

**CENTRAL COMMUNITY COLLEGE BOARD OF GOVERNORS MEETING**  
**Thursday, August 18, 2022, 12:00 PM, Central Community College Administration Board**  
**Room**

**Work Session begins at 11 a.m.**

**A G E N D A**

Central Community College reserves the right to make changes to the agenda up to 48 hours prior to the scheduled meeting. A current copy of the agenda may be obtained in the College President's Office, 3134 W. Highway 34, Grand Island, Nebraska.

1. Agenda  
Information Item
2. Scholars Program Proposal  
Action Item
3. CCC Marketing Update  
Action Item
4. CCC/GI City Request  
Action Item

**Board Work Session Agenda  
August 18, 2022, Grand Island**

Lunch will be provided.

Noon – Scholars Program Proposal – Gotschall

12:15 p.m. – CCC Marketing Update – Miller

12:35 p.m. – CCC/GI City Request – Gotschall

12:55 p.m. – Break before 1 p.m. meeting

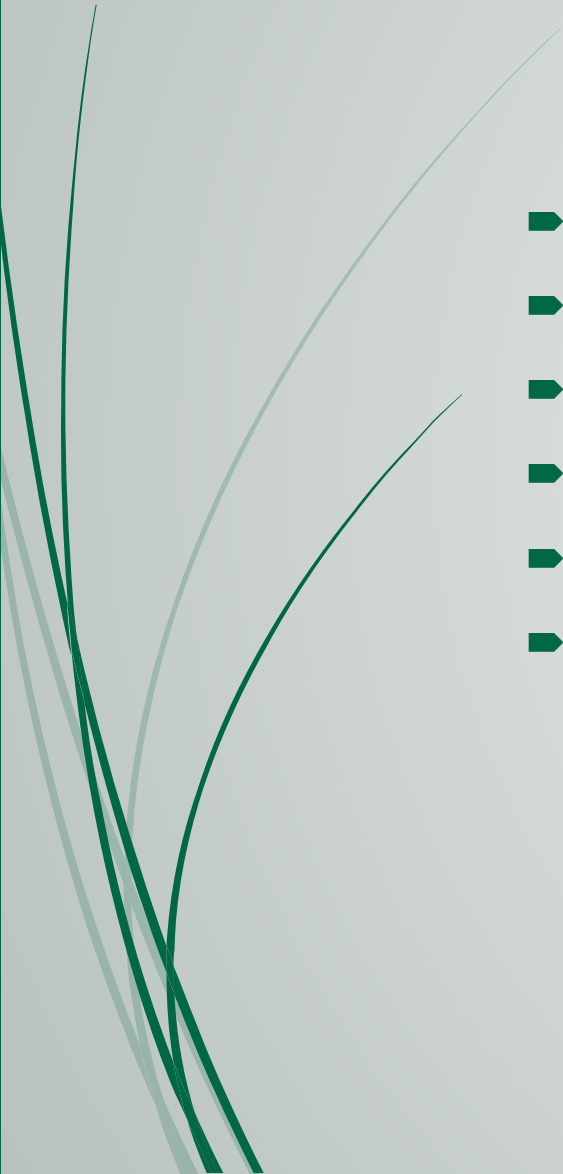


# Marketing CCC

How we reach our potential students.



# Understanding Our Target Audiences

- Traditional Aged Credit Students
  - Non-Traditional Aged Credit Students
  - Guidance Counselors and Early College Students
  - Leisure Seekers/Lifelong Learners (Non-Credit Students)
  - Workforce Training (Non-Credit Students)
  - Our Entire 25 County Service Area (General Awareness)
- 

# Media Marketing Channels

Direct Mail (Come from Admissions Team, Community Education, and Foundation)

Radio (Both local stations and streaming services)

TV Ads (Broadcast, Streaming Services, YouTube, Cable TV)

Digital Display Ads (Search Engine Ad words, Banner Display, Geofencing)

Newspapers (Special Sections and Community Education)

Social Media (Official CCC accounts plus departmental accounts)

Career/College Fairs (Attended by Admissions, and Faculty)

Internal Communications (Central Connection, Department Newsletters, Campus TVs)

Publications (Community Connection, Viewbook, Program Flyers, Brochures, Campus Annual Reports.)

