

**CSU, Chico North State  
Initiative Task Force  
Final Report &  
Recommendations**

*Submitted April 2013*



## Executive Summary

# CSU, Chico North State Initiative Task Force Final Report and Recommendations, April 2013

The North State Initiative (NSI) reaffirms CSU, Chico's role as a regional comprehensive university to strengthen the many connections between the campus and the region in the educational, cultural, economic, and civic fabric of the North State. Through thoughtful assessment of our regional activities and intentional engagement with our varied regional stakeholders, the North State Initiative Task Force (NSITF) has helped identify our connections and achievements, fostered improvements through our conversations, and bridged gaps through our recommendations. Additionally, we believe that our North State endeavors provide a lens through which broader campus initiatives may be viewed, especially in terms of both increasing the recruitment and retention of underrepresented students, and successfully engaging students in service and internships. Local roots, global reach.

The North State Initiative Task Force is pleased to present its **final recommendations** for consideration and adoption. We began in the spring of 2012 with an ambitious timeline for producing our first deliverable, a regional inventory of engagements/activities from faculty, staff, and students. We continued with a detailed work plan to carry out our preliminary recommendations submitted in August 2012 to fulfill the goals of both the "inside looking in" and the "outside looking in." With the approval of the Cabinet, the accomplishment of these interconnected recommendations from October 2012 through March 2013 has formed the core of the Task Force's work and informed this final report. We are pleased to present an overview of our accomplishments, summarize our findings, and present our final recommendations to conclude our work as a Task Force. The Appendices included in this report are purposely extensive in order to provide a comprehensive understanding of the work performed and to serve as a potential model for future North State engagement efforts.

Through conversations conducted in each of the 12 counties of CSU, Chico's service area, we found the concept of service needs more definition, with more tools and commitment to measure impact on the North State. Campus outreach efforts are often fragmented and siloed and our connections with North State leaders need improvement. North State communities greatly desire more contact. Chico State students and our many regional alumni are untapped campus resources so there are rich opportunities for improving services and deepening our connections. In order to implement its recommendations, the Task Force begins with a key step: **create within the Office of the President a Director of North State Engagement**. The NSITF describes this position as the North State chief warrior/worrier and considers University engagement as essential to the success of deepening North State ties. A summary of additional NSI recommendations follows:

- Identify and train North State College Ambassadors to support and extend outreach roles by visiting middle and high schools throughout the 12 county region, similar to the Wildcat Ambassadors model (model using BSS Ambassadors is now being piloted for April-May)
- Create and publish consistent schedule of North State outreach visits by all campus representatives, and reinforce with periodic visits from senior administration
- Host an annual meeting for service area high school counselors to review admissions information and requirements, offered in both face-to-face and webinar formats
- Increase capacity to respond to requests from service area schools for campus tours, to be coordinated through Enrollment Management and supported by Admissions/Ambassador Programs
- Create a regional Alumni Ambassadors group to connect with North State residents
- Create multiple mechanisms for measuring magnitude of effort/impact of North State service and activities, including adoption of a campus Customer Relationship Management (CRM) system to track North State citizen participation and to capture address and county for those being served
- Host North State Education summit and link to “Promise” initiatives (McConnell Foundation, Reach Higher Shasta, Expect More Tehama, etc.) for all K-12 district and county superintendents, community colleges, and Simpson University – to promote student success, college going rates, and completion of educational objectives
- Become a member of the Rural College Consortium and host one meeting annually on campus
- Invest in match-making opportunities for North State internships (expand internship opportunities in the counties)
- Adopt Healthy People 2020 for North State residents and invite network of educators from Education Summit to join and collaborate on a Health Summit in Redding

We are confident that investing the more than \$280K in Presidential Initiatives funding generated from Open University revenues to implement these North State recommendations will ensure greater institutionalization of effort with profound and lasting impact.

Respectfully Submitted,

North State Initiative Task Force Members Debra Barger (Chair), David Buckley, Julie Indvik, Celeste Jones, Mike Kotar, Sandy Parsons, Chela Patterson, Dan Ripke, AS Community Affairs, Jeff Layne (Staff)

# CSU, Chico North State Initiative Task Force Final Report and Recommendations, April 2013

*“No story rings more true; no story connects more powerfully the work of faculty, staff and students together ... than the story of our service to our city, region, state and, even, beyond.”*

*~ CSU, Chico President Paul J. Zingg*

*“Looking Backward, Moving Forward,” Spring Address 2012*

The North State Initiative reaffirms CSU, Chico’s role as a regional comprehensive university to strengthen the many connections between the campus and the region in the educational, cultural, economic, and civic fabric of the North State. Through thoughtful assessment of our regional activities and intentional engagement with our varied regional stakeholders, the North State Initiative Task Force has helped identify our connections and achievements, fostered improvements through our conversations, and bridged gaps through our recommendations. As a concrete expression of our 125<sup>th</sup> year, the North State Initiative Task Force provides the campus community and leadership with insights and recommendations to create even greater value in our commitment and obligations to the North State.

The North State Initiative Task Force (NSITF) is pleased to present its **final recommendations** for consideration and adoption. Task Force members were first nominated by the President’s Cabinet, and then appointed by President Zingg. In his December 2011 appointment letters, President Zingg assigned the Task Force six charges (Appendix A). We commenced work in the spring of 2012 with an ambitious timeline for producing our first specific deliverable: a regional inventory of engagements/activities from faculty, staff, and students. Our initial focus was to ensure the inventory was comprehensive and accurate, as well as distinct from the 125<sup>th</sup> anniversary effort related to the individual My Service Counts campaign. We continued with a detailed work plan to carry out our preliminary recommendations from our report submitted in August 2012 to fulfill the goals of both the “inside looking in” and the “outside looking in.”

With the approval of the Cabinet, the accomplishment of these interconnected recommendations from October 2012 through March 2013 has formed the core of the Task Force’s work and informed this final report. We have been challenged by the variable levels of participation and engagement from our own Task Force members and ultimately lost five members due to retirement and one to separation from the University. We are pleased to present an overview of our accomplishments, summarize our findings, and present our final recommendations to conclude our work as a Task Force. The Appendices included in this report are purposely extensive in order to provide a comprehensive understanding of the work performed and to serve as a potential model for future North State engagement efforts. Additionally, we believe that our North State endeavors provide a lens through which broader campus initiatives may be viewed, especially in terms of both

increasing the recruitment and retention of underrepresented students and successfully engaging students in service and internships. Local roots, global reach.

## Overview of Task Force Accomplishments: Implementing NSITF Preliminary Recommendations

Following the completion of our comprehensive regional inventory of services/engagements/activities from CSU, Chico faculty, staff, and students, the NSITF focused on implementing our preliminary recommendations outlined in our August, 2012 report (Appendix B).

### 1. Develop and Launch a Two-Pronged Communication Plan: “Outside Looking In” and “Inside Looking In”

Beginning with the “Outside Looking In,” the NSITF created — in conjunction with campus web design services — the North State Initiative website (Appendix C-2), now linked to the University’s home page under “Serving the North State”. The site forms the electronic home for the Initiative and includes a Service Area map graphic with a simplified North State database searchable by county and category of service (Appendix-C-4), all populated with the edited Regional Inventory data of 218 University programs, with web links. A display of the Activities and Programs web page with the option to select county or category appears in Appendix C-4, along with the press release announcing the web launch (Appendix C-1).



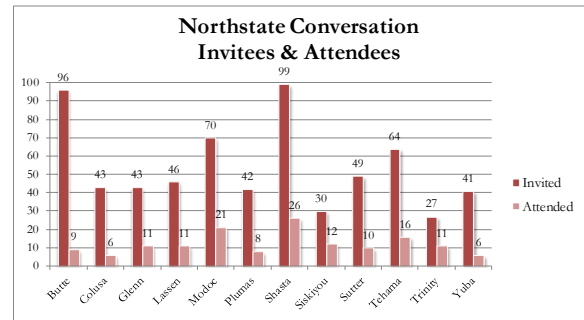
The NSITF, with the very able help of retired annuitant, Linda MacMichael, conducted follow-up interviews to refine inventory data and ensure clarity of service to the North State. In addition, academic departments were contacted to ensure the NSI website incorporated links to department internships to supplement the sometimes incomplete regional inventory data. Four rotating narratives with a photo montage to represent the variety of University activities and human interest stories throughout the North State were produced and linked in February to the website featuring the Center for Economic Development, Wildcat Ambassadors, Chico Performances Youth Programs, and Passages (Appendix C-3). Two more stories have just been completed which address

additional regional programs and services and have been added to the web rotation: The Louis Stokes Alliance for Minority Participation (LSAMP) and the North State Symphony (NSS).

The “Serving the North State” link on the University home page is already being linked to websites at several regional schools, county offices of education, and KIXE Channel 9 public television.

## 2. Conduct Service Area Conversations in each of the 12 Counties “Outside Looking In”

Following Cabinet approval of our concept to go to where our stakeholders live, the NSITF undertook extensive preparations to conduct North State Conversations in each of the twelve county seats of CSU, Chico’s service area. We identified and compiled representative stakeholder roles in each of the 12 counties, e.g., County Offices of Education, School Districts, City and County staff, federal agencies, Community College leaders, major



business employers, and non-profit organization managers in a master spreadsheet organized by county, and started tracking down specific contact information for individuals. We included contacts collected from 125<sup>th</sup> Anniversary presentations to North State clubs and organizations. We identified teams of Conversation leaders made up of NSITF members, supplemented by RCE Redding staff member Dan Greaney and special consultant Linda MacMichael, to form multiple two-to-three person teams to conduct county conversations with one team member serving as a recorder for each event. We confirmed our key framing questions for these focus groups: What are the greatest strengths of the county? What are areas of greatest concern? How are the county and Chico State already connected? How might we collaborate or partner more?

RCE launched a temporary North State Conversations website to support the email invitations sent to county stakeholders and the RSVP process. North State Conversations press releases (Appendix D-1) received coverage in regional press. We created customized presentations for each county, featuring

### Programs and Activities Available to Counties by Category

	Butte	Colusa	Glenn	Lassen	Modoc	Plumas	Shasta	Siskiyou	Sutter	Tehama	Trinity	Yuba
Agriculture	10	7	6	5	5	5	6	5	5	6	5	5
Arts/Culture	20	3	4	3	3	3	5	4	3	5	4	2
Athletics/Recreational Sports	3	1	1				1		2	1		1
Business Services	12	6	7	6	3	6	7	6	6	6	6	6
Community Services	28	6	5	4	3	4	4	4	5	5	4	6
Cultural/Diversity	10	2	2	3	1	2	3	3	3	3	2	2
Economic Development	2	2	2	2	2	2	2	2	2	2	2	2
Education	53	25	27	17	16	17	20	18	22	27	18	23
Environment	19	3	4	2	1	3	3	2	2	4	3	2
Government	3	3	3	3	3	3	3	3	3	3	3	3
Health/Wellness	15	3	5	3	2	3	4	3	3	4	2	4
Leadership	2	1					1					
Libraries/Literacy	2	1	1	1	1	1	1	1	1	1		1
Scholarship	1		1					1	1	1		
Science	6	1	1				1					
Senior Programs/Services	5	2	3	1	2	2	2	2	1	2	2	2
Social Services	8	5	8	6	1	4	8	5	6	8	5	8

programs specific to that county and the total number of Chico alums living there. A sample PowerPoint presentation for the North State Conversations appears in Appendix D-2. With the diligent work of NSITF and RCE staff person Jeff Layne, we then created a November/December 2012 master calendar for Conversations in all 12 counties with distant and mountainous counties first, Siskiyou, Trinity, and Modoc (before the snow began) and coordinated 12 meeting locations. After the first three county visits, an informal formative assessment led the NSITF to improve our



approach for subsequent county visits and tweak our PowerPoint overview with activities which would be better known in the host county. The standardized NSI Conversation set-up included everything from participant sign-in sheets and flip charts, to food and 125<sup>th</sup> Anniversary and Chico Values Veterans pins. Significantly, of the 12 county conversations, 10 meeting locations were provided without charge to our teams; one county office did not have space large enough to hold us and another had no room availability at the time we needed in order to conduct a second conversation that same day in an adjacent county.

Through a series of emails, county stakeholders (both NSI Conversation attendees and other residents) were asked to review responses to the framing questions and to rank their top five opportunities for collaboration. Appendix D-3 documents all details of the NSI Conversations, including names and organizations of the 147 people who attended, provides all responses by county, and denotes survey rankings for the top five collaborative opportunities identified by each county. Rankings for a sample of three counties appear below. Appendix D-4 lists survey rankings by NSITF charge category. It should be noted that county feedback may be skewed towards educationally related issues because the preponderance of participants and survey respondents were educators, despite our attempts to engage a wider field.

### **Modoc County Ranked Collaborative Opportunities**

Economic development

Finding grants

Internships in rural areas

Designing ways for the community to be more self-sufficient

Broaden the scope of the economic base

### **Shasta County Ranked Collaborative Opportunities**

2+2 Programs - build capacity of local faculty to provide training to local students

Admission "promise" in writing; transfer guarantee

Local CSUC student ambassadors to speak at local schools

More CSUC students to county on internships

Contract education - new opportunities

### **Tehama County Ranked Collaborative Opportunities**

More frequent CSUC outreach to local schools

Admissions counselors/representatives to local county education "summits"

CSUC campus tours for all students-personal connection

CSUC "adopt" local schools

Local CSUC student ambassadors to speak at local schools

### 3. Create a Regional Inventory Searchable Database “Inside Looking In”

With the excellent services of Information Resources, we are creating an internal comprehensive searchable database in the University’s data warehouse for University faculty and staff to facilitate the “Inside Looking In.” The fields from the regional inventory feed a database searchable by selected multiple variables, e.g., by county, subject/category area, audience served, and service finder.

