



President's Report

Dr. J.D. Garvin, *President*

– February 2008 –

PCC in the news

CNM Sports to cover JUCO World Series – Our Center for New Media Sports television broadcasting team has been selected to cover the final two games of the Junior College World Series that will be played in late May in Grand Junction. CNM Sports is partnering with KSPK-TV and Altitude Sports to cover the games live for the Altitude Sports 2 station and for replay on Altitude Sports 1. Under the direction of Scott Richards, PCC's Coordinator of Media Productions, the broadcast crew showed its capabilities with quality productions of six Rocky Mountain Athletic Conference football games last fall for Altitude.

Textbook rental program draws media interest – The textbook rental test program that PCC launched in the fall 2008 semester to reduce college costs to students has been the subject of newspaper articles in both The Pueblo Chieftain and The Denver Post. The program started with four classes and three textbooks, with one of the texts used for two courses. PCC will analyze the results and hopes to expand the program in the future.

Community Connections

Dental programs help fill community need – Our Dental Hygiene and Dental Assisting programs have provided a great service to the community by conducting a Give Kids a Smile Day and a United Way Community Dental Day. In the first program, free exams, cleanings and fluoride treatments were provided to kids between the ages of 4 and 14. In the Community event, PCC teamed with volunteer dentists, hygienists and assistants to provide those and more extensive services in both of our college's dental clinics. Both initiatives received media coverage.

PCC receives an "A" in business survey – Local businesses rated PCC the highest among public service providers in a survey conducted by the Pueblo Retention and Expansion Program and published in its first annual report. Companies credited the college for developing positive working relationships with them and helping them address skill needs. PREP is a non-profit organization launched last year with representation from government, utilities, workforce, education and economic development agencies. It is chaired by Caroline Parra, the director of the Small Business Development Center based at PCC.

Experts give students help with financial forms – Financial Aid Advisor Rosina Chaparro served as chair of last month's College Goal Sunday, an event at which college staff provided high school seniors and college students with free help in filing out their FAFSA and scholarship application forms. Students also were able to get assistance with their income tax returns. A \$1,000 scholarship was awarded via drawing.

New website design aimed at growing audience – PCC recently unveiled a modern and attractive new website design aimed at appealing to current and prospective students who are increasingly turning to the Internet for college information. The site is easy to navigate while portraying PCC's image as a progressive college. It was entirely designed in-house by

webmaster Crystal Hale-Tucker. Viewership of the main PCC website rose 23% over the past year, and a Student Network information page increased by more than 1,500 students per day with an average viewing time of more than three minutes.

Student/Staff News & Services

Unique matching scholarships offered – A crowd of more than 300 dual-enrollment high school seniors and their guests were on hand for a Free College Scholarship Dinner that was held Feb. 20 in our Fortino Ballroom. Students enrolling full time will receive six free matching credits of tuition for each of two semesters beginning with fall semester. Up to 120 Free College scholarships will be awarded on a first-enroll basis, and they are funded through auxiliary work done for the Colorado Department of Corrections. The evening was coordinated by the Recruitment office.

Getting the real scoop on the industry – PCC Mass Communications students as well as local media and public relations representatives recently learned in depth about the current state of media technology. They attended a workshop conducted at PCC by two members of the CU School of Journalism & Mass Communications and a reporter from the Rocky Mountain News. The grant-funded experience also served as a tool for CU to recruit students into its School of Journalism through substantial, renewable scholarships. The two-day event was arranged by Jenny Sherman, who coordinates and teaches in the Mass Communications program.

Dinner with Fremont students is a big hit – Dean Jennifer Herman has started a twice-a-month “Dinner with the Dean” initiative that has gotten off to a tremendous success at the Fremont Campus in Canon City. All campus students are invited to join her for a dinner of pizza and soda in the Learning Resources Center and to discuss their ideas. Eighteen students attended the first dinner and had state many positives about the college and its programs.

Southwest Campus solidifying new initiatives – This fall, the Southwest Campus expects to offer a new “Intro to Sociology” class that could be used to obtain a new Criminal Justice mini-certificate. The certificate could then be applied toward an associate degree at PCC, and eventually be a springboard into a bachelor's degree program as part of partnerships with both Fort Lewis College and the University of Denver.

PCC featuring dual-enrollment students in magazine – A local magazine targeted toward high school students and their parents has become a medium for PCC to showcase its dual-enrollment students and their high school counselors. The Public Relations office conducts the interviews, takes the photographs and submits feature/news articles and photos to “Accolades” magazine, which is published bi-monthly. The exposure gives PCC an opportunity to promote its students, dual enrollment programs and college as a whole.

Phi Theta Kappa students earn All-Colorado Academic Team – Two PCC students have been named to Phi Theta Kappa's All-Colorado Academic Team and will be honored at a luncheon and ceremony that will be held on March 11 in Denver. Garrison Ortiz and Dena Rodriguez were selected for their academic achievement as well as participating in PCC and community activities. Both are 4.0 GPA students who will graduate in May with associate degrees.

PCC dean, chair complete leadership program – Rosemary Breckenfelder, Chair of the Early Childhood Education program, and Sue Kochevar, Dean of Health Professions, recently completed the Colorado Network of Women Leaders' Academic Management Institute, a women's leadership program. The Institute included four conferences over a four-month period, culminating with their presentation of a project plan to conduct a Women's Retreat and Recognition Day that will involve all PCC campuses.