-Vignery, Jaymie Jacobs (for Linda Arzoumanian).

NON-COMMISSIONERS PRESENT: Mayor Bob Walkup, Fran Embrey Senechal, Edward Nossem, Dr. Roy Flores, Stephen Dunham, Lauren Keilsmeier, Paul Lovelis, Marilyn Osbourn, Matt Haverty, Cheryl House.

1.0 CALL TO ORDER / BUSINESS MEETING –DR. LOUIS ALBERT

The Retreat was called to order by Dr. Louis Albert at 8:15 a.m.

1.1 Introductions – Dr. Louis Albert

Retreat participants introduced themselves.

1.2 Financial Report – Xavier Manrique

Assets:
Current assets: 151,438.10
Fixed assets: 200.10
Total Assets: 151,638.20

Liabilities & Equity:
Current Liabilities: 16,064.90
Total Equity: 135,573.30
Total L & E: 151,638.20

A motion to approve the Financial Report: Bill Ardern

Second: Bob Breault

The motion carried 21 to 0.

1.3 Appointments - Pat Wiedhopf

Dr. Kent Paul Barrabee was nominated to replace Nancy Young Wright on the Commission, representing School Board Members / AZ School Boards Assn.
A motion to approve the nomination: Rhonda Ball
Second: Betty Elasowich
The motion carried 21 to 0.

1.4 Happy Birthday Tucson – Celebrating 232 Years of Education in Our Community

2.0 WELCOMING REMARKS – DR. ROY FLORES

Dr. Flores welcomed the Commissioners and their guests to Pima Community College's West Campus. Dr. Flores outlined Pima Community College's mission, which is to provide access to learning for everyone, and gave important statistical information bearing out the need for a College Access Center.

3.0 GEORGE FAVELA, MEC VICE-CHAIR & ISSUES COMMITTEE CHAIR: UPDATE ON GOV. NAPOLITANO'S P-20 COUNCIL – LAUREN KEILMEISTER, OFFICE OF GOVERNOR JANET NAPOLITANO

Ms. Keilmeister thanked the Commission for inviting her, and presented on the Governor's K-20 program, which recommends the implementation of new high school graduation requirements consisting of 4 years of math, 3 years of science, and ½ credit in economics in order for Arizona to remain competitive, and because many students are graduating high school without college prep requirements. A Standard Diploma and a Regent's Diploma are also recommended.

4.0 PRESENTATION – COLLEGE ACCESS CENTER –PIMA COUNTY BOARD OF SUPERVISORS CHAIR RICHARD ELIAS & TUCSON MAYOR BOB WALKUP

Board of Supervisors Chairman Elias stated that the community is looking to the MEC and the YAC/TTC youth group for leadership in establishing the College Access Center, that disparities in education exist in our community, and that youth with educational disparities need to shape the College Access Center. We must pay special attention to the cultural competency issue. The role of government in this is to provide funding for resources.

Mayor Walkup described education as the #1 issue in our community, the progress of the Goal One: Graduate!/Meta Numero Uno: Graduar! initiative since its inception, the 4 steps in implementing the initiative as it relates to job creation and retention. The Mayor also described his meetings with Paul Lovelis regarding college access-based software, which will simplify the process of obtaining important college access information. The Mayor promised to work to keep jobs in Tucson and support the College Access Center.

5.0 BREAK

6.0 BREAKOUT SESSIONS

Four breakout sessions were organized for the Retreat: College Access Center Promotion, Fundraising, Program development, and YAC/TTC.

7.0 SMALL GROUP REPORTS

Following are the flipchart notes from each group:

PROMOTION / MARKETING

Press Conference – 1-3 months.

*Mayor – Ch. Board of Supervisors

Coordinator.

TREO – Business - *AZ Leadership Council (ALC)

Website – Name – Development ASAP

Promotional – Literature – HEAVY YAC/TTC Input!!

Dissemination – Counselors – CASCADE – School groups

P.R. Team – School Visits

PTO's – PTA's – Parent Grups

Editorial Boards

YAC/TTC – MEC

Business Leaders

(Physical Visits-)

40 Under 40 Ambassadors

Public Relations Firm Recruitment = Pro bono work

Key on initial success for selling points

Recruit key school experts – Example Arlene Benevidez

SEGMENT STRATEGIES

Target Parents – Public

First Generation – Spanish – Native American

TAP COLLEGE BOUND PROGRAMS for ideas / help

TARGET SCHOOL LEVELS

*Elementary *Middle *High Schools

TARGET SUPERINTENDENTS

All Inclusive: Charter – Religious – Private

Cascade to All Facets School

Future Ongoing Programming

Dovetail

Promotional Costs with Funding

FUNDRAISING

Need to start for Fundraising:

- Clear concept
- What services offered?
- To who- youth only? – adults? – reentry?
- Where?
- Why? College only? Occupational?
- Who will benefit? – Community Families Employers Students
- Benchmark – calendar of implementation
- Evaluation measures

Expected questions:

Why do we need this?

Have now: Government agencies – Job Path, One Stop

HS Guidance counselors

Year One Funding Focused

What	Why	How	When
1. Tool Box Program -Modules	Build partnerships Direct / easy access for users One stop shopping Media tool	Donors can fund Modules Easy to identify what donated to	Immediate Perhaps big donors purchase now
2. Staff Beyond Year One	Direct services Serve as spokesperson Outreach to donors & users	Director Support staff Asst. Director \$200,000 / year	Year one Year two & ongoing
3. Operations	<ul style="list-style-type: none"> • Office space (at MEC) • Partnership space for access • Marketing • Advertising • Travel • Events • Communications 	Staff responsibilities	Up 7 going Front-end In Year One

	<ul style="list-style-type: none"> • Training for partners 		
4. Technology	Computers but Staff support (Airport model)	Youth group YAC/TTC could help -lg. Institution could dedicate time & support	Immediate as Tool Box comes on line

Potential Funding Sources

Who	Why	How	When
Big employers in Tucson & Pima County	Benefit the most	Access staff MEC Commissioners Volunteer base	Now
Other County agencies e.g. Marana, Oro Valley	Great need / Great benefit	? Expand opportunities within So. Arizona	On-going
Former Commissioners – Big business owners	Already invested in MEC	Personal invitation	On-going
Civic organizations Chambers of Commerce Network of Ethnic Outreach e.g. LULAC, Urban League	Could appreciate focuses for their scholarships	Access staff MEC Commissioners Volunteer base	On-going
Individuals	Personal interest – community investment	Personal invitations	Now, today

PROGRAM DEVELOPMENT

Target population

Types of info

Programs

Enrollment requirements

Financial Aid

Distribution mechanisms

Web page

School visits

Campus open house

Providers

Bacc.

JTED

Steps

1. Resource mapping
 - H.S. Counselors
 - H.S. Students
 - Families

Meet with counselors

1. -by H.S. district
 - Private / charter
2. Sept. MEC Mtg.

7.0 ADJOURNMENT

Motion to Adjourn: Raul Nido

Second: Cathy Hunt

The motion carried 21 to 0.