A variety of reporting tools are being finalized to launch in May 2013, informed by input from a campus focus group hosted by NSITF staff regarding desired parameters. Campus announcements regarding the database and report tools are already drafted in preparation for release to faculty and staff once the reports are tested. While impact data is modest, the number of people served (as determined by inventory respondents) may be helpful data, particularly for future grant submissions to bring resources to the North State.



### 4. Conduct the Regional Inventory Biannually

The NSITF recommended the creation of a mechanism to update existing information for ongoing programs and activities, as well as to capture new programs and activities from faculty, staff, and students. To that end, the inventory survey tool has already been improved for effective deployment in spring 2014.

## North State Initiative Task Force Findings

- Service should continue as a priority but requires increased commitment and better definition, with tools to measure impact
- Campus outreach efforts would benefit from better coordination with mission focus
- Connections with North State leaders need improvement
- North State communities greatly desire more contact with Chico State students
- Regional alumni are an untapped campus resource



When the NSITF began its work, there were many indications that service to the North State remained a clear strategic priority, and yet there were many definitions of service and few if any measures of true impact. We find that campus outreach efforts are fragmented and siloed and, therefore, would benefit from better coordination with greater mission focus. Recruitment services provided elsewhere in the state are desired more frequently in the North State. The campus responses to the regional inventory indicate that while many units want to be listed, the clarity of what program or activity is really being provided and to whom is not documented effectively (if at all). The interviews we conducted post-survey helped clarify some regional activities, yet it remains clear the campus does not have an effective framework to track real participation, confirm program and service delivery by geographic area, and measure impact of all services/programs/activities. The geographic decay, i.e., dilution, of our services is very pronounced with a preponderance of activities requiring regional constituents to come to campus to access North State services and programs. There are mixed messages on embracing service and partnership; for example, if a service or activity aligns with our mission, current practice may create barriers.

When we began building our invitation list for the North State Conversations, we found that Chico State lacks connections with many North State leaders. Task Force members did not have many personal connections with decision-makers throughout our service area, and reaching out to Cabinet did not close that gap. The Conversations and the feedback following were very enlightening. We are seen as rich with opportunity but hard to navigate – to know who to talk to or how to find a service. Educators in the North State are not familiar with key University dates. We also found they are not familiar with our service area admission practices, perceive we rarely if ever visit, and are unaware of our online degree and degree completion programs (or do not have the broadband connections to access these opportunities).

**In our rural communities, young people don't see the possibilities to dream.** There is a universal desire for Chico State students to connect with regional youth in their own communities. More contact with University students – contact of all kinds – is also seen as beneficial for fostering life skills and understanding the potential for a more rewarding life. The University is perceived as offering too few opportunities to encourage and recruit junior and senior high school students and knowledge of the concept of North State partnership schools appears absent. Too few opportunities exist to host prospective North State students to come to campus, even as school districts scrape funds together to bus kids to visit. Economic development is a recurring topic since job opportunities can be few, public assistance is high, and resources are limited. Development efforts are fragmented and it is unclear how Chico State might become part of the solution, particularly beyond the immediate Chico community.

Our regional alumni also want to be involved; they see opportunities. Stakeholders throughout the region are willing and ready to partner – they not only want more service, they are prepared to collaborate with Chico State and actively seek more ways to connect with us.

The expenditures for the work of the Task Force made a very modest impact on the Initiative Funds which have been collecting from Open University revenues for more than two years. Task Force expenditures are itemized in Appendix E and demonstrate there can be significant and immediate investment to support successful implementation of North State recommendations.

# North State Initiative Task Force Recommendations

In his appointment letter to the North State Initiative Task Force members, President Zingg's charge addressed six categories. The NSITF recommendations are organized by these categories. In order to implement these recommendations, the Task Force begins with a key step: **create within the Office of the President a Director of North State Engagement.** The NSITF describes this position as the North State chief warrior/worrier and considers University engagement as essential to the success of deepening North State ties and leveraging additional external funding. Some recommendations considered by the NSITF were ultimately removed from this report because of opposition following our consultation with campus colleagues. Gaps in University services continue, even for enrolled distant students so campus readiness to foster improvements is uneven.

The remaining North State Initiative recommendations are as follows:

## **I. Program development:**

- a. Identify current graduate degree programs that serve North State residents, and, in consultation with the Vice President for Academic Affairs, incorporate more flexible delivery modes, e.g., hybrid with some online components (similar to approach taken for the MSW). Possible candidate is the MA in Education
- b. Select one or two existing undergraduate degree programs and create model to provide seamless transition from high school prep to college admission (as freshmen or community college transfers) to bachelor's degree completion. May be hybrid degree and could include cohort model, e.g., BSW

## **II. Outreach**

- a. Identify and train North State College Ambassadors to support and extend outreach roles by visiting middle and high schools throughout the 12 county region, similar to the Wildcat Ambassadors model (model using BSS Ambassadors is now being piloted for April-May)
- b. Create and publish consistent schedule of North State outreach visits by all campus representatives and reinforce with periodic visits from senior administration
- c. Build program websites for each Chico State online degree/degree completion program so these flexible options can be better communicated to North State residents
- d. Increase KCHO outreach to far North State to foster arts, information, and entertainment when possible
- e. Host an annual meeting for service area high school counselors to review admissions information and requirements, offered in both face-to-face and webinar formats

## **III. Campus Initiatives**

- a. Conduct the Regional Inventory biannually (next iteration spring 2014)
- b. Define North State service goals for Office of Civic Engagement and identify points of intersection between these two initiatives

- c. Increase capacity to respond to requests from service area schools for campus tours, to be coordinated through Enrollment Management and supported by Admissions/Ambassador Programs
- d. Create County Offices of Education email channel for monthly blasts/updates on important university deadlines, events, and opportunities
- e. Create regional Alumni Ambassadors group to connect with North State residents
- f. Extend CSU, Chico fall and spring application periods exclusively for University Center and online degree seeking students, and publish several semesters in advance
- g. Create multiple mechanisms for measuring magnitude of effort/impact of North State service and activities
  - i. Adopt campus Customer Relationship Management (CRM) system to track North State citizen participation and capture address and county for those being served
  - ii. Provide guidance for service component in RTP process
  - iii. Expand upon President's and Academic Affairs' annual reports to include measures for North State services
- h. Collaborate with other CSU campuses to serve first generation and low income students

#### **IV. Relationship Building**

- a. Host North State Education summit and link to "Promise" initiatives (McConnell Foundation, Reach Higher Shasta, Expect More Tehama, etc.) for all K-12 district and county superintendents, community colleges, and Simpson University – to promote student success, college going rates, and completion of educational objectives
- b. Support and promote a College Options representative in Modoc County
- c. Become a member of the Rural College Consortium and host one meeting annually on campus

#### **V. Student Success:**

- a. Facilitate communication on scholarships/funding options for students interested in a University degree in partnership with College Options
- b. Add focused programming and promote Associated Students' services to off-campus students
- c. Invest in match-making opportunities for North State internships (expand internship opportunities in the counties)
- d. Expand capacity of tutoring available to off-campus students
- e. Create North State Scholarship inventory (e.g., McConnell, Osher, etc.) and link to Financial Aid and Scholarship Office
- f. web pages
- g. Identify a limited number of intentional actions for student success, i.e., healthy behaviors, reinforcing newly evolving norms of responsibility, and career/life success

- i. Invite Alcohol Summit attendees to implement North State actions
- ii. Create and promote opportunities for College Ambassadors to interact with First Year Experience students

**VI. Health and Welfare:**

- a. Expand use of telephone and two-way video connections to increase access to student tutorials and counseling groups for distance education students
- b. Adopt Healthy People 2020 for North State residents and invite network of educators from Education Summit to join
- c. Ask McConnell Foundation and Shasta County agencies to collaborate on a Health Summit in Redding, featuring CSU, Chico's endeavors/services, e.g., Health and Wellness Institute and all the programs and services under that umbrella, plus the adoption of Healthy People 2020
- d. Promote launch of Osher Lifelong Learning Institute chapters in Tehama County (Red Bluff) and Shasta County (Redding)

Also critical to this Initiative and these recommendations is the investment of resources from the Presidential Initiative Fund (and even other additional sources) for staffing, equipment, technology, etc. We are confident that investing the more than \$280,000 in Presidential Initiatives funding generated from Open University revenues to implement these North State recommendations will ensure greater institutionalization of effort with profound and lasting impact. Focused efforts to implement these recommendations over the next 18 months will build on the momentum already underway. A commitment of Presidential Initiatives funding for North State Initiatives for at least one additional year to assess outcomes is essential.

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Office of the President  
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December 15, 2011

Debra Barger  
Dean  
Center for Regional and Continuing Education  
Zip 0250

Dear Debra:

I am pleased to invite you to accept appointment to our newly constituted North State Initiative Task Force. I hope that you will extend your service to our University through this effort to strengthen California State University, Chico's mandate to serve the North State region.

In our nearly 125 year history, CSU, Chico has engaged throughout the region on a number of fronts. Our engagement has varied, with many successes and some gaps. Yet, this remains a vital commitment and key to our identity and mission. It's time now to identify where and why there have been successes, apply the useful lessons learned, and develop a plan for how we can do more and do better to fulfill our regional mandate and shape the relationship we desire between CSU, Chico and our stakeholders in the North State.

The North State Initiative Task Force will broadly focus on serving the North State through the arts, research, civic engagement and service learning, increasing the college-going population, and improving the health and well-being of North State residents. In other words, its work is focused on how we discharge our responsibilities to the North State as a public, comprehensive university.

I assign the Task Force the following charges:

**Program development:** Identify appropriate degree and degree completion programs to serve the North State, partner with academic units to develop additional degree programs, and shepherd those programs through approval and launch.

**Outreach:** Identify effective strategies to market CSU, Chico to prospective students, employers, communities, and agencies, fostering additional North State partnerships to stimulate preparation, application, and admission of students to the University, followed by increased retention and graduation.

**Campus Initiatives:** Connect the North State commitment with other initiatives on campus to create a more inclusive ownership of service to the North State and deepen connections with North State K-12, government, military, and business.

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**Relationship Building:** Establish positive relationships with key stakeholders both on campus and off campus to facilitate the growth and success of CSU, Chico's programs and services in the North State.


**Student Success:** Create a campus-wide enthusiasm and commitment for supporting off-campus student success and address the unique needs of students studying fully online and in Redding and elsewhere at a distance from the campus' student services.

**Health & Welfare:** Work to ensure that off-campus students and North State residents are embraced in all services that address mind/body connections, including health and wellness services, recreation, and emergency preparedness/safety.

In order to accomplish these charges, I ask that the Task Force first produce a comprehensive inventory of CSU, Chico's regional engagement activities. I also ask that you develop a set of innovative recommendations and substantial outcomes that address these charges and which the campus can embrace. I look forward to receiving the regional inventory and a report on your preliminary deliberations by April 30, 2012. I will share Task Force information with Cabinet and meet with you to facilitate adoption of Task Force recommendations. The Task Force will serve as a catalyst for implementation of the recommendations through the fall of 2012.

I have asked Debra Barger to convene the initial meeting of the proposed Task Force. I will likely appoint co-chairs for this effort at that time.

If my office or Cabinet can be of any assistance in your efforts, please do not hesitate to contact us. Again, thank you for your time and commitment to this important work.

Sincerely,  
  
Paul J. Zingg  
President

# CSU, Chico North State Initiative Task Force

## Preliminary Report and Recommendations

### August 2012

#### Executive Summary

The North State Initiative Task Force is pleased to present its preliminary recommendations for your consideration and approval. We began with an ambitious timeline for a regional inventory of engagements/activities from faculty, staff, and students. We continue with a comprehensive work plan to carry out our first recommendations should you approve them to fulfill the goals of both the “inside looking in” and the “outside looking in.” We view these recommendations as interconnected and implementable in parallel succession so that we can effectively leverage the multiple efforts of the North State Initiative.

We will finalize budget projections for each recommendation so that we can be effective stewards of the Special Initiative Fund and seek to begin full implementation of these preliminary recommendations with a potential launch sometime in September, 2012. Should this timeframe be acceptable, we would expect to implement all components of the preliminary recommendations during fall 2012. Following assessment of the feedback gathered from our work plans, the final recommendations of the North State Initiative Task Force would then be submitted in a summary report to you no later than early spring 2013.

#### ***Task Force Activities to Date***

- Gathered regional reference materials
- Consulted Senior Management
- Created and piloted inventory survey
- Conducted survey and engaged in follow up and general cleanup of the survey data for 209 programs/activities
- Edited data description and Impact Statements for common voice
- Identified challenges related to inventory data validation
- Created Preliminary Design of North State website

#### ***Task Force Recommendations Overview***

1. **Develop and launch a two-pronged Communication Plan**
  - a. **Create a North State web home for the “Outside Looking In”**
  - b. **Create an internal comprehensive searchable database in the University’s data warehouse , “Inside Looking In”**
2. **Conduct follow-up interviews to refine inventory data**
3. **Conduct Regional Inventory biannually**
4. **Conduct Service Area Conversations in each of the 12 Counties for the “Outside Looking In”**

## CSU, Chico North State Initiative Task Force Preliminary Report and Recommendations August 2012

*“No story rings more true; no story connects more powerfully the work of faculty, staff and students together; no story underscores better what it means to be a place of purpose and performance, grounded in values that connect and inspire us, than the story of our service to our city, region, state and, even, beyond.”*

Paul J. Zingg, President Looking Backward, Moving Forward, Spring Address 2012

The North State Initiative reaffirms CSU, Chico’s role as a regional comprehensive university to strengthen the many connections between the campus and the region in the educational, cultural, economic, and civic fabric of the North State. Through thoughtful assessment of our regional activities and intentional engagement with our varied regional stakeholders, the North State Initiative will identify our connections and achievements, foster improvements, and help bridge gaps. As a concrete expression of our 125<sup>th</sup> year, the North State Initiative Task Force will provide the campus community and leadership insights and recommendations to create even greater value in our commitment and obligations to the North State.

