Meeting Location: Conference Room, Human Resource Council Building, 316 North 3rd Street, Hamilton
Meeting Time and Date: 3:00 PM, Wednesday, March 18, 2015
Chair: Dixie Stark
Vice Chair: Terry Berkhouse

1) Call to Order and Roll Call
   a) Reminder to Council Members to Declare any Conflict of Interest (per Bitterroot College Advisory Council Bylaws, Article V, Section 1) as May Arise during the Course of the Meeting
   b) Advisory Council members present: Terry Berkhouse, Roger Maclean, Deb Morris, Bob Nicholls, and Dixie Stark
   c) Advisory Council members absent: Perry Brown, Pat Connell, Kaweh Etminan-Rad, Jaime Middleton, and Nancy Valk
   d) BC staff present: Victoria Clark (Director) and Kate Johnson (AmeriCorps VISTA for BC)
   e) Members of the public present: John Robinson (past BCP Steering Committee chairperson)

Discussion Summary: None.

2) Introductions
   a) Kate Johnson – AmeriCorps VISTA for development of BC Marketing Plan

Discussion Summary: Kate Johnson was introduced to the Council. Johnson is an AmeriCorps VISTA through the Montana Campus Compact. Her term of service is from January 2015 to January 2016. Her project is to develop a cohesive marketing plan for the Bitterroot College. Roch Turner, Bitterroot College Workforce Programs Coordinator, wrote the grant to secure her service. Johnson is a 2014 graduate (Economics) of Ohio Wesleyan University.

3) Announcements and Documents Received
   Discussion Summary: None.

4) Public Comment
   Discussion Summary: None.

5) Action Items
   a) Approval of Meeting Minutes from January 2015
   b) Approval of Change in Work Plan
      i) Move Presentation of Annual Report from April to July

Discussion Summary: Director Victoria Clark did not provide minutes from the January 2015 meeting; consequently, there were no minutes to review or approve. The Council agreed to change the Work Plan and move the presentation of the annual report from April to July. A quorum was not present for official approval of this decision. Clark requested the change in order for the presentation of the annual report to align with the close of the fiscal year and the beginning of a new Advisory Council year.

6) Information Items
   a) Director’s Report – see supplemental materials
      i) Questions on Director’s Report
   b) Director’s Topic
      i) Facility Expansion

Discussion Summary: Questions/comments on the Director’s Report were confined to remarks about the Commercial Driver License (CDL) program, graduation, and the College’s Water Resources course. With regard to CDL, Chair Dixie Stark noted that Great Falls was running CDL training through their adult education program. She asked Clark to look into how this was managed. She wondered if the Colleges’ CDL and certified nurse aide (CNA)
programs could be subsidized via a partnership with local school districts using the districts’ adult education local levy. Director Victoria Clark said she had been exploring this possibility for some time, but would re-engage her efforts. Vice Chair Terry Berkhouse asked about graduation. Chair Stark said that she would be contacting Montana Board of Regents Chair Paul Tuss to see if he would consider being the Bitterroot College Graduation Keynote speaker. Clark returned the conversation to the CDL program and highlighted Scott Ralston’s (Bitterroot College [BC] CDL Program Director) work in establishing a quality program for the BC. Clark especially remarked on the BC CDL program’s recent accreditation through the National Association of Publicly Funded Truck Driving Schools (NAPFTDS). She noted that this accreditation was an important milestone for the College’s program. Deb Morris then spoke about the upcoming Student Research Day at Great Falls College. She said she had seen KECI’s feature story on George Furniss’s Water Resource course on the news recently. She was pleased to see the College engaging in these types of offerings.

With respect to the facility expansion topic, Clark reported that the lease draft and the parking issues were continuing to be worked on. She provided Council members with a layout plan illustrating the College’s planned use of the Westview interior as well as an exterior map illustrating how parking was to be configured at the site. Chair Stark noted the interior space set aside for concessions. She encouraged Clark to speak with some of the Hamilton Farmer’s Market food vendors to see if they might be interested in the space. Clark said she would follow through. Clark then moved to the parking topic. She invited Council members to two upcoming Hamilton City meetings involving the parking issue. The first meeting was to be Monday, March 23 with the Hamilton Zoning Board of Adjustments (ZBA) deciding on the College’s request for the Conditional Use Permit to occupy the Westview building as a College rather than a K12 School. The second meeting was to be Tuesday, March 24 with the Hamilton City Committee of the Whole to discuss the College’s plan to meet City parking requirements via a phased approach. Phase 1 would be building out 53 off-street/on-site, paved parking spaces at the Westview location and entering into an MOU with the Hamilton Armory for use of their 35 off-street, paved parking spaces (directly across the street [north] of the Westview facility). Phase 2 would be building out the remaining required spaces at the conclusion of College’s five year lease if the College decided to remain at the Westview location. Clark was optimistic that both the ZBA and Committee of the Whole meetings would go relatively smoothly. Chair Stark closed the discussion by thanking and applauding the UM for its willingness to consider the Westview site, especially as the Bitterroot College was at a critical cross roads in terms of its space needs.

7) Work Items
   a) Annual Bylaws Review – see supplemental materials
   b) Community Outreach Strategic Goal
      i) Presentation and Discussion – Kate Johnson

Discussion Summary: Regarding the review of the Bylaws, the question remained whether or not open meeting rules would allow the Council to vote to approve meeting minutes electronically (via email). Clark said she had not had a chance to bring this up with UM Counsel yet, but that she would for the April meeting.

Kate Johnson provided an overview of her Marketing Plan project. She noted that a starting point was a needs assessment. What did the community know about the Bitterroot College (or did they even know it existed)? What did the community think of the Bitterroot College? What did the community want from the Bitterroot College? Several Council members responded that needs assessment work had been done in the past, but that updating the work would be beneficial. John Robinson spoke up about implementing a Speaker’s Bureau to get the word out about the College. He suggested getting the College’s Public Speaking class engaged in such a Speaker’s Bureau. Vice Chair Berkhouse commented that using students to pitch the College was important. Audiences preferred listening to real students speak about their real experiences, than listening to administrators or even recruiters speak about College numbers and data. Vice Chair Berkhouse suggested compiling a list of all the local organizations which sought speakers/presenters at their meetings/events and then securing slots for Bitterroot College presenters to speak at all these organizations at least once a year. Bob Nicholls mentioned how Patti Furniss, past Bitterroot Job Service manager, had organized a strong local network via the Community Management Team (CMT) meetings. Chair Stark echoed that identifying articulate and enthusiastic students to speak about the College was critical. Vice Chair Berkhouse also spoke to the importance of having a consistent message when speakers went out into the community – perhaps a list of Bitterroot College top 10 could be developed. The discussion ended with Johnson having a number of ideas on which to move forward.
8) For the Good of the Order

Discussion Summary: Vice Chair Berkhouse reported on a recent initiative of the Brazilian government to bring 100,000 Brazilian postsecondary students to the United States to study over the next five years. He commented that 70 such Brazilian students had been recently placed that UM. He said that these students were seeking summer internships and mentioned that employers in the local community or even Bitterroot College might be interested in taking on a Brazilian student intern. Clark expressed interest in the idea. Vice Chair Berkhouse said he would connect Clark with the internship project’s program director.

9) Adjournment

Meeting adjourned at 4:30 PM.

Meeting notes subscribed and summarized by Victoria Clark