# Direct Mailers

Central Community College

**NEW STUDENT**

**ORIENTATION**



**SAVE THE DATE**



[www.cccneb.edu/nso](http://www.cccneb.edu/nso)

Affirmative Action/Equal Opportunity Institution

New Student Orientation  
**HASTINGS CAMPUS**

Thursday, July 28 1–4 p.m.  
Tuesday, August 9 1–4 p.m.  
Friday, August 12 1–4 p.m.

To register, visit  
<https://www.cccneb.edu/nso>

Questions, contact:  
Kimberly Milovac  
(402) 461-2486 | [kimberlymilovac@cccneb.edu](mailto:kimberlymilovac@cccneb.edu)

*All new, incoming fall 2022 students should attend a Registration Day prior to New Student Orientation.*



550 S. Technical Blvd  
Post Office Box 1024  
Hastings, NE 68902-1024



# 2022 Summer/Fall TV and Radio Ads

- ▶ [Summer/Fall 2022 Radio](#)
- ▶ [Summer/Fall 2022 :30 Sec TV Spot](#)



# Newspaper Ads



 **UP** to  
**STEP**

**Your  
Future**

If you want to prepare for an exciting career, Central Community College is a great place to start. Check out the career and technical education courses that we offer and ask about diploma and degree programs.

- Accounting
- Agricultural Science
- Advanced Manufacturing
- Auto Body Technology
- Automotive Technology
- Business Administration
- Business Technology
- Chemistry
- Construction Technology
- Criminal Justice
- Dental Assisting
- Dental Hygiene
- Diesel Technology
- Drafting and Design Technology
- Early Childhood Education
- Electrical Technology
- Energy Technology
- Environmental Health and Safety Technician
- Health Information Management Services
- Health Services and Safety
- Heating, Air Conditioning and Refrigeration
- Heavy Equipment Operator Technology
- Hospitality Management and Culinary Arts
- Human Services
- Information Technology and Systems
- Library and Information Services
- Logistics
- Mechatronics
- Media Arts
- Medical Assisting
- Medical Laboratory Technician
- Nursing
- Occupational Therapy Assistant
- Paramedicine
- Pharmacy Technology
- Quality Technology
- Truck Driving
- Visual Communications
- Welding Technology