The North State Initiative Task Force is pleased to present its **preliminary recommendations** for your consideration and approval. We began with an ambitious timeline for producing our first deliverable, a regional inventory of engagements/activities from faculty, staff, and students. Our initial focus was to ensure the inventory was comprehensive and accurate, as well as distinct from the 125<sup>th</sup> anniversary effort related to the individual My Service Counts. We continue with a comprehensive work plan to carry out our first recommendations should you approve them to fulfill the goals of both the “inside looking in” and the “outside looking in.” We view these recommendations as interconnected. They are therefore, implementable in close or parallel succession so that we can effectively leverage the efforts of the North State Initiative.

### **North State Initiative Task Force Activities**

#### ***Identification of Reference Materials***

The North State Initiative Task Force (NSITF) convened its first meeting on January 20, 2012. In order to conduct our work effectively, we agreed to create a NSITF Group in the Vista Learning Management System to post reference materials we gathered as well as share versions of working documents as we carried out our task. We first added the NSITF appointment letter so we could easily reference the charges given us. While there had been nothing as comprehensive as the regional inventory we expected to create, we wanted to gather and review what did exist to guide our thinking. Despite the fact that some of the inventory resources we identified in our research were created more than a decade ago, they nevertheless provided important background, particularly since some of the Task Force members had not been aware of their existence, even several members with a long tenure at the University. We also sought to understand better the thinking on service and CSU, Chico’s role as “The University of the North State.” Therefore, we also added to the NSITF Group links to some of your addresses and writings related to the goals of the Initiative. The following is a list of documents gathered and consulted for the Task Force:

- North State Initiative Task Force Appointment Letter
- Excerpts from 2012 President Zingg’s Spring Address
- Civic Engagement grant inventory

## Northeastern California - A Regional Profile 1998

## School of Education Inventory

***Consultation with Senior Management***

To further our understanding of campus perspectives, Task Force members welcomed the opportunity to gather input from University leaders by attending the Senior Management Meeting held February 16, 2012. The revised format for the meeting supported breaking into smaller groups and the opportunity to engage focused discussions both facilitated and recorded by NSITF members. In preparation, the following Senior Management Meeting Framing Questions were developed to guide each group:

1. What does it mean to be a public, comprehensive university with a regional service area?
2. How does/should that affect the programs we offer and the obligations we have?
3. Who are our North State stakeholders and constituents?
4. How do we engage our regional constituents with “outside in” discussions to identify successes, foster improvements, and bridge gaps?

While discussions were stimulating, the depth of the questions proved somewhat demanding for the time available. The small groups were able to report out briefly to the entire gathering and the Task Force recorders captured the input from each small group. The consolidation of the ideas/comments from the meeting again became resource documents posted to the NSITF Group for reference. The insights gained include issues which continue to challenge the Task Force. Among these are effectively integrating sustained regional service into the entire fabric of the institution, wielding scarce resources wisely to reflect our values, and campus readiness to bridge present and future gaps in an ongoing way.

**First North State Initiative Task Force deliverable – The Regional Inventory**

The Task Force focused initially on developing a comprehensive list of information that the inventory should address and confirmed that the tool needed to be easily accessed, electronically tabulated, and convertible to a searchable database with multiple lenses to interpret the information. Such lenses were proposed to include county served, target audience, and category or type of service. The tool also included details on program duration, funding sources, and contact person.

The Task Force then created a mock online inventory tool to test its viability among members, focusing on regional activities for a specific timeframe (2010-11). For the purpose of the Initiative, we confirmed that the North State is defined as the University’s 12 county service area. We also provided via the inventory tool the ability to gather (and later report) programs and activities that went beyond this definition in order to capture that data for potential future communication channels, including possible adaptation and application to the North State.

After several revisions, the final electronic inventory tool was created and campus announcements called for faculty, staff, and students to complete the 20 question inventory. (The Regional Inventory questions appear in Appendix A). While response volume was fairly robust, Task Force members also followed up on specific programs known to be missing, with several renewed calls for inventory submissions throughout the spring 2012 semester. The NSITF follow-up bore fruit, and we received over 287 submissions covering a wide range of programs and activities. We sought both to gather information and to anticipate how our constituents outside the University might understand campus organizations, programs, and purposes. Extensive discussions occurred about what entries fit in the inventory, with a final decision that programs or activities that served only campus personnel were not service to the region. Also, since academic programs and all varieties of internships and practicums are clearly referenced in the University catalog and elsewhere on the University Web site, individual listings of these items would not be necessary in the inventory. (The

Task Force proposes to reference via web links to this existing information as part of our proposed North State web site described further in our preliminary recommendations).

Inventory entries were reviewed for completeness and appropriateness with follow-up to submitters for clarifying information. All submissions were then edited to reflect a consistent voice. Further interpretation of the inventory will need to distinguish between what might be possible in most or all 12 counties and what counties/target audiences are or were actually being served. We seek to proceed cautiously on inventory interpretations so as not to imply that all services are already being delivered throughout the entire region and yet to allow embracing the potential for greater service.

What is now completed is the first ever comprehensive inventory of faculty, staff, and student activities across all university divisions. The sheer volume of the inventory extends to 418 pages in hard copy format, underlining the need for effective and efficient mechanisms to review the information. The mechanisms suggested form part of the core of the NSITF recommendations to date.

### Regional Inventory Summary

During late March and early April 2012, the University community was encouraged to complete a twenty question survey instrument. A total of 115 campus units and student groups submitted 287 programs or activities. Seventy-eight of the submitted entries were either duplicates (due to multiple respondents for the same program) or did not serve the North State. Those entries which served populations outside the 12 county service area were removed from the North State data but have been retained for possible future use. The remaining 209 submissions provide a picture of the broad impact of the University on the North State.

**Top program or activity categories:** As might be expected, Education is the most frequently named category of service with a plurality of programs, followed by Community Services/Social Services; Arts/Culture; Environment and Health/Wellness.

**Top audiences served:** In order of frequency, the most frequent audience served is Pre K-8 Elementary School Students, followed by the General Public; 9-12 Middle/High School Students; Educators and State/Local Government.

**Long Tradition of sustained service documented:** The percentage of North State programs continuing from AY 2010-11 to AY 2011-12 is 99% with 154 out of 209 programs active for six years or more.

**Estimated duplicated North State participant headcount:** 318,536

**A wide sampling of programs reported over 10,000 participants in 2010-2011:** Some lesser known programs appeared among the respondents, including Field Trip Performance Series, Fire Safe Councils, CAVE Classroom Aide, Farm Tours, and the North State Public Radio.

**Number of programs delivered by type of service provider:** 18 Faculty, Staff, Students, and Community; 22 Faculty, Staff, and Students; 30 Faculty and Students; 14 Staff and Students; 20 Faculty only; 27 Staff only; 42 Students only  
Some of the data collected led to surprises about possible interpretations of survey responses. Of primary concern is the question regarding regions and counties served by the program or activity and the potential to miscommunicate to our stakeholders when we publish inventory data searchable by county. The survey allowed respondents to select from

the twelve individual counties, the entire North State region, all of California or defined California regions. As a test of the submitted data, the Task Force was interested to learn which programs or activities served our North State's most distant county, Modoc. Reasoning that if a program served "All of California", "All service area counties," or "Modoc County", the Task Force predicted those combined categories might be presumed to provide a listing of all programs or activities that serve Modoc County. Unfortunately respondents may not have considered the ramifications of selecting "All California" or "All service area counties". According to the data, the University serves Modoc County with 123 programs or activities. Efforts to clarify submitted data are on-going but were slowed by the absence of respondents over the summer. In anticipation of collecting updated and new North State program and activity data via a campus inventory process, the Task Force has also been considering ways to improve the survey instrument.

## **NSITF Preliminary Recommendations**

### **1. Develop and launch a Two-pronged Communication Plan**

- a. Create a North State web home, "Outside Looking In"
  - i. Create a Service area map graphic
  - ii. Develop a simplified North State database searchable by selected multiple variables, e.g., by county, subject area, audience served, service finder, all populated by the edited Regional Inventory (slightly reduced scope for the broader audience)
  - iii. Produce rotating video stories from throughout the North State using applied student learning (possibly via the newly launched Communication Associates similar to Tehama Group)
  - iv. NSITF background web page for reference
  - v. Additional relevant information, e.g., Links to 125<sup>th</sup> anniversary activities (Speakers Bureau and My Service Counts), Center for Economic Development, Chico Distance & Online Education,
  - vi. Outreach activities to promote site (human interest stories from videos, additional narratives)
- b. Create an internal comprehensive searchable database in the University's data warehouse, "Inside Looking In"
  - i. Make fields from regional inventory tool searchable
  - ii. Design canned/summary reports
  - iii. Announce and inform the campus of the database and tools for reporting the data
  - iv. Brief summary of finding from the reports

### **2. Conduct follow-up interviews to refine inventory data**

- a. Confirm counties where services are actually being delivered
- b. Focus impact stories on regional service

### **3. Conduct the Regional Inventory biannually**

- a. Create a mechanism to update existing information for ongoing program and activities
- b. Capture new program and activities
- c. Assign specific responsibility to a campus unit; recommend Regional and Continuing Education be tasked

### **4. Conduct Service Area Conversations in each of the 12 Counties "Outside Looking In"**

- a. Identify and orient teams of conversation leaders made up of NISTF members and additional
  - i. faculty /staff/retired annuitants, 2-4 teams each to conduct 4-6 conversations including a recorder for each event



- b. Confirm name of events, e.g., Conversations, Charettes, or Chautauqua's?
- c. Identify representative stakeholders in each of the 12 counties, e.g., County Offices of Education, School Districts, City and County staff, federal agencies, Community College leaders, major business employers, non-profit organization managers
- d. Create Fall 2012 master calendar for conversations in all 12 counties with distant and mountainous counties first, Siskiyou, Trinity, and Modoc
- e. Confirm framing questions, e.g., What are the greatest strengths of the county, What are areas of greatest concern, How are the county and Chico State already connected, How might we collaborate or partner more? What are next steps?
- f. Coordinate and reserve 12 meeting locations in all counties
- g. Conduct outreach on events, possibly issue press releases and public service information
- h. Provide informal feedback to NSITF for formative assessment and tweak questions/approach/recording following initial 3 counties
- i. Send invitations to target stakeholders with additional option to send designees (use online RSVP process?)
- j. Conduct focus groups ideally between October 3 and December 14 (none during Thanksgiving Break)

We are eager to execute the work plan we have outlined. We will finalize budget projections for each recommendation so that we can be effective stewards of the Special Initiative Fund generated from Open University revenue. We seek to begin full implementation of these **preliminary recommendations** as soon as you approve them and are ready to move swiftly for a launch sometime in September, 2012. Should this timeframe be acceptable, we would expect to implement all components of the preliminary recommendations during fall 2012.

Following assessment of the feedback gathered, the **final recommendations** of the North State Initiative Task Force would then be submitted in a summary report no later than early spring 2013. We are eager to obtain your feedback on these preliminary recommendations and are available to meet with you should you desire to discuss any aspects of proposed initiatives for the North State. We have a regular meeting of the Task Force already scheduled for 3-4pm on Wednesday, September 5, but are open to any time that fits your schedule as we move the North State Initiative forward.

Respectfully Submitted,

North State Initiative Task Force members Debra Barger (Chair), David Buckley, Jan Burnham (newly retired), Daniel DeWayne, Kathy Fernandes, Julie Indvik, Celeste Jones, Meredith Kelley, Mike Kotar, Kathleen McPartland, Sandy Parsons, Chela Patterson, Dan Ripke, Jamie Starmer (now retired), AS Community Affairs, Jeff Layne (Staff)

**Appendix A**  
Regional Inventory Questions

Please complete the form below. If you are involved in multiple programs/activities the form will need to be completed more than once.

1. The program/activity you are reporting.
2. Who or which campus affiliated entity (Department, Center, Student Organization) coordinates this activity for the campus?
3. Your name
4. Your email (in case there are follow-up questions)
5. In order of preference, from the drop-down menus below, select one or two categories that best describe this program/activity.
6. Tell us about it (Program/Activity Description)
7. Can you provide a website link for the activity?
8. How long has this program/activity occurred?
9. Who delivers/provides the program/activity?
10. Who is the primary audience/recipients for this program/activity?
11. Who is the secondary audience/recipients for this program/activity?
12. The audience/recipients live in which counties?
13. How is the program/activity funded?
14. Beyond the funding agency/organizations, or there other agencies that provide(d) assistance to deliver the activity?
15. During the 2010-2011 academic year, approximately how many recipients participated in the program/activity?
16. Has this program/activity continued during the 2011-2012 academic year?
17. Describe the impact on/benefit for the audience/recipients.
18. Is the information regarding this program/activity routinely reported? If so, where?
19. If you like, please share a document related to the program/activity if desired.
20. Share a second document related to the program/activity.

# University Announces Launch of North State Initiative Website

Friday, February 15, 2013

California State University, Chico has launched its [North State Initiative website](http://www.csuchico.edu/northstate) that displays campus activities connecting the University with residents of its service area. The website address is [www.csuchico.edu/northstate](http://www.csuchico.edu/northstate).

