

## **Higher Education Task Force September 28, 2011 Minutes**

The third meeting of the Higher Education Task Force was held Wednesday, September 28, 2011 from 6:00 to 8:45 p.m.

HETF Members in attendance:

John Allard (Chairperson)  
Holly Tiche  
Dr. Bernadette Halbrook  
Tina Treis  
Kirk Uhler  
Dr. Paul Frank  
Robert Dugan  
Bob McCarthy  
Julie Hanson  
Willy Duncan  
Dr. Paul Blezien  
Bonita Roznos  
Richard Roccucci  
Tony Monetti

Staff in attendance:

Mike Isom  
Rob Jensen  
Straun Boston  
Kelly Wickline

Task Force Facilitator:

Paul Downs

Public in attendance:

George Phillips  
John Tallman

### **I. Introductions**

Facilitator Paul Downs welcomed the Task Force members back and noted the purpose of the meeting was to review the preliminary recommendations and report outline.

### **II. Preliminary Report Outline**

The group reviewed a draft outline of the recommendations report. The group approved the draft and asked that two additions be made to section IV. Living Plan:

Implementation and Progress Review:

- Feedback and Inclusion of Higher Education Task Force
- Milestones

### **III. Outcomes, Findings and Future Directions**

The group reviewed the overall directions of the draft recommendations: desired outcomes of the higher education strategy, findings, and vision and core recommendations.

#### **A. Desired Outcomes**

The group refined the list of desired outcomes as follows:

- Educational Opportunities
  - 4 year credit programs
  - Advanced Degree – Career Development
  - Non-credit community education
  - Continuing Education
- Economic and Workforce Development
- Community Development and Civic Identity
- Quality of Life
- Cultural Opportunities – Arts, Drama, Music

## **B. Findings**

The Task Force reviewed draft material for the recommendations. The lists below reflect the Task Force members' suggestions:

### ***Strengths***

- Strong Industry Clusters in Healthcare, Technology and Agriculture
- Effective schools and high college going rates
- Suburban/Urban balance – culture and quality of life
- Collaborative planning for long-term growth
- Diverse set of available locations
- Pacific Rim proximity
- Excellent utilities (low rates, reliable)
- High quality services
- City has a track record of executing large scale developments

### ***Attractors***

- Land
- Students
- Industries
- Strong charitable giving tradition
- Financial support – jurisdictions are exploring options
- Affluence (ability to pay)

### ***Financing Possibilities***

- Bond – revenue, general obligation
- Taxes – sales, transit occupancy tax
- Subsidies for public improvements
- Private investment – privatized housing, direct private investment
- Donations: Land, buildings, salaries
- Sale of City assets
- History with taxes/bonds
- State/Federal grants
- Lease/Lease back

### ***Dynamics of Establishing a College***

- Two decades, not two years
- Free land and \$100 million – still a stretch
- Difficulty during economic bubble
- Collaboration is valuable

### ***Development Options***

- Collaborative/Inclusive approach
- University Centers/Co-location
- Branch Campus
- Brand new
- Intellectual base
- Recruit international institution

### ***University Center***

- Creates options
- Whole greater than sum of parts

- Has the potential to host honors programs – Cohorts efforts that include community service and travel that creates well-rounded students.

### **C. Vision & Core Recommendations**

The Task Force reviewed a draft vision statement for the higher education attraction strategy. They noted that the city seeks accredited institutions and suggested several changes. They agreed with the draft vision. The revised vision statement reads as follows:

Roseville/South Placer area hosts a range of quality higher education institutions serving the needs of our communities and region including:

- Comprehensive institutions and specialized programs
- Areas of focus – sustainable technology, healthcare, technology, agriculture
- Innovative strategies – university centers, satellites, regional collaborative approaches, international universities.

## **IV. Strategies**

The Task Force reviewed and updated the draft strategies. They were in concurrence with the core ideas in the short- and long-term strategies.

### **A. Potential Short-Term Strategy**

Develop a rapid-response team of community leaders and staff to market Roseville's higher education attraction goals, sites, and advantages to a targeted audience of institutions.

#### Comments:

- Learn from past efforts. Avoid past mistakes – what didn't work last time?
- Develop a rapid response team with two elements: community leaders to woo potential candidates, and a staff team to expedite processing.
- Community Leaders on rapid response team
- Need sufficient funding for outreach and conferences
- Target relevant stakeholders
- Website/ social media outreach – higher visibility needed on website
- Barriers: Include zoning issues, matching fees to revenue timing, possible waivers of fees, permit streamlining (shorter review and no surprises when you're near the end of the process).
- Implementation Concepts
  - Ensure adequate funding for the attraction effort
  - Get corporate participation in the university attraction approach
  - Industry vetting of target areas
  - Accurate understanding of timeframe
  - Maintain up-to-date information on available properties and combinations of properties

### **B. Potential Long-Term Strategy**

Convene a coalition of business, community and government leaders in a focused and sustained effort to attract a quality set of higher education institutions to support the growth and development of Roseville and South Placer

Comments:

- Include Dr. Brown or another higher education expert
- The coalition will need to develop a strategic plan for its work, including charge, roles, strategies, etc.
- Quantify demand and demographics trends in detail

**C. Living Document**

The Task Force members recommended the following changes to the follow-up strategy:

- Ensure the feedback of the HETF in the accountability process.
- Include milestones – hard deadlines, accountability, and responsibilities.
- Report annual progress –by staff during the budget process.

**V. Summary and Next Steps**

Committee Chair Allard requested staff follow-up on how to handle donations that have been discussed by the Task Force – cash donations, land, building, etc. Deputy City Attorney Straun Boston mentioned that there are standard procedures for accepting donations.

The Chair also noted that the Task Force possesses a lot of expertise in higher education and proposed a marketing subcommittee to provide more detail. The following committee members volunteered: Paul Blezien, Bernadette Halbrook, and Julie Hanson. Megan MacPherson will be invited. Mike Isom will advise the subcommittee regarding land use and development considerations for the sites. The Task Force made the following comments about marketing:

- Refine target audience and list of sites to be more user friendly – broad characterization of variety and quality of sites
- Web/Social Media presence
- Communicate to internal and external – market to own community
- What/Who to market
- Type of facility determines marketing strategy
- Land is not an issue
- Timing and access (traffic) – capacity analysis

**VI. Public Comment**

There was no public comment.