Columbus | Grand Island | Hastings  
Holdrege | Kearney | Lexington

Alternative Access/Equal Opportunity Institution

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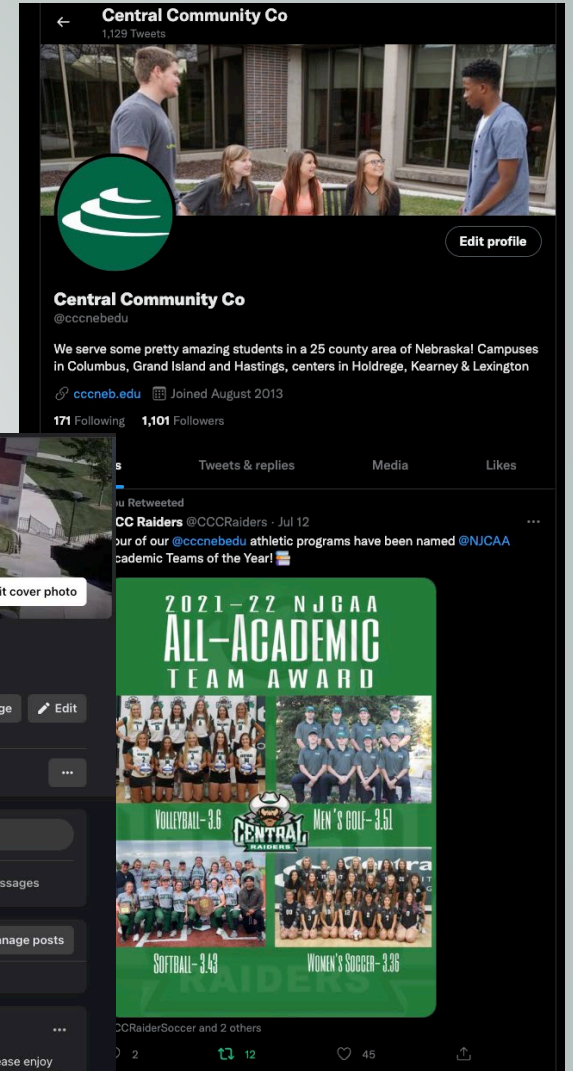
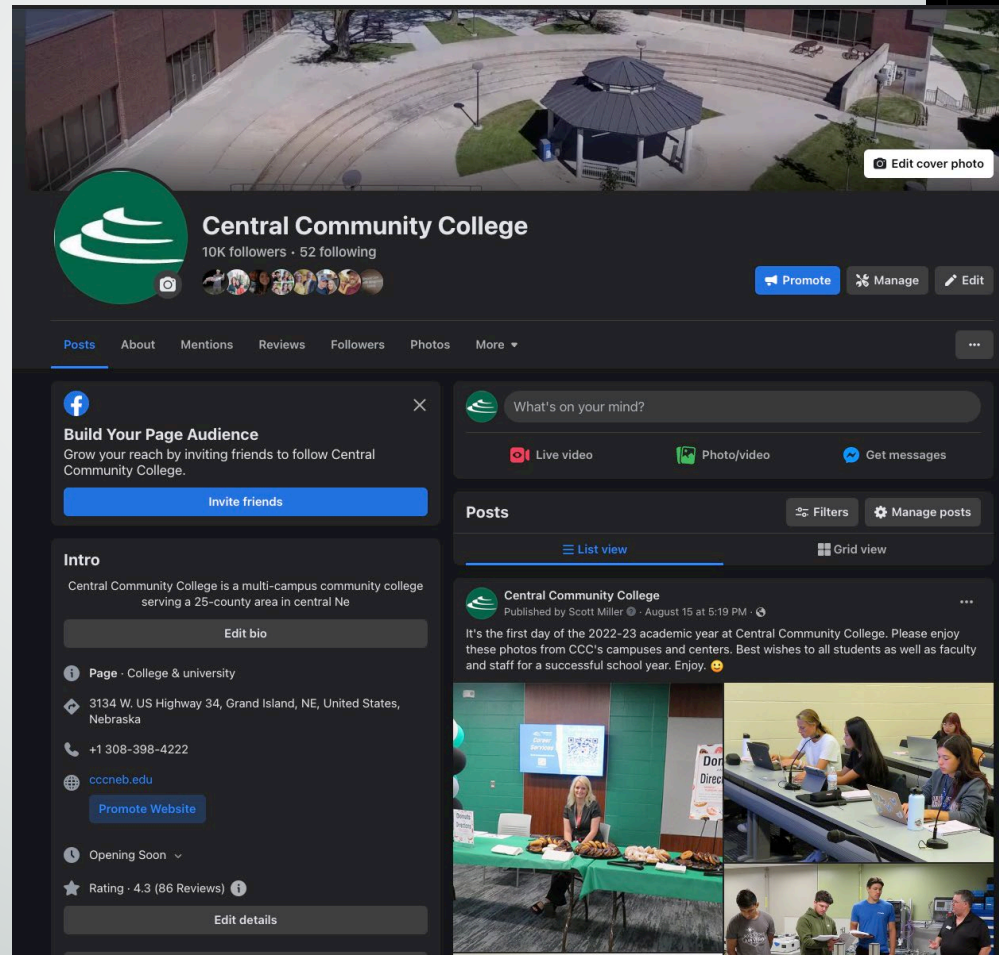
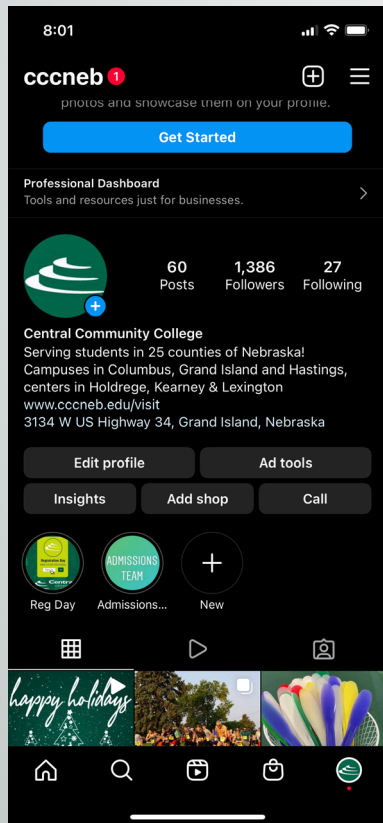
 **VISIT US**  
[www.cccneb.edu](http://www.cccneb.edu)