Last spring, building on the long tradition of serving the North State and in recognition of the University's 125th anniversary, President Paul Zingg appointed the North State Initiative Task Force. The role of the task force is to provide the campus community with insight about how it currently meets its obligations as a regional, comprehensive university, and how it might increase its value to the region. This website is one outcome of the North State Initiative Task Force's work over the past year.

"We know that Chico State faculty, staff and students connect with our North State neighbors in many valuable ways. We saw an opportunity to gather this information in one central place and then communicate it through a North State Initiative website," said Debra Barger, dean of Regional and Continuing Education and Task Force chair.

As President Zingg asserted in last spring's Convocation, "No story rings more true; no story connects more powerfully the work of faculty, staff and students together ... than the story of our service to our city, region, state and, even, beyond."

CSU, Chico serves the North State in many ways: through the arts, research, civic engagement and service learning; by increasing the college-going population; and by improving the health and well-being of residents in its service area communities.

The [North State Initiative website](http://www.csuchico.edu/northstate) portrays, by county, the many links that reinforce the University's regional role. CSU, Chico serves the largest area of any California State University campus: 12 counties, 32,000 square miles and about 21 percent of the state, much of it rural.

For more information, contact Jeff Layne, Regional & Continuing Education, at 530-898-5703, or e-mail [jlayne@csuchico.edu](mailto:jlayne@csuchico.edu).





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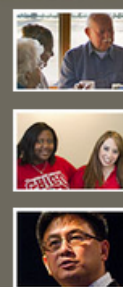
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Reaching Out to North State Older Adults

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SERVING THE NORTH STATE

North State Home

About the North State Initiative

Activities and Programs

Welcome to the North State Initiative Website

Standing on the newly renovated campus First Street Promenade is like having one foot in the past and the other in the future as students with smartphones bustle past the Trinity bell tower—an architectural marvel from the 1920s. Many of our North State activities continue this theme. While our Forensic Recovery Team delves into past events, the Center for Water and the Environment seeks to protect future ones.

We want North State residents to experience the University's reach—be it past or future—while standing on the First Street Promenade, or anywhere in the North State. We take this regional responsibility very seriously.

The range of activities, programs, and services Chico State offers to the North State is broad. We serve youths, seniors, historians, and many more. We provide environmental stewardship. We provide news and entertainment through radio and live performances. We offer professional training in a variety of disciplines.

In his spring 2012 address to the campus community, President Paul Zingg affirmed that "no story rings more true; no story connects more powerfully the work of faculty, staff and students together ... than the story of our service to our city, region, state and, even, beyond."

This North State Initiative website shows many programs and activities that serve our region. Some occur on the Chico State campus. Others happen in North State

OUR SERVICE AREA




HOW TO USE THIS FEATURE

Information on programs, services and activities that connect the University with our North State neighbors is available by clicking on the Activities and Programs link. From there you will find several options to view the entries:

- ▣ Select a county to see all the entries for this county.
- ▣ Select a category to see entries for all counties in this category.

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Give a Gift

North State Home

About the North State Initiative

Activities and Programs

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*"Passages serves as the voice of the aging—one that is not always heard."*

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SERVING THE NORTH STATE

[Back to North State](#) | [Chico Performances' Youth Programs](#) | [Passages](#) | [Wildcat Ambassadors](#)

## Passages

In 2030, one in every five Americans will be 65 or older.

California is aging as well. Seniors age 60 and over will become 21 percent of the state's population by 2020, up from 18.5% in 2010.

Several counties in the North State—Shasta, Lassen, Colusa, and Sutter—will experience senior growth rates over 100 percent between 1990 and 2020. The percentage increase for seniors aged 85 and older is even greater. Trinity, Shasta, Lassen, Tehama, Plumas, Butte, Yuba, Colusa, and Sutter counties should expect growth rates over 150 percent for this older segment.

An aging population changes the face of American society. Older adults bring with them increased needs for health care, nutrition, transportation, housing, safety, and human services. While a broad range of senior services exist, how does one find them? Enter Passages, one bright star in the constellation of services the University provides to the North State.

Thirty-three years ago, the Older Californian Act created regional Area Agencies on Aging—33 in all—throughout the state. Our Area Agency on Aging (Area 3) is called Passages. It is unique to California and the nation because it is sponsored by a university, California State University, Chico. Its mission statement is simple yet broad: "to support and improve the lives of adults in the communities we serve."


Because information pathways are so vital, Passages' communication hub is the Information and Assistance Program. This gives callers "the keys to the kingdom," says director Joe Cobery, and puts them in touch with the help they need. Other programs range from supporting caregivers to advocating for those who reside in long-term care facilities. The Health Insurance Counseling and Advocacy Program (HICAP) provides important information and navigational assistance with Medicare and other health insurance.

Passages also contracts with other agencies to ensure that senior nutrition, transportation, legal assistance, and medical management needs are met. Nutrition services are both home delivered and congregate, meaning that the senior goes to a specific site for meals.


An Advisory Council, composed of 22 community members from five counties, supplies a geographic voice. These knowledgeable members support and advance the mission of all programs under the Passages umbrella.

Doreen Wysocki, Advisory Council member from Tehama County, finds her service rewarding and is honored to represent her county on the council. "Passages serves as the voice of the aging—one that is not always heard," she says.

Retired from public health nursing, Wysocki knows firsthand the importance of senior nutrition. She believes this is one area in Tehama County where Passages shines. For those participating in the congregate meal program, they not only eat a balanced meal, but also reap the social and emotional rewards of getting dressed and out of the house to interact with others.



A participant in Passages' senior nutrition program enjoys a healthy lunch and a sunny day at Lakeside Pavilion in Chico.



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**[Activities and Programs](#)**

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### Activities and Programs

**SELECT A COUNTY**



**OR SELECT BY CATEGORY**

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- [Arts/Culture](#)
- [Athletics/Recreational Sports](#)
- [Business Services](#)
- [Community Services](#)
- [Cultural/Diversity](#)
- [Economic Development](#)
- [Education](#)
- [Environment](#)
- [Government](#)
- [Health/Wellness](#)
- [Leadership Development](#)
- [Libraries/Literacy](#)
- [Scholarship](#)
- [Science](#)
- [Senior Programs/Services](#)
- [Social Services](#)

**How to Use this Feature**

Information on programs, services and activities that connect the University with our North State neighbors is available by clicking on the Activities and Programs link. There are several options to view the entries:

- Select a county to see all the entries for that county.
- Select a category to see entries for all entries in that category.
- You may narrow your search on the next page.





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### Activities and Programs

#### Education

##### [AVID-Student Outreach to North State](#)

[Visit website](#)

CSU, Chico students visit rural high schools that support an AVID (Advancement Via Independent Determination) program. Current high schools served are Westwood, Los Molinos, Weaverville, and ...[read more.](#)

##### [Adapted Physical Education Sports Day](#)

[Visit website](#)

The Adapted Physical Education Sports Day provides an opportunity for children with low-incidence disabilities (deaf, blind, orthopedic), to come together and participate in sports. This event ...[read more.](#)

##### [African Diaspora Organization](#)

[Visit website](#)

The purpose of the African Diaspora organization is to cultivate community and campus interest in the richness of the African culture and its influences around the world by bringing awareness of ...[read more.](#)

##### [After School Conference](#)

[Visit website](#)

This three-day conference serves those individuals who work as after school professionals, providing educational programming after the traditional school day has ended. This program annually brings ...[read more.](#)

##### [Ag Day](#)

[Visit website](#)

Ag Day exposes young people to the agriculture industry through various engaging, hands-on activities. Children are inspired about the important role agriculture plays in their daily life. Several ...[read more.](#)

##### [American Chemical Society, Northern California Subsection](#)

[Visit website](#)

This program brings together chemists and those interested in chemistry at least twice yearly for presentations by outside speakers on topics of interest. It gathers together chemistry faculty from ...[read more.](#)

##### [American Chemical Society, Student Affiliates \(SAACS\)](#)

[Visit website](#)

Student Affiliates of the American Chemical Society (SAACS) is the local student chapter of the national organization for chemistry. This student club provides valuable service to the chemistry ...[read more.](#)

#### Search

You may narrow your search by selecting a county and/or a service category.

All Counties ▼


Education ▼

SEARCH

[Reset](#)

#### How to Use This Feature

- Select a county to see all the entries for this county.
- Select a category to see entries for all counties in this category.
- Select a county and select a category to narrow the results.

 : On-campus programs & activities.

## **Chico News**

California State University, Chico  
Chico, CA 95929

### **FOR IMMEDIATE RELEASE**

November 2, 2012

CONTACT: Melissa McGowan  
CSU, Chico Regional & Continuing Education  
530-898-5682

### **CSU, Chico on the Road for North State Conversations**

Beginning next week, representatives from the CSU, Chico North State Initiative Task Force will begin visiting the 12 counties in the University's service area for a series of informal conversations to explore ways to strengthen the North State. CSU, Chico serves the largest area of any CSU campus: 12 counties, 32,000 square miles, about 21 percent of the state—much of it rural.

Building on the long tradition of serving the North State and in recognition of our 125th anniversary, CSU, Chico President Paul Zingg launched the North State Initiative Task Force to “broadly focus on serving the North State through the arts, research, civic engagement and service learning, increasing the college-going population, and improving the health and well-being of North State residents.”

Beginning with Modoc, Siskiyou, and Trinity Counties on November 5 & 6, members of the task force will sit down with residents to listen, learn, and explore ways to foster partnerships to serve the region and its residents. Maggie Payne, Interim Dean of the CSU, Chico College of Communication and Education, and Debra Barger, Dean of CSU, Chico Regional & Continuing Education and Chair of the North State Initiative Task Force, will be on-hand for these initial sessions. The conversations will provide an opportunity for the University to hear about success stories, innovations, and initiatives already underway throughout the region, ones that may not make headlines but that make a difference. “This is one small way for us to build connections and relationships with our neighbors in the region, as well as between counties and organizations,” said Barger.

“The North State Initiative aims to help the University reaffirm its role in our region and to explore ways in which we can be even more valuable to our neighbors who count on us,” says Zingg. “This task force will help us to look at our orientations and achievements from the perspective of the public and other external constituents. It will help us look at ourselves from the ‘outside in’ not just from the ‘inside in.’”

Meeting dates in the remaining counties are currently being scheduled. For more information about the conversations or about the North State Initiative, please contact Debra Barger, North State Initiative Task Force chair, 530-898-6105, [dbarger@csuchico.edu](mailto:dbarger@csuchico.edu).

###

**FOR IMMEDIATE RELEASE**

November 2, 2012

CONTACT: Melissa McGowan  
 CSU, Chico Regional & Continuing Education  
 530-898-5682

**CSU, Chico Continues North State Conversations**

Representatives from the CSU, Chico North State Initiative Task Force are starting the second half of a 12-county tour of the University's service area for a series of informal conversations to explore ways to strengthen the North State. CSU, Chico serves the largest area of any CSU campus: 12 counties, 32,000 square miles, about 21 percent of the state—much of it rural.

Building on the long tradition of serving the North State and in recognition of our 125th anniversary, CSU, Chico President Paul Zingg launched the North State Initiative Task Force to “broadly focus on serving the North State through the arts, research, civic engagement and service learning, increasing the college-going population, and improving the health and well-being of North State residents.”

On Thursday, conversations will be held in Plumas and Tehama counties, followed by Shasta, Yuba, Sutter, and Colusa counties next week. Members of the task force will sit down with residents in each location to listen, learn, and explore ways to foster partnerships to serve the region and its residents. Debra Barger, Dean of CSU, Chico Regional & Continuing Education and Chair of the North State Initiative Task Force, has been on-hand for three of the initial sessions. “This has been a unique opportunity to hear about success stories, innovations, and initiatives already underway throughout the region, ones that may not make headlines but that make a difference,” said Barger. “Already these conversations are building connections and relationships with our neighbors in the region, as well as between counties and organizations. We look forward to meeting with the remaining six groups.”

There is space available in each of the remaining conversations:

Plumas County - December 6 in Quincy  
 Tehama County – December 6 in Red Bluff  
 Shasta County – December 7 in Redding  
 Yuba County – December 10 in Marysville  
 Sutter County – December 10 in Yuba City  
 Colusa County – December 13 in Colusa

If you are interested in attending, or to receive more for more information about the conversations or about the North State Initiative, please contact Jeff Layne, North State Initiative Task Force, 530-898-5703, [jlayne@csuchico.edu](mailto:jlayne@csuchico.edu).

###



# Shasta


## CSU, Chico North State Conversations



## The University of the North State

“No story rings more true; no story connects more powerfully the work of faculty, staff and students together... than the story of our service to our city, region, state and, even, beyond.”


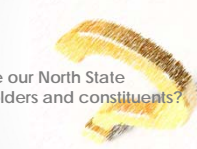
*Paul J. Zingg, President  
Looking Backward, Moving Forward  
Spring Address 2012*



## The Goal of the North State Initiative Task Force

*As a concrete expression of our 125<sup>th</sup> year...*

To provide the campus community and leadership insights and recommendations to create even greater value in our commitment and obligations to the North State.





What does it mean to be a public, comprehensive university with a regional service area?

Who are our North State stakeholders and constituents?

How does / should that affect the programs we offer and the obligations we have?


How do we engage our regional constituents with “outside in” discussions to identify successes, foster improvements, and bridge gaps?



## Two-Pronged Plan

Inside Looking In

Outside Looking In



## Inside Looking In: The Regional Inventory

- Late March – Early April 2012
- 20-question online survey completed by faculty, staff, and students
- 115 campus units and student groups responded
- 209 programs and activities identified within our 12-county service area



**Inside Looking In: The Regional Inventory**

**Top Program / Activity Categories**

1. Education
2. Community Services / Social Services
3. Arts / Culture
4. Environment and Health / Wellness


154 of 209 programs active for six years or more!



**Inside Looking In: The Regional Inventory**

**Top Audiences Served**  
318,536 North State Participants

1. Pre K-8 Elementary School Students
2. General Public
3. 9-12 Middle / High School Students
4. Educators
5. State / Local Government




4,251 Alumni Currently Live In Shasta County



**Passages**

**University Center in Redding**

**North State Symphony**



**Outside Looking In**

- Build a North State Web Home
- Develop a database populated by the Regional Inventory data
- Produce video stories, human interest narratives and links to other relevant information such as 125<sup>th</sup> anniversary activities




**Outside Looking In**

Conduct service area **conversations** in each of the 12 counties to explore:


- Greatest **strengths** of the county
- Areas of greatest **concern**
- How the county and Chico State are already **connected**
- Opportunities for **collaboration and partnership**



**Thank you!**



<http://rce.csuchico.edu/north-state-conversations/>



## BUTTE COUNTY CONVERSATION

December 3, 2012, Butte Community Employment Center, Oroville  
 CSU, Chico Facilitators: Debra Barger, Celeste Jones

### PARTICIPANTS

Lester Jauron, *Butte College, VP for Planning, Research, & Organizational Dev.*  
 Anne Robin, *Butte County Behavioral Health, Director*  
 Cyndi Knapp, *Butte County Public Health*  
 Sarah Vantrease, *Butte County Library, Chico Branch Librarian*  
 Cathy Szychulda, *Tehama County Department of Education*  
 Alice Kienzle, *Butte County Public Health, Director of Nursing*  
 Shelby Boston, *Butte County Department of Employment & Social Services, Assistant Director*  
 John Larrivee, *Butte County Public Health*  
 Lee Wood, *Butte County Office of Education, Administrator of Child Welfare & Attendance*

### COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

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Alumni (CSUC) involvement in community

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Bring people together outside of their social networks

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Partnerships for writing grants/Research grants

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Better data sharing to track students from K-12 to college

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CSUC student requirement to connect with community

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Conduct stakeholder sessions for those who are interested in specific topics

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CSUC as role model for lifelong learning

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College students' transfer issues - SB 1440

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Unifying voices to promote & advocate for county

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Local CSUC student ambassadors to speak at local schools

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Responsible behavior

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Guardian scholars model foster youth connection

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CSUC to provide research data to aid in county advocacy

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Gateway Science Museum

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CSUC students to assist at homeless shelter

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Homeless students

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Professors as role models

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Pell Grant limitations - Butte & CSUC work together

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Substance abuse research

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Speakers from CSUC to share their expertise and why they went to college

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### BUTTE COUNTY STRENGTHS

- Beautiful outdoor areas
- Affordable housing
- We have the University
- Opportunities of a city yet still has small community feel
- Great place to raise a family
- Location: ocean, mountains, lakes
- Artistry in our area- talent is amazing
- Laxson Auditorium and performances
- Butte Community College
- Community based organizations and collaboration
- Entrepreneur opportunities
- Agriculture
- Sustainability- environment
- Four hospitals- Cancer Center, Enloe Enhancements, quality of medical care
- Responsiveness- grow, flexible
- Lake Oroville- power, recreation
- Not far to larger urban areas
- Education level with recognition for more opportunities
- Local farmers market
- Lack of grid-lock

### BUTTE COUNTY CONCERNS

- Economic development fragmentation
- Lack of retail shopping options
- Competition for resources- be more effective in
- Poverty issues
- Educational attainment- socio-economic status of school
- Lack of collaboration with farmers and education
- Chico/Butte is a closed system for job opportunities
- University and Butte Community College mandates are restricting- that focuses on larger region issues rather than local community
- How much opportunity can we provide? DO we have some place for them to land?
- Job development, wages, and infrastructure- broadband, roads, rail networks (limitations)
- What does this county really want to be?
- How do we preserve the strength to address these concerns
- Perception that “Butte” is “rich”
- Health concerns- smoking, obesity, lifestyle, mental health
  - Shortage-recruit and retain quality health care professionals as well as primary care
- Build capacity- in all health care areas
- Meth issues- risk being rural
- Boredom- lack of resources especially for youth
- Worry about the political agenda and how that effects rural areas-these issues might work for urban, but not rural
  - Example: Teachers- because we have tiny school districts (weighted school programs- based on the number of students)
- State funding formulas might devastate rural areas- gap in urban rules/formulas and rural or geographically isolated areas
- Disproportionate aspect

- Demographic issues
- Paradise- evacuation/ crisis management concerns
- After school activities- access
- Access to students- Butte Community College and the University-sections being cut. Impaction is due to state funding
- Transportation- also connected to access issues
- Haves and have-nots in Butte Country- broadband and transportation
- Infrastructure needs- How do we get there to address growth rate without the necessary infrastructure (sewer system)
- College prep issues- Math: find a better way to prepare students
- Defining success- will it leave some people behind?
- Lack of adequate law enforcement- significant cost to prevention/helping as well as addressing crimes
- Collaboration is there, but we are at capability
- Increase in homelessness
- Increase in crime- AB 109-local probationary programs without the resources to do the job (is this the reason or not?)
- Increased gang activity- while funding has taken away programs
- Loss of redevelopment- where is infrastructure affected?
- Data- facts versus feelings
- Population growth with decreased resources

### BUTTE CONNECTIONS

- BSW/MSW- internships- students throughout our agency
- Nursing and environmental health internships
- Butte Community College very tied to University
- Butte Community College and the University simulation centers
- Disaster planning/training collaboration with Butte Community College and the University
- CSU, Chico messages on webpage that health communication on health issues (public health)
- MOU's conversation about health services
  - Clinic partnerships and other providers
- CalMaca- prevention programs that health center received and how to collaborate with health (BCC and Chico)
- TB testing for international students which allows Butte to have it in the county
  - Providing more services because of the collaboration
- Environmental students- working with tattoo businesses collaboration
- Education and the University department- get together and offer feedback
  - Discussions for teacher preparation
- Book in common- collaboration BCC/county library/Chico
  - Builds the community between the college- University-community
- Chico library/facility are a great asset

### BUTTE COLLABORATION OPPORTUNITIES

- One that is working on transfer issues- SB 1440
- Pell limitations- BCC and University must work together
- Unifying our voice-promote Butte County
  - University can facilitate to this conversation
- Better data sharing- cal-pass partnership- track students from K-12 to college
- Rural County-advocacy carries more "weight"
  - University research/program development to gain data
  - Have the research that supports the documents/advocacy
- Engaging in responsible behavior
- Guardian scholars model-foster youth connection
- Collaboration on writing grants
  - Partnerships
- University understanding that we have students who are homeless
- (12) Students at Torres Shelter
- Research needs: substance abuse- especially among the student population
  - Children Now- data on children
  - Publication/database on all counties in California



- Requirement of an experimental course or warning experiences to connect with the community
  - Recreation
  - Summer camp
  - Adventures in science and math
- University knowledge center has the opportunity to create hope
  - Bring people together-outside of our social network
- Gateway science
- Much more visible- out in community
  - More guest speakers- share why they went to college (share expertise)
- Professors- role models
  - Students as role models
- How does the University reach out to those who do well in academics- could they be role models for other students?
- HOPE- role model that perhaps interrupts the generational cycle
- “Here is a kid from the same community I am from”
- Text- like First 5 (baby text)
  - University- good study habits
- What is happening with alumni?
- Nature Conservancy and the Chico Alumni
  - To be role models for continued lifelong learning

### SUGGESTIONS & COMMENTS FROM ONLINE RANKING ACTIVITY, JANUARY 2013

#### Additional collaboration ideas:

- More time to discuss how CUSD, Butte College and CSUC can work together on common goals. Would also like to have discussions so that higher ed understands the standards that must be taught and assessed at k12 level.
- Focus on a unified approach to career college...don't chase grants but follow a strategic plan that supports K-12.
- Yes, please strengthen your relationship with your local public libraries.
- Why not include questions regarding community resources? As a project of CSU, C RF we at Passages offer many services to the community and students. I'm sure other RF projects do the same.
- Butte County has nearby tribal communities. MOA's from these federal and state recognized entities would establish a foundation for future development. To-date, there is no Native American programs in which to intrigue tribal members to attend.

## COLUSA COUNTY CONVERSATION

December 13, 2012, Colusa County Office of Education, Colusa  
 CSU, Chico Facilitator: Michael Kotar

### PARTICIPANTS

Julie Tucker, *Colusa County Office of Education, Assistant Superintendent*

Roxanna Grassini, *California State Adoptions, District Office Manager*

Dr. Angela Fairchilds, *Woodland Community College, President*

Donna Krause, *Passages/City Heritage Preservation Committee*

Judith Rossi, *Williams Unified School District, Superintendent*

Kay Spurgeon, *Colusa County Office of Education, Superintendent*

### COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

Business & education summit in spring 2013 held by Colusa County Outreach Facility/Woodland College

CSUC involvement in "Rural College Collaborative" (consortium of Feather River, Mendocino, Lassen, Butte, Tahoe, Woodland, Yuba, College of Siskiyou, College of Redwoods)

Economic development

More CSUC students to county on internships

Provide youth activities

Higher education consortium - community colleges & universities

CSUC-run lab for child care

Personal enrichment & community education classes

Break down insularity

Classes on weekends

Forestry Industry Training (FIT)

History research

Sutter Buttes

Virginia Reed celebration

## COLUSA COUNTY STRENGTHS

- Good connections/ links/communication within the community in the social service arena
- Teacher credential placements
- MESA- parents are supported and less fearful
  - Williams High School and Williams Junior High School fully support Chico's MESA presence
- Good commitment on part of citizens to elder care, but results in high demand for senior services
- County "fabric" supports education and learning
- Many constituents got together to overcome hurdles and make the new Woodland College happen
- Ethnic diversity is a strength and education serves as its bridge
- Agricultural history- nurturing environment
- Agency cooperation exists
- County wide commitment to education, especially higher education
- Educational achievement is important and supported
- PIQE at Williams HS- there were 190 perfect attenders (Parent Institute of Quality Education)
- Arts council and grant

## COLUSA COUNTY CONCERNS

- Fiscal cliff
- Poverty
- Cost of living
- Cost of education
- Lack of transportation, public or shared
- Lack of uniform technological connectivity
  - Dead areas throughout the county
- Lack of technology centers
- Lack of access to cultural and arts opportunities
- Lack of training in caring for the elderly
- Lack of health education programs
- Yuba Community College lost its POST certificate to train law enforcement people
- Lack of career and technical education opportunities
- Lack of adequate language skills to get a job : career and technical English fluency, e.g., vocational English

## COLUSA CONNECTIONS

- PIQE
- MESA
- Passages
- MSW field placements
- Upward bound (Colusa High School)
- Special Ed internship program
- Speech
- Nursing clinicals (not sure if this is still happening)
- University farm, FFA
- Indigenous Circles United Foundation

## COLUSA COLLABORATION OPPORTUNITIES

- Encourage economic development while preserving county heritage
- Colusa County outreach facility-Woodland Community College in Williams
- Mike Magliari (History dept) comes to the courthouse for his research and could his knowledge be shared with the county?
- Sutter Buttes
- Forestry Industry Training (FIT)
- Break down insularity
- Offer classes at Woodland Community College
- Personal enrichment and community education classes
- Get college students to Colusa County-structured opportunities/projects/internships
- "Rural College Collaborative" – This is a consortium of rural colleges:
- Feather River, Mendocino, Lassen, Butte, Tahoe, Woodland, Yuba, College of Siskiyous, Shasta, College of Redwoods
- Need to engage students who might otherwise be attracted to negative activities

- Varied schedule of college classes to include weekends - “Saturday school”
- Child care using children as a lab
- Virginia Reed celebration
- Chico professor participated –someone from the English department- perhaps he could ‘give back’
- Business and Education Summit will be held in the spring by CCOF (Colusa County Outreach Facility – this is the Woodland CC satellite campus in Williams)

#### **SUGGESTIONS & COMMENTS FROM ONLINE RANKING ACTIVITY, JANUARY 2013**

- We need to try to engage a broader range of stakeholders, e.g. Chamber of Commerce, Casino executives, large employer representatives, elected officials. Let's keep the momentum going.

## GLENN COUNTY CONVERSATION

November 29, 2012, Glenn County Office of Education, Willows

CSU, Chico Facilitators: Debra Barger, Julie Indvik

### PARTICIPANTS

Shirley Diaz, *Glenn County Office of Education, Assistant Superintendent*

Robin Smith, *Glenn County Office of Education, Project HELP*

Susan Domenighnini, *William Finch Charter School, Principal*

Jade Correa, *Glenn County Office of Education, Guidance*

Jerry Smith, *Willows High School, Principal*

Peter Carr, *City of Orland, City Manager*

Eugene Masseq, Jr.