 **TWEET US**  
@cccnebedu

 **WATCH US**  
Central Community College Nebraska

# Social Media Accounts

- Facebook
- Snapchat
- Twitter
- YouTube
- Instagram



# Career/College Fairs and Booths

- Includes State Fair and Husker Harvest Days Booths



# Internal Communications



## College receives \$4 million labor grant

Central Community College has received a \$4 million U.S. Department of Labor Apprenticeship Building America grant. CCC was one of 30 organizations nationwide receiving \$121 million in grants to strengthen and modernize existing registered apprenticeship programs. CCC will use the funds to work with Northeast and Southeast community colleges and other partners to create a multi-network registered apprenticeship hub that will serve 59 Nebraska counties.

"This grant will allow us to reach more individuals seeking to improve their workforce skills while actively working

and earning a wage with area employers," College President Dr. Matt Gotschall said. Project ELEVATE, as it's known, will expand registered apprenticeships in rural central and eastern Nebraska through promotion and outreach, education and employer support. The colleges will develop apprenticeship occupations that use their educational programs and courses for the required related training, in collaboration with industry advisers.

"Since CCC started its Registered Apprenticeship Program in 2021, participation has grown to 15 apprentices and eight companies," said Citrina Gray, CCC appren-

ticeship coordinator. "I am looking forward to an even greater number of Nebraska apprentices and companies taking part."

Outreach and education efforts will help employers better understand what registered apprenticeships are and how they can be implemented in their businesses by partnering with Project ELEVATE.

"Chief Industries is very excited to be working with Central Community College in developing a strong apprenticeship program," said Lori Schappan, Chief Industries human resources director. "The Registered Apprenticeship Program is one strategy used to build our teams for the future."

## Metallica continues with CCC

Central Community College will receive \$50,000 for a second year as part of the Metallica Scholar program to transform students' futures.

Since establishing the Metallica Scholars Initiative in 2019, All Within My Hands (AWMH) has worked with the American Association of Community Colleges (AACCC) to directly support students while elevating the importance of career and technical education.

"Our goal for the Metallica Scholars Initiative is to shine a light on workforce education and support the next generation of tradespeople," said Pete Delgrosso, AWMH executive director.

"With the addition of the 2022-23 Metallica Scholars program, our grants will reach over 2,000 men and women in 32 community colleges across 27 states. We are honored to support these students of all ages and backgrounds and look forward to growing the program even farther in the future."

CCV is focusing its efforts on providing more than 50 criminal justice students with scholarships, forensic kits, field trips and subject matter experts.

"The mission of All Within My Hands scholarships to create sustainable communities by supporting workforce education has found the perfect fit right here in Grand Island," said Capt. Jim Doring with the Grand Island Police Department. "There is arguably no job more imperative to sustainable communities or in higher demand than criminal justice graduates in the police field."

"The Metallica Scholars program has proven to provide significant resources for community college students looking to learn the skills needed for today's workforce," said Walter G. Bumpus, AACCC's president and CEO. "We are honored to partner with the All Within My Hands Foundation to continue to expand this opportunity for community colleges and their students."

## Valderaz retires

Lupe Valderaz of Grand Island has retired as an accounts payable specialist at Central Community College.