Imelda Diaz, *Glenn County Office of Education, Administrative Secretary*

Judy Corum, *Glenn County Office of Education, Director of Human Resources*

Jess Modesto, *Glenn County Office of Education, Director of Regional Occupational Program*

Russ Sandridge, *Glenn County Office of Education, Technology Support Assistant*

### COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

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Concurrent enrollment at high schools and Chico State

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Chico State student organizations outreach to high schools

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Online courses with reserved seats for high school students (especially math & science)

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Better information re Admissions deadlines

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Chico State students tutoring homeless and foster youth

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Chico State students giving back; especially Latino students serving as role models for high school students

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Develop website that makes Chico State opportunities easy to access

---

California Youth Connection Conference

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More Chico State students in county internships

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Chico State campus tours for all students

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Initiate interaction with county education superintendents

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Hold Chico State classes at local CC

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Simplify admissions process

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Help parents navigate the admissions process

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### GLENN COUNTY STRENGTHS

- People: stable, good hearted
- Willing to try new things
- Collaborates well with all agencies
- Rural, agrarian society
- Support education
- Human resources are used well to collaborate, try new ideas, and make a huge impact.
- Good relationship with Butte College and CSU Chico
- Offer great programs to involve youth
- High schools are small → good connection with students
- Environmental resources, physical beauty → abundance

### GLENN COUNTY CONCERNS

- Lack of opportunities for students – access limited to courses that are more advanced (Maybe CSUC could help)
- Foster youth need more help on Chico State campus
- Some students' parents don't take education as seriously. Need to shift this. Some don't understand the role of education for moving beyond entry-level jobs. Need help inspiring parents
- Lack of jobs in Glenn County
- Fading level of support from Butte College and CSU Chico to connect with college-ready Glenn County students - need to have early and/or priority admission for 12 counties.
- Perceived distance with CSUC. Need more events to connect with parents.
- California problem: can't get into classes and not affordable. Graduation in 4 years is huge.
- CSUC students need more help getting through college.
- High school students assume they can't get into a four-year university. They need more support to believe in themselves, understand the process, and get inspired.
- Streamline the CSUC admission bureaucracy.
- One Kansas university offers all-you-can-eat/sleep/learn + graduate in four years at \$10K per year.
- On natural resources, for example, water and land, CSUC needs to share its knowledge resources. Glenn County is a low income area and needs information capital.
- 400 homeless youth need inspiration that a college education is the way out. Many are homeless because extended family members are in transition.
- Princeton has had trouble accessing Chico State Upward Bound.
- Hard to know how to access and be able to afford programs at CSU Chico.
- Disappointment with discontinuing the football and Music Education programs; this seems to disconnect from Normal School roots of training teachers for K-12.

### GLENN CONNECTIONS

- Students at Willows High School access Upward Bound and get in. Many can't afford to go.
- Homeless students have access to Upward Bound.
- Collaborations with EOP to provide support for foster youth. Benchmarking on grants and programs.
- Psychology Department interns have been helpful. Gay at CSU Chico helpful on credentialing.
- Teacher CEUs through Regional and Continuing Education
- Chico State students served as judges for a science fair. Wearing suits and ties! Inspiring regarding higher education. Need easier way to know what's available.
- Afterschool program

- Princeton teachers, especially math and science, have worked with CSU Chico. Terry Kiser in Math is especially helpful.
- Need more continuing education in agriculture: pesticides and nutrition
- Childcare Planning Council. Preschools. Credentialing.

### GLENN COLLABORATION OPPORTUNITIES

- College connection with tutoring by college students for homeless and foster youth (CSU-Humboldt).
- CSU Chico students need to give back students as role models for high school students. Make it a required course or some nonfinancial part of the Chico Experience.
- California Youth Connection: next summer conference (August 2013). Hope to hold it on CSU Chico campus. About 300 youth from California. National Action Network
- Encourage concurrent enrollment at CSU Chico and high schools with easier process & lower costs.
- Feedback and next step for this Conversation.
- Need more interns for local government; for example, Orland-building department
- Research on water, land use, universal design
- Service learning
- Internships
- Need better information on "Priority Deadline" for admissions.
- How to access CSU Chico programs with ease and without driving to Chico for Glenn County students.
- Reduce bureaucracy
- Free CSU Chico T-shirts are a great marketing and goodwill tool.
- Understand Glenn County as distinct
- CSUC student judging team for the livestock competition-didn't show up. Need to review all CSU Chico representative teams. Student groups need to reach out to 12 counties' high schools.
- Is there a Women's Reentry program? Specific help needed for that population.
- Offer online courses, especially in math and science, with reserved seats for Glenn County high school students
- Admissions process is too onerous, so many give up.
- President needs to do outreach. He must make actions and words congruent.
- Economic Development Conferences need to highlight rural issues/strategies more.
- Initiate genuine interaction with 12 county education superintendents
- Develop a website that makes CSU Chico opportunities easy to access.
- College tour for Glenn County students-more personal connection.
- Contact with CSU Chico parents needs to start-beyond tuition payment requests.

### SUGGESTIONS & COMMENTS FROM ONLINE RANKING ACTIVITY, JANUARY 2013

- I did not rank the Chico State classes at local CC. The CC location in Glenn County is not centrally located. Another site might be more appropriate.

## LASSEN COUNTY CONVERSATION

November 5, 2012, Lassen Community College, Susanville

CSU, Chico Facilitators: Maggie Payne, Dan DeWayne

### PARTICIPANTS

Richard DuVarney, *Lassen County Office of Education, Superintendent*

Jason Waddell, *Susanville Unified School District, Superintendent*

Adele Emershaw, *Westwood Unified School District, Superintendent*

Dr. Marlon Hall, *Lassen Community College, President*

Cheryl Aschenbach, *Lassen Community College, Faculty*

Melody Brawley, *Lassen County Health & Social Services, Director*

Dean Growdon, *Lassen County Sheriff*

Jared Hancock, *City of Susanville, City Manager*

Nick Albonico, *High Desert Prison, Public Information Officer*

Campbell Jamieson, *Diamond Mountain Casino*

Eric Nielsen, *Lassen County Health & Social Services, IT Technician*

### COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

---

CSUC classes held at local CC

---

Economic development

---

Closing the achievement gap

---

Marketing tourism

---

More CSUC students to county on internships

---

Higher education consortium - community colleges & universities

---

Partnerships for writing grants/Research grants

---

Alumni events held locally

---

Placements at prison (nurses, correctional officers)

---

Development opportunities for health professionals

---

SIFE (Students in Free Enterprise) partnerships with CC & high schools

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## LASSEN COUNTY STRENGTHS

- Community college
- Small, well-connected and nimble
- Outdoor recreation
- Strong desire of educators to improve college going rates
- Beauty of the environment
- Collaborative
- People here lifelong, committed
- Stable employment-60% government
- Diverse population
- Natural resources
- Activities, things to do-youth & athletic programs
- Strong Arts Council-Symphony
- Staple budget
- Good medical center
- Law enforcement works with community service

## LASSEN COUNTY CONCERNS

- College going rate to community colleges
- Transportation-bus services centralized to Susanville
- Access to medical care
- Keeping kids in the community
- Getting talent here for employment needs
- Access to higher education (4-year university)
- Broadband issues
- Loss/lack of private industry
- Diversity of agriculture decreasing
- Issues of poverty-services to support them but not to move them out of dependency.
- Lack of water in Eagle Lake-loss of tourism
- Declining population-especially in outlying areas-employment issues-timber
- Substance abuse issues
- Overregulation of business in California
- Kids using drugs (pot, alcohol and prescription drugs)
- Lack ability to seek grants and we are concerned regarding program sustainability prevent applying
- Political push to limit government growth limits service potential
- Belief that we can go back to the "good old days" keeps us from moving forward
- Community services needed are not available or not adequately sophisticated

## LASSEN CONNECTIONS

- Lots of Alumni
- CalSWEC
- Student teachers
- Matriculation (Lassen/CSU Chico)
- SPED internships
- Continuing Education (Debra)
- TLP/ATEC
- Sharing technical resources (impasse)
- On-the-spot admissions to Chico State for Lassen Community College students
- Chico Sheriff working on tracking stats on public safety realignment
- Economic development demographic information
- K-12 visits to University-TRIO programs, informal, etc.
- CNAP-education grant support
- Leadership program?

## LASSEN COLLABORATION OPPORTUNITIES

- Grant opportunities (community colleges, university, counties and cities)
- Placements at prison (nurses, correctional officers)
- Marketing tourism
- Internship opportunities
- Training interns to collaborate with nontraditional partners (not in their field)
- Higher education Consortium-community colleges and universities
- Closing the achievement gap

- Chico State-presence in County for programming-Chico center idea
- SIFE - partnerships-Lassen Community College & High Schools
- Distance learning at Lassen Community College
- Professional development of health staff
- Alumni events in Susanville
- Return visit economic development and medical

### SUGGESTIONS & COMMENTS FROM ONLINE RANKING ACTIVITY, JANUARY 2013

#### Additional collaboration ideas:

- Tailoring degree programs for accreditation and employment sectors that are growing in the region.
- Shared services - Information services, training, broadband, b. Alternative energy development c. Agriculture sustainability (developing new crops for this area).
- As a new school principal at a very small and "remote" school district, we need more opportunities for our students to reach CSU and CC classes via technology at reasonable prices. With the concurrent enrollment program gone at CCs, it has had a tremendous impact on options. I need the ability to offer potential to my students.

#### Comments:

- Thank you for keeping Lassen County involved!
- Many people go to Chico State because they love the North State and the lifestyle it offers, but often find it difficult to find employment within their field of study. Exposing them to regional job markets and emerging employment sectors early in their curriculum could help them chart a course that leads to employment in the North State.
- It is very well received that CSUC is making the effort to reach out to the outlying regions of your service area. Martin Nichols. Lassen County Administrative Officer.
- Thank you for asking!

## MODOC COUNTY CONVERSATION

November 5, 2012, Lassen Community College, Susanville

CSU, Chico Facilitators: Maggie Payne, Dan DeWayne

### PARTICIPANTS

Jim Schiffman, *Modoc County Office of Education, Assistant Superintendent*  
 Marian Hall, *Modoc County Office of Education, Director of Educational Services*  
 Mike Martin, *Modoc Joint Unified School District, Superintendent*  
 Brock Elliott, *Modoc County Office of Education*  
 Karrie Cox, *Modoc County Office of Education*  
 Mish Norby, *Modoc County Office of Education, Principal, Stronghold Juvenile Court School*  
 Tom O'Malley, *Modoc Joint Unified School District*  
 Gary Jones, *Modoc County Office of Education, Superintendent*  
 Amber Mason, *Modoc County Office of Education, Director of After School Program*  
 Don Demsher, *Modoc County Office of Education*  
 Elizabeth Varney, *Modoc County Superior Court*  
 Aimee Albrecht, *Alliance for Workforce Development*  
 Rollie Gilliam, *Real Estate*  
 Stan Yagi, *Owner, Antonio's Restaurant*  
 Dee Wiggins, *Modoc Medical Center*  
 C. Dwight Benson, *Plumas Bank*  
 Cliffe Starke  
 Kathy Montano, *Dental Assistant*  
 Alan Hopkins, *Modoc Joint Unified School District, Board of Trustees*  
 Laura VanAcker, *New Day Academy*  
 Joyce Prisco, *Mount Lassen Charter School*

### COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

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Economic development

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Finding grants

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Internships in rural areas

---

Designing ways for the community to be more self-sufficient

---

Broaden the scope of the economic base

---

Communication online programs (lists)

---

---

Student financial support to attend college

---

Explore utilizing the natural resources

---

Biomass generation

---

CSUC campus tours for all students-personal connection

---

Online learning used for Economic Development

---

Contact with CSUC parents (other than tuition payment requests); help navigating admissions process

---

Leverage job on local public lands

---

Promote tourism

---

Personal contact

---

### MODOC COUNTY STRENGTHS

- Family oriented County
- Size-easy to make connections
- Educating whole child-working with families
- Beauty of County
- Plans to expand distance learning
  - Well-equipped learning Center
  - Want online courses
- Safe-low crime rate
- Outdoor opportunities
- Extracurricular activities
- Commitment to higher education
- Travel
- Reaching out
- Collaboration
- Openness to alternative ideas
- Connected to regional, state, federal, leadership, and professional organizations
  - Efforts to effect policy
- Kids well integrated, accepting of each other
- Retention of employees-low turnover
- Leaders whose roots are here

### MODOC COUNTY CONCERNS

- Economy
- Lack of opportunity for private enterprise
- State cuts to school funding
  - Keeping well-managed-education system intact
- Need for welcoming of progress-resistance to change
- Parenting concerns
- Haves & have-nots
- Don't see value of education. Want to keep children here-loss of income
- Lack of interest & vision by community colleges & CSU
- Policies from government don't serve County well-create burdens
- Lack of voice-small political constituency
- State has no vision for rural areas
- Culture of "us against the rest of the world"
- Need programs to get students out to see other opportunities. Prepare for jobs they can do here.
- Welfare becomes generational.
- People being sent here for services & the low cost of living.
- No jobs here.
- Need for work experience but hard to find meaningful opportunities. Low or no skills to offer.
- Strict laws can be burden on business.
- Tribal connections-literacy issues. Lack of incentive
- Twisted view of success (\$14/hr.)
- No Chico State recruitment-need to have face-to-face connections. Complacency of Shasta & Chico

- University access issues
- Culture of alcoholism-extends to kids.
- Culture of poverty-average income at \$27K
- Dependency on government combined with desire for independence
- Need to inform schools of online courses
- Services are "a mile wide and an inch deep"
- Health services a big issue – care 150 miles away
- Regulatory burdens-in several systems
- Reporting requirements burdensome
- Lack of economic development-vision

## MODOC CONNECTIONS

- "Connecting to Care"-Alzheimer's class for medical staff-need more!
- Certified nursing assistants (CNA) courses
- Could online learning center be used for networking regarding economic development?
- Series of three-hour webinars regarding small business support
- Students from a variety of majors visiting schools (internship-course credit)
- Personal contact critical
- County office & schools would collaborate on visits.
- Upward Bound
- Need lists of online courses and programs
- Not in a community college district-students get some financial support to attend college.
- Bring our students to Chico campus.
- Helping parents navigate the process for getting their students into college.
- Biomass generation-don't want to be "colonized" but have resources to be used
- Could online courses be requested? How can we build critical mass? Network with other counties.
- How do we reinforce the message directly to Chico & others?

## SUGGESTIONS AND COMMENTS FROM THE ONLINE RANKING ACTIVITY JANUARY 2013

### Additional collaboration ideas:

- Some way to tie our secondary education program into job- or college-ready students.
- We would love personnel to come to our area to promote the school.
- Higher education is a real challenge for young adults in our community. Having a pilot program in Alturas or a surrounding area would allow our students to be more successful because they can remain close to their supportive network while furthering their education.
- Build a career connection between the Chico/Redding area and Modoc. Professional opportunities for students to connect with individuals/companies prior to and during college.
- Most of the issues on the conversation list are interconnected in terms of their economic importance to the county. We should begin by focusing on the most doable ones first such as biomass generation that produces jobs at home and energy to export that results in revenue that can be used to address some of the other topics on the list. Clearly grant funding would give a big boost to developing biomass generation. Thank you for getting back to us.
- Development of an articulated plan to move from high school to community college and on to the university with as much online content as possible.
- I found this list to be very comprehensive; I would not make any additions.
- Until infrastructure in Modoc County is much improved, tourism should be the number one promotion as it will bring in revenue, expose folks to the area and may even generate some investment.
- Work with State legislators to assist with a better understanding of rural problems; situations; and economies. Send flyers of classes offered both on site and outreach programs
- Create Tribal partnerships for Native youth to enter dialogue and college inclusion.

### Comments:

- Our natural resources must be used within the county for the maximum benefit of the citizens of Modoc County.
- All of the choices are critical and very necessary.
- Involve the Native/American Indian communities.
- Natural Resources and the County leaders' ability to partner with federal, state, tribal and local agencies to leverage jobs on the local public lands.

Agriculture and the ability of the farmers and ranchers to work toward solutions and designing ways for our community to become more self-sufficient and broaden the scope of the economic base.

Opportunity for cultural, natural, geo, agri, eco-tourism and the many avenues of partnering to provide tour packages with Chambers of Commerce from Redding, California , Mt. Shasta, Mt. Lassen, Medicine Lake Highlands, to Grant County Oregon and the Fossil Beds. This endeavor would take stakeholders from the transit system, Tribes, Counties, State, Federal and Local Agencies creating tour destination and packages that could increase economic development capacity.

Modoc County is a playground for tourism and they could create an "old west theme town" like Sisters, Oregon or other theme town ideas.

The Pit River Tribe whose ancestral land base includes Modoc County is exploring the concept of a slaughterhouse. This would fit nicely into the ranching/cattle/animal industry in Modoc County.

The Tribe is also addressing the railroad and the many avenues of economic development that could launch off a better operating rail line. They are also exploring juniper industry opportunities and the byproducts of this wood.

The public agency who holds trust land for the Tribe is located in Redding, CA. This is the Bureau of Indian Affairs and the trust land held is approximately 12,000 acres of which most of it is located in Modoc County. This affords a look at, for partnering for economic success.

Concern: Unemployment and lack of coordinating capacity to facilitate the stakeholder meetings to move some of these projects down the road.

Stagnate thinking, leadership and closed door decision making that has led to the demise of government and agencies in Modoc. Severe nepotism, cronyism and doing things the same old way with the same old people and expecting different results. (Einstein definition of insanity)

Inability to see the "regional picture". For instance, in Modoc, Lake and Harney Counties there is a constituency of under 30,000 people. (high desert region counties) When your public land base is 80% federal land and you have more land than people, you must leverage political power to overcome the majority vote.

Frontier Regional Communities "polish the problem" and don't stay solution focused.

Frontier Regional Communities do not know how to work effectively and efficiently with Tribes nor do they want to share the perceived "power" of regional jurisdiction and tribal preference when it comes to leveraging federal land capacity and stewardship opportunities.

There are many opportunities for collaborative efforts however it must go past the STP (same ten people). The closed family/social systems of Modoc that keep us safe in traditional values has also led us to no change.

We need to become the city of Progresso, not the city of Regresso.

Partnering is everything in these tight budget times and everyone needs to get over themselves and work in the best interest of the entire region. Look at it like this. We are all on the Titanic, we are counting people and lifeboats now.

- We have problems in Modoc County. The lists you fleshed out are not new. The economic development group has spent years investigating, making plans and trying to implement them. The only time progress was made was during the time we had a couple of paid people doing things but the money ran out. The progress wasn't great but it was progress.

Everyone wants things to happen here but no one is willing to invest enough time to make some things happen. The county spent all their money and therefore cannot be expected to help. The city rightly doesn't want to take on the burden themselves as the benefit would be to the entire county.

A solution would be to find enough funding for a team of about 3 folks to drive economic development here. It would have to be a minimum of 5 years funding. This team would need a board of directors that would be willing to volunteer their time to keep the team going in the right direction and provide oversight so the team is not wasting time and funding. The only way for this to be efficient is with a tight goal driven agenda and project management to keep it on course. Economic development is so reaching a task that it is easy to get off course. It has happened here before and it will happen again without close oversight and a project driven agenda. Approached this way it could be very successful. There has been successes, but also failures when follow up didn't happen in a timely manner.

Where could we get funding &/or partnership? The Modoc Economic Development Commission could very well be the project manager.

- What a wonderful opportunity for your college to offer internships for certain degrees in a rural area:)
- CSU Chico to offer School Nurse Credential Program, and Speech Language Pathology Program

## PLUMAS COUNTY CONVERSATION

November 5, 2012, Plumas County Office of Education

CSU, Chico Facilitators: Julie Indvik, Chela Patterson

### PARTICIPANTS

Micheline Miglis, *Plumas County Office of Education, Superintendent*

Bruce Williams, *Plumas Unified School District, Director of Alternative Education*

Terry Oestreich, *Pioneer-Quincy Elementary School, Principal*

Christopher Russell, *Plumas County Board of Education, President*

Taletha Washburn, *Plumas Charter School, Director*

Dr. Kevin Trutna, *Feather River Community College, President*

Dr. Karen Pierson, *Feather River Community College, Chief Student Services Officer*

Lori Simpson, *Plumas County Board of Supervisors*

### COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

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CSUC classes held at local CC

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CSUC involvement in "Rural College Collaborative" (consortium of Feather River, Mendocino, Lassen, Butte, Tahoe, Woodland, Yuba, College of Siskiyous, College of Redwoods)

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Bring in more lectures & concerts

---

Professional development (e.g. diversity, SLO's) - bring in CSUC "experts"

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Simplify admissions process

---

SB 1440 flipped - CSUC determines what courses comprise first 60 units/more communication on transfer requirements/transfer model curriculum

---

Alumni (CSUC) involvement in community

---

EOP Advisory Bd at CC - add CSUC

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Local CSUC student ambassadors to speak at local schools

---

Database of retirees & alumni to return to county

---

### PLUMAS COUNTY STRENGTHS

- Strong communities – resilient, come together
- Quality of life
- Recreational opportunities
- Education- sheltered nature
- Natural beauty
- Natural resources; opportunities for programming



- Communication channels- strong across levels
- Variety of non-profit/ social service agencies
- College (FRC) brings in diversity. So does the Forest Service
- High school electives- lots of options still available
- Strong arts community
- FRC in our area-lots of options
  - Concurrent
- Safe schools- legally, clean, emotionally
- National Forest
- Fairly solid healthcare
- Supportive, collegial relationship- FRC, ROP, CTE, UB
- Low crime
- Little traffic congestion
- Friendliness
- Spirit of collaboration
- Retail/ trade center
- Strong support for the senior population
  - General fund pays for Senior Nutrition
- Strong faith community
- Children are valued and cared for
  - Good childcare systems
- Year-round recreation opportunities
- K-12 education valued in our communities
- County hasn't bought into fast food, tremendous culinary diversity.
- Local businesses, not chain businesses, respond to and live in the communities
- Sustainability permeates the culture
- Lots of environmental activism
- Community concern
  - interest around schools
  - district remaining strong and viable
- Resilient schools/organizations
- Good transportation system

## PLUMAS COUNTY CONCERNS

- Economy and jobs
- Declining enrollment
- Fewer young families
- 2nd home location
- Poverty levels
- Young people don't see how to pay for or value higher education
- "Getting out" is Chico, Reno, Sacramento
- Place-bound because of family obligations
- Lack of well-trained workforce
- Working on internet access
- Becoming a senior population
- Hard to give these rural students a competitive edge
- Facilitating change is hard with fewer resources
- Lack of timber receipts and rural schools funding. 70% of land in Plumas County is federal; can no longer tax
- Limited opportunities academically (high school band; physics)
- Substance abuse
- AB 109- need more proactive services
- Lack of chain services can be limited, e.g. car dealerships
- Concern about infrastructure. Deferred maintenance on older buildings
- Government is the largest employer
- Many smaller businesses are seasonal
- University of Nevada, Reno is stopping their "good neighbor" discount
- Cuts to district funding
- CA Department of Education makes decisions based on volume which penalizes smaller districts
- City laws/regulations don't necessarily work in rural communities
- Hospitals are struggling financially
- Lack of aspiration issues:
  - Some students don't know what they want in life
  - No direct correlation with where they are and their lifelong path
  - Don't know where the way out is
  - Try to do field trips and expose them
  - Most would be first generation college students
  - Isolated- many have never been to San Francisco
  - Don't know what jobs/ careers entail
  - Still need vocational training
  - FRC doing some 9-12 entrepreneurship programs
  - Great opportunity to show what graduates are doing
  - Educators/community leaders need to communicate the possibility of hope
  - Infancy stage of figuring out what we need to do to give our students vision

## PLUMAS CONNECTIONS

- Instructional Service Agreement- seniors write their life stories (Passages)
- Admissions priority

## PLUMAS COLLABORATION OPPORTUNITIES

- Put our alumni in area to work
- Add Chico State rep to EOPS Advisory Board at FRC
- Connection of rural community colleges- new consortium being formed to share resources
- FRC has classrooms, especially at night, if Chico wanted to offer courses
- Distance Education offer courses not available at community colleges, e.g., Shakespeare
- SB 1440- should be flipped- Chico State determine what courses comprise the first 60 units
- For industry need to indicate what they're getting in return (ROI) and why do you want this money? Quantify!
- Line up the TMC's- transfer model curriculum
- Chico State leadership should inform rural community colleges what we are strongest in to meet SB 1440 requirements
- Bring in more lectures and concerts: have a good venue, series on a regular basis, will have people who would buy season tickets, even students in the arts who could come to perform and fill a cultural void
- Need professional development
  - Example: diversity, SLO's
  - "Experts" from Chico State
- Graduating seniors come to the schools regarding careers
- Database of retirees/ alumni to come back
- "Plumas County" initial contact at admissions/ F.A.

## SUGGESTIONS & COMMENTS FROM ONLINE RANKING ACTIVITY, JANUARY 2013

### Additional collaboration ideas:

- Offer extension programs through the local community colleges that would allow students to achieve one of a small selection of Bachelor's degrees

### Comments:

- The meeting was a great opportunity to hear from key stakeholders. Thanks!
- Rural flight of working age adults and their children is the biggest challenge facing most of these counties. If the University could offer extension programs through the local community colleges, that would provide incentive for students to stay in the area. Further, a targeted offering of Baccalaureate programs offered at the local community college would give small communities a better chance of bringing in new employers and retaining current employers.
- I did not attend the North State Conversation but was present for discussion in staff meetings afterwards about some of the collaboration ideas.
- Thank you

## SHASTA COUNTY CONVERSATION

December 7, 2012, Redding Public Library, Redding

CSU, Chico Facilitators: Debra Barger, Dan Ripke, Dan Greaney

### PARTICIPANTS

Tom Armelino, *Shasta County Office of Education, Superintendent*

Brad Williams, *Simpson University, Vice President*

Ed Schneider, *Simpson University, Director of Auxiliary Services*

Daniel Valdivia, *Shasta Community College, Transfer Center-Advising*

Mark Lascelles, *Shasta County Economic Development Corporation, President*

Tracie Neal, *Shasta County Probation Department, Assistant Chief Probation Officer*

Kevin Kreitman, *City of Redding, Fire Chief*

Missy McArthur, *Redding City Council*

Barry Tippin, *City of Redding, Assistant City Manager/Electric Utility Director*

Lisa Wilkolak, *Lassen Volcanic National Park*

Paul Cumming, *Network of Care, National Outreach Advocate*

Leann Boren, *UC Davis/College Options*

Christine Freseman, *UC Davis/College Options, Shasta High School Advisor*

Dean Germano, *Shasta Community Health Center, CEO*

Leslie Bryan, *Western Shasta Resource Conservation District, Coordinator*

Megan Conn, *Turtle Bay Exploration Park, Development Coordinator*

Lee Salter, *McConnell Foundation, Board of Directors*

Mike Lampella, *KIXE-TV, Interim General Manager*

Rob Keenan, *KIXE-TV, Director of Content*

William Deshais, *Victor Treatment Center*

Laura Christman, *Redding Record-Searchlight, Reporter*

Bruce Ross, *Redding Record-Searchlight, Editorial Page Editor*

Nancy Haus, *Bureau of Land Management*

Kristen Schreder, *Shasta Union High School District Board, President-Elect*

Charles Kitzman, *Shasta Community Health Center, Chief Information Officer*

Michele Comstock, *Shasta County Probation Department*

## COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

2+2 Programs - build capacity of local faculty to provide training to local students

Admission "promise" in writing; transfer guarantee

Local CSUC student ambassadors to speak at local schools

More CSUC students to county on internships

Contract education - new opportunities

Health care training (autism, speech pathology, audiology)