She joined the staff in November 1974 as a receptionist for the CCC administrative offices which were located in the First Federal building in downtown Grand Island at the time. Several current employees also worked there: Sherry Dessel and Deb Varley in the computer department as well as Laura Ennde, who came into the office after school to work. She helped in the purchasing office and was a personnel secretary for the personnel office for a couple of years before filling in for an accounts payable employee on medical leave. When the woman didn't return to work, Valderaz moved into



(See "Retirement," page 5)

## Board of Governors gains female majority

By Joni Ranson, Chief of Staff

A sea change came to the 11-member Central Community College Board of Governors in 2021 when Michelle Broekemier of Central City and Linda Heiden of Bertrand were sworn in as new members, making females a majority on the board for the first time in its history. They joined Linda Aerni of Columbus, Sandra Borden of Gibbon, Diane Keller of Harvard and Rita Skiles of Hartley.

The CCC board was formed in 1966 when the Hastings Campus opened, and the Platte College Board of Governors followed in 1967. The two boards merged in 1973 after legislation created the state's community college areas. From its inception to today, these boards have included 72 men and 12 women.

Heiden, Keller and Skiles were first appointed to fill open board positions in 2020, 2009 and 2007, respectively, and then went on to get elected in their own right. Aerni ran for office in 2002 and Borden in 2008.

Aerni, Borden and Keller have held all board officer positions. Current office holders are Skiles, vice chair, and Heiden, treasurer.

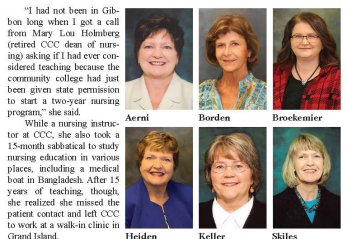
Borden and Keller also have been active on the Nebraska Community College Association board with Borden serving once as secretary and president and Keller serving twice in all board offices. Keller and Skiles are the current NCCA representatives.

All six women bring a wealth of professional experience to the board.

Aerni has owned or co-owned three corporations and was appointed by three governors to the Nebraska and National commissions on women.

"I have learned many valuable lessons," she said of her 50 years of experience as an adult student, teacher, adviser, employee and employer. "The most powerful is that education is the sustainable mechanism for a better quality of life."

Borden worked as a nurse in Massachusetts, New Hampshire, Ohio and Nebraska in intensive care, critical care, neuro intensive care and burn units before coming to teach at CCC-Grand Island.



Broekemier, administrator of Westfield Quality Care of Aurora, started her 20-year educational and professional career with nursing assistant and medication aide training at CCC.

"As a nontraditional student, community colleges have been an important part of my career and educational development," she said. "I have firsthand experience with their value, and I wanted to do my part in ensuring the tradition continues."

Heiden spent more than 38 years as the owner and operator of a property and casualty insurance agency serving south central Nebraska and as the responsible party for her family's farming operation in Phelps and Gosper counties.

"I have a strong business background that is helpful in the decisions I'm asked to make concerning how tax dollars are spent at CCC," she said.

Keller started at Memorial Community Health in Aurora as a registered nurse and worked in staff development and human resources before becoming CEO, the position she retired from this summer.

"Working in health care to hire and train health professionals led me directly to being interested in a role at CCC," she said.

Skiles served as director of transition services for ESU 11 for more than 20 years before retiring. Her dates including help-

ing high school students develop career goals and providing training for teachers.

"I had the opportunity to bring students to campus, and I worked with CCC instructors to provide staff development opportunities for ESU 11 area teachers," Skiles said. "That was the guiding light that led to my becoming a governing board member."

They believe CCC plays an essential role in Nebraska.

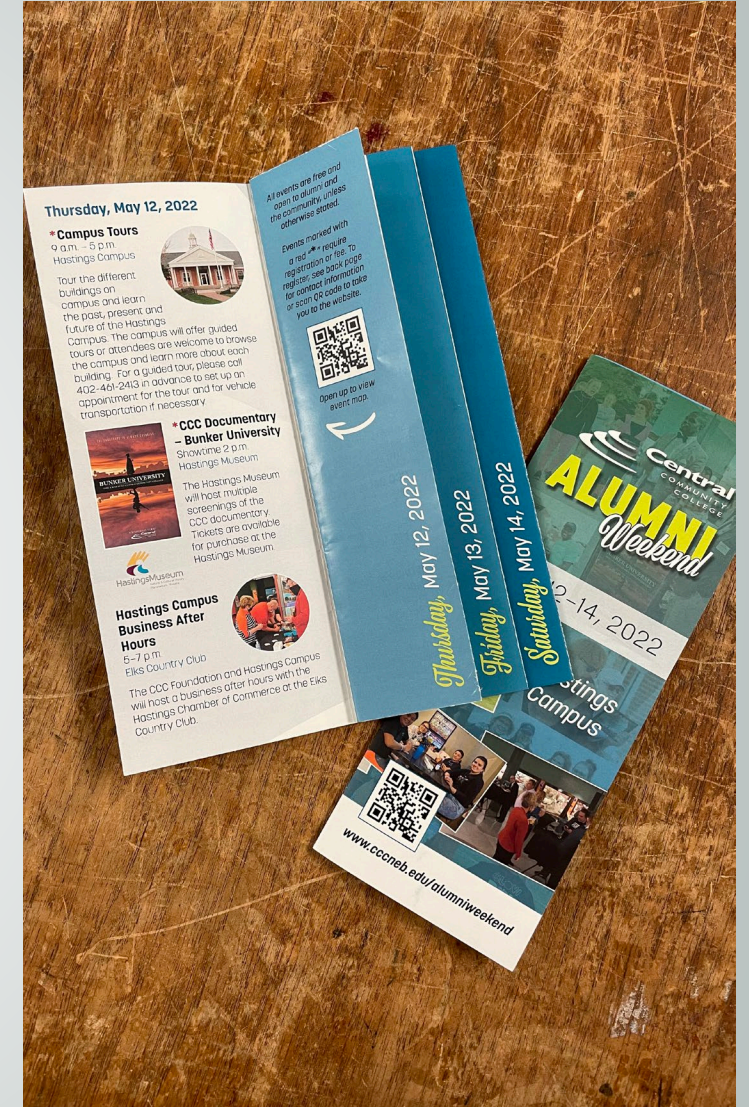
"Businesses are seeking employees with practical skills and experiences," Broekemier said. "CCC is accommodating this need by offering many types of certifications in many different trades as well as helping the nontraditional student meet their educational goals."

Heiden, who has served on her local school board for more than 20 years, has seen a deep split develop between students headed to four-year programs and those who go directly into the workforce.

"The earning potential is many times higher over a lifetime with education but not all of us are geared for a four-year college," she said. "Community colleges can bridge that gap and provide students with the skills necessary to get and keep a good-paying job."

(See "Board of Governors," back page)

# Publications



# How do we determine where advertising dollars go for awareness and For-Credit student marketing?

- [Student Media Preference Survey](#)
- Provides Qualitative and Quantitative data from CCC students on how and where they consume media
- Allows access to national qualitative data from accumulated from other participating community colleges



# What's coming up

- ▶ Campaign based on empowering words that define our students.

Our Students Are ...

**Courageous**      **Intelligent**  
**Tenacious**      **Deliberate**  
**Achievers**      **Savvy**



What questions can  
I answer for you?



**Central**

COMMUNITY

COLLEGE

# Media Relations

Telling the Central Community College story on numerous platforms.

# Newspapers, Magazines and Other Publications.

 The Grand Island  
**Independent**

THE COLUMBUS  
**Telegram**

 Hastings  
**Tribune**



# Television, Radio and Other Electronic Platforms.



# Social Media Platforms



# What kind of stories do we tell?

## CCC approves budget; Lowers tax levy for fourth consecutive year



The CCC Board of Governors met Thursday where they approved the 2021-22 operating budget. (Central Community College)

By [KSNB Local4](#)

Published: Sep. 9, 2021 at 5:13 PM CDT



GRAND ISLAND, Neb. (PRESS RELEASE) - The Central Community College Board of Governors has approved an operating budget for 2021-22, which includes a fourth straight decrease in the property tax levy for the 25 counties served by CCC.

The property tax levy was set at 9.1824 cents per \$100 of assessed valuation, down from 9.2000 cents in 2020-21.

"Central Community College is proud to continue maximizing student and community success in our 25-county service area," said CCC Board of Governors Acting Chair Rita Skiles. "To do this while reducing the tax levy, is a compliment to the college's administration and employees."

The total tax supported budget for 2021-22 is \$72,578,980, which is an increase of \$809,722 from the 2020-21 budget.

## Rep. Adrian Smith tries hand at operating heavy equipment at CCC



By [Spencer Schubert](#)

Published: Oct. 5, 2021 at 10:50 PM CDT



HASTINGS, Neb. (KSNB) - Nebraska Congressman Adrian Smith took a turn at operating a backhoe Tuesday. Smith had the opportunity while he checked out the Heavy Equipment Operator Technician Program at Central Community College in Hastings.

Smith, in good humor, was asked if he would like to move on to a career in heavy equipment once his days in public service are over.

"As a kid, it's something that I always actually had some interest in," Smith said with a smile. "Now with a child, he's very interested in heavy equipment as well."


CCC's Heavy Equipment Operator Technician Program began five years ago, and the sixth class is now learning the necessary skills in this high-demand career field. Rep. Smith praised CCC for offering this and other high-demand programs while filling a pipeline of need.

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# What kind of stories do we LOVE to tell?

**Central Community College**  
Published by Scott Miller · 24 April 2020 ·

Props to second-year paramedicine students Cheyenne Massey (left), Ava Arlt, (center) and Desiree Lutes (right), who are working in the New York City borough of Queens. The students are assisting the New York Fire Department with such tasks as running 911 calls and transporting critical patients to and from various hospitals. The students are in New York as part of a FEMA deployment through their local employer.



11,917 People reached      2,292 Engagements      Boost Unavailable

255      22 comments      38 shares

Like      Comment      Share

Most relevant

Comment as Central Community College

Jill Sturgis Silver  
So proud of you Cheyenne Massey! 🙌 Lifting you and your friends up in continued prayers! 🙏🙏🙏

Linda Thompson  
Wow !! Good job ladies !! Thanks !!

Joann Reed  
Be careful and be safe! God is watching over you!

**1011 NOW**  
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64°  
Lincoln, NE

## Our Town Lexington: English Learning



Pure Nebraska

By Jon Vanderford  
Published: Oct. 7, 2021 at 10:25 AM CDT

LINCOLN, Neb. (KOLN) - Central Community College is improving the lives of some Lexington residents through adult education and English language learning classes.

Saeeda Khatir came to America by herself all the way from Sudan. She's made a home in Lexington. "I come from Sudan because I need to study English, I needed to work, and I need to make my life better," Khatir said. Thanks to her education at the Lexington Center of Central Community College, she's finding more opportunities. "In Africa, it's very hard to find a job, and very hard to go to school," Khatir said. Khatir started working at Tyson when she came to Lexington. Thanks to her improving English language skills, she's now working at Wal-Mart. "And now I can communicate with people, and I understand what they want," Khatir said.

Many adults are improving their lives thanks to the adult education classes found at Central Community College in Lexington. "Currently in our adult education program in Lexington we have just over 200 enrollments since July, and our students are from 14 different countries," Lexington's Central Community College Adult Education Coordinator Angela Elfgren said. "We have students that are speaking six different languages." Courses at Central Community College are helping adults learn English skills, and earn a

ADVERTISEMENT

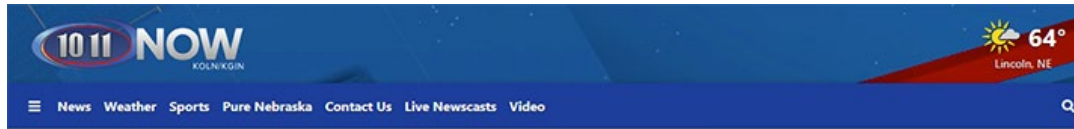


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Learn More

# Our Town Lexington Outcomes



10 11 viewers learned how CCC-Lexington is meeting a critical need.

## Our Town Lexington: English Learning



Pure Nebraska

By Jon Vanderford  
Published: Oct. 7, 2021 at 10:25 AM CDT



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10 11 viewers learned how CCC-Lexington is improving people's lives.

10 11 viewers learned what other programs CCC-Lexington has to offer.