Re-education/training for local people in their current or in a new profession

Partnerships for writing grants/Research grants

Technology application

Recruitment & support to students with disabilities and other special populations

Youth ladder program

Open Lassen Park to research (CSU, Chico sciences)

Virtual interns

## SHASTA COUNTY STRENGTHS

- Probation
  - Various programs with some integration and collaboration
  - Perception of “the hammer” by the community
- Great educational Institutions, e.g., College Options
  - Shasta College students
- Two major hospitals- strong hospital, strong healthcare system
- Outstanding natural resources
  - Strong resource management
- KIXE- education through television
- Community that “pulls together”
- Great things to do “in” Redding, in addition to around Redding, e.g., arts, culture, trails
- Enhanced learning and collaboration, role of institutes, and the McConnell Foundation
- Access to the outdoors but also access to ballet
- Many community service organizations
- Diversity of school options
- Strong newspaper online
- Ready-to-go business park
- Regional Hub
- Youth Groups, clubs, organizations
- Accepting of diversity
- I-5 infrastructure
- Amazing facilities- library, soccer park
- Senior citizens as a community asset

## SHASTA COUNTY CONCERNS

- A lot of water- taken south
- High unemployment- crime
- Wildland fires
- Education of workforce

- Rate of graduating college is low
- Good partnerships with Simpson, Shasta, and National
  - Need a public university
- Health challenges- respiratory illness
- Highest rates of preventable illnesses
- High drug use
- Information on Public Health/Senior services
- State budget impact on Shasta students going to CSU, Chico and elsewhere
- High poverty / Students and families extremely poor
  - Transportation
- Lack of CSU, Chico recruiters going to this region
- Chico State is not the college of choice
  - It may be because of the lack of knowledge about CSU, Chico programs or perception of Chico is not as strong as other schools
  - More avenues to access students- interns
- Ugly publicity – violence, party school
- Do we have the right type of educational resource to attract companies?
- How to expand access to CSU, Chico programs
- There have been Downtown improvements, but there needs to be more
- Access to technology is a problem
  - Internet/broadband
- AB 109- Release of prisoners
- State mandates and State budget cuts
  - Realignment of county based services
  - State grants drying up and are more competitive
- Brain drain/opportunity gap: “To grow/upward mobility- I must leave”
- “All knowledge stops in Redding”- need more reach to rest of the county

### SHASTA CONNECTIONS

- Instructors from Chico are helping to increase local teaching capacity
- Preference/promise for local students to transfer to Chico
- North State Symphony, North State Public Radio
- Commercialization of research
- Strong healthcare at Chico, but mostly see nursing in Chico- other programs? What is/can be the footprint of student interns/services
- Speech pathology, audiology testing, autism
- Information Research- CED
- Alumni parties
- Expand connection- Gateway Science Museum
- Access to Turtle Bay
- Documentaries, stories about the North State

### SHASTA COLLABORATION OPPORTUNITIES

- Youth ladder program
- Technology Application
- Conversations with students
  - About to go to college
  - Currently attending a local college
  - Currently attending CSU, Chico
- 2+2 Programs- build capacity of local faculty to provide training to local students
- Open Lassen Park to research (CSU, Chico sciences)
- Get “the promise” of admission in writing
- Transfer guarantee!
- Virtual interns
- Research grants
- Re-education
  - Current profession
  - New profession
- Contract education- new opportunities

## SUGGESTIONS & COMMENTS FROM ONLINE RANKING ACTIVITY, JANUARY 2013

### Additional collaboration ideas:

- Renew this effort frequently if possible perhaps an annual update newsletter and survey. Also as discussed at the Redding meeting, elicit High School, Shasta College, other student input. Outreach to business (you probably did quite a bit of this already, but I am unsure who is on your list).
- Transportation: one-round trip shuttle from Redding to Chico per day (even if it's an 7 am depart Redding; return to Redding 5 pm)
- Any way to get more CSU Chico programs and classes in the Redding area.

### Comments:

- I hope very much that the Youth Ladder idea is explored fully. I am nervous that this opportunity will not rise to the top as I imagine many people might not understand what is meant by the term. I know quite a few organizations and possibly businesses that would consider partnering as much as possible on this idea, and there could be many benefits for diverse interest. One great benefit would be to give youth of all ages opportunities to contribute, learn valuable skills including leadership, and discover interests and self-worth. Also, it would help programs to evolve to the needs of the next generation. In my rankings above, I actually think that the items I ranked 1-6 could be dove-tailed into a ladder program which would include adults as well as youth. In developing priorities, please fully consider the youth ladder program. I would be happy to meet with someone to discuss this further. If interested, please contact me at [leslie@westernshastarc.org](mailto:leslie@westernshastarc.org). I did not rank other items as I did not understand fully the idea behind them (technology application and health care training), or think they should be a "given" (the others). I hope this helps a bit, and please accept my big kudos for your efforts! Sincere thanks.
- Thank you for taking the time to come up to Shasta County to speak with us.

## SISKIYOU COUNTY CONVERSATION

November 5, 2012, Siskiyou County Office of Education, Yreka

CSU, Chico Facilitators: Debra Barger, Maggie Payne

### PARTICIPANTS

Mike DeRoss, *Siskiyou County Office of Education, Assistant Superintendent*

Marian Murphy-Shaw, *Siskiyou County Office of Education*

Regina Hanna, *Etna High School*

Martle Hagarty, *Siskiyou County Office of Education*

Kermith Walters, *Siskiyou County Office of Education, Superintendent*

Ed Steele, *Dunsmuir City Council*

Steven Baker, *City of Yreka, City Manager*

Nate Zorn, *College Options, Siskiyou County Director*

J. Steele, *Chamber of Commerce*

Jason Darrow, *SCRDC*

Matt Chester, *SCEDC*

Hud Oates, *STEP, Inc.*

### COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

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Broadband access

---

Networking of counties to cut back on duplication of effort

---

Community-based certification/degree in micro-business development & management (entrepreneurship)

---

Consistent collaboration

---

Informing students regarding what's out there; thinking globally

---

Entrepreneurship projects w/help from CSUC students

---

Alumni (CSUC) involvement in community

---

Placement testing in the county for math and English

---

CSUC participation in eighth grade day at College of the Siskiyous

---

Speaker series -how to inform people

---

GMAT-GRE-LSAT testing in county

---

Kansas Sampler Foundation-Power UPS-Rural by Choice

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JEDI - "It's your business with College of the Siskiyous"

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Tap into expertise of local retirees

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Valuing the students that stay home; help them find their success

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Tule Lake/Butte Valley not served by Modoc or Siskiyou; support with tech, transportation

---

Stories & relationships

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### SISKIYOU COUNTY STRENGTHS

- Beauty of environment
- County Office of Education keeps districts connected
- Spirit of entrepreneurship
- Diversity of people, thought, culture
- Abundance of natural resources: clean air, water, timber
- Broadband access-attracts entrepreneurs
- Environmental resources program at College of the Siskiyous
- Sense of community
- Funds to support students going to college
- Resourcefulness-wearing multiple hats
- Applying educational resources to needs of rural schools (e.g., College Options)
- County Fair importance of agriculture/ranching-value tradition
- Strong education/business/community connections
- More educated, knowledgeable people
- Ford Family Foundation

### SISKIYOU COUNTY CONCERNS

- How to tell our stories
- Connecting entrepreneurship to environment
- Older population
- Strengthen education/business/community relations
- College of the Siskiyous - changes in leadership, budget, etc.
- Gap-skills that employers need
- Career trend information needed for people to make informed education choices
- Improve entrepreneurship training. Focus on college track ignores this. Help for K-12 schools (SIFE, SAGE, 4-H, FFA). Include fiscal management education.
- How to tap into I-5 benefit (proximity to Oregon-no sales tax)
- Need to move goods-no rail
- Need for infrastructure-rail & Internet-cellular signal-wireless connections in the schools
- Desire to keep students in community with families

### SISKIYOU COLLABORATION OPPORTUNITIES

- How to tap into expertise of local retirees
- Broadband access (with Chico State)
- Getting industry to disclose how much fiber has been laid down
- Collaboration must be consistent
- Tulelake/Butte Valley not being served by Modoc County or Siskiyou. Support with tech, transportation.
- Networking of counties for coordination of services to avoid lack or duplication of effort
- Community-based mentorship, apprenticeship, leading to certification/degree in micro-business development & management
- JEDI -"It's your business-with College of the Siskiyous"
- Support from Chico students (face to face or online) combined with local expertise? Developing entrepreneurship projects.
- Informing students regarding what's out there. Thinking globally.
- Kansas Sampler Foundation - Power UPS - Rural by Choice
- Value the kids that stay home-help them find their success.
- Speaker series-how to inform people
- Connecting 777 local Chico State alumni



- College of the Siskiyous'-eighth grade day-Chico could show up.
- Stories & relationships
- Placement testing for Math and English in County
- GMAT-GRE-LSAT testing in County

### SUGGESTIONS & COMMENTS FROM ONLINE RANKING ACTIVITY, JANUARY 2013

#### Additional collaboration ideas:

- Continued collaborative efforts with the College OPTIONS program. Increased CSU Chico outreach efforts to rural schools. Addition of CSU Chico to Northstate Promise agreement. CSU Chico extension program (on-line course offerings).
- The Kansas project - in my mind - represented an example of a type of work that a CSU could support - not necessarily that exact/only model.
- Raising awareness around food security - local food consumption and business 2. Nutrition classes for Family Resource Centers 3. Video clips on important topics to be available to all non-profit websites. Perhaps work with Siskiyou Media Council to produce for north and south counties.

#### Comments:

- Thank you for this opportunity and for caring about your community.
- Thanks for all you do!

## SUTTER COUNTY CONVERSATION

December 10, 2012, Gauche Aquatic Park, Yuba City

CSU, Chico Facilitators: Jeff Layne, Dan DeWayne

### PARTICIPANTS

Bill Cornelius, *Sutter County Office of Education, Superintendent*

June McJunkin, *Sutter County Board of Education*

James Ochsner, *Sutter County Library, Director*

James Gallagher, *Sutter County Board of Supervisors*

Jim Goodwin, *City of Live Oak, City Manager*

Gary Baland, *City of Live Oak, Mayor*

Lakhuir Ghag, *Live Oak City Council*

Bob Barkhouse

Priya Teiveedi, *CNAP, CSU Chico*

Delmy Spencer, *Yuba College, ETS*

### COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

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Better service to Southern Butte & Northern Sutter counties

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CSUC classes held at local CC

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CSUC should conduct needs analysis of county's education needs - survey community

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Fast track transfer students

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CSUC student teachers-rare in county

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Invite counties to CSUC to talk about needs

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More assistance to re-entry students

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What is CSUC's vision for future of the University

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### SUTTER COUNTY STRENGTHS

- Agriculture
- Affordable housing
- Highways 99 & 20 cross in Yuba City
- Yuba Community College Extension Center in Sutter County
- Strong schools & passing students through to higher education
- Highway 99 corridor a strategic advantage
- People really care for the area
- We have students like Chico should have

- Great cooperation between School Districts
- Air and water quality
- Cities and counties (in Sutter, Yuba and Colusa) are financially sound
- Good growth planning by city and county
- Ethnic diversity
- River recreation
- Good fishing and hunting
- Gray Lodge
- County Office of Education owns Shady Creek Outdoor School (<http://www.shadycreek.org/>). Chico State has used it as well as nine counties.
- Supports kids - fundraising for many programs
- Service organizations are supportive
- Beale Air Force Base

### SUTTER COUNTY CONCERNS

- Distance to higher education for students
- Bus service between counties is a barrier. There is none.
- Unemployment
- Students don't return to Sutter County because of few job opportunities
- Transfer of students from any community college to Chico
- Chico State, and the CSU System in general, is not filling vocational education teacher needs of the schools.
- Lack of healthcare professionals
- Some Chico State programs are impacted. Can enrollment levels in those programs be increased to accommodate more students? Nursing and speech therapy, for example.
- More Chico State outreach. South of Butte County we don't see representatives very often.
- Would like to see individual departments do community outreach.
- Highway 99 north of Yuba City needs to be improved as a way to access services from Chico State
- Need to customize BA/BS for specific skills needed in specific county or rural location.

### SUTTER COUNTY CONNECTIONS

- Center for Economic Development is doing a great job
- Fundraising-Alumni Association. "I would be more willing to donate to the University if they were doing more in my County. A fundraising letter is the only time I hear from University."
- On the spot admissions
- What does Chico offer? Programs & special events
- We get on the waiting list for special programs-but what is the status of our request? No updates.
- Chico State student teachers-pretty rare in Sutter County
- Athletics → a way to connect but we need more – it creates a sense of community

### SUTTER COLLABORATION OPPORTUNITIES

- Chico State should complete a needs analysis of what the community needs education-wise
- What is Chico State's vision for the future of the University & the North State?
- How does the University consider serving Southern Butte and Northern Sutter counties? There are a good number of people (20,000) in this underserved area.
- Only 13% of Sutter County students select Chico State - Chico is not reaching our students - program issue?
- A Chico Center in Sutter County. Yuba Community College has been successful with a satellite campus.
- Survey community about program needs.
- Chico State culture is special
- Invite Sutter and other counties to Chico to talk about needs.
- Fast track transfer students
- Chico State students are utilizing Sutter County public library resources for distance education

- Find a better way to help reentry students with a large gap in education to return to education and earn a degree. It can be discouraging because the University caters to younger students.

### SUGGESTIONS & COMMENTS FROM ONLINE RANKING ACTIVITY, JANUARY 2013

#### **Additional collaboration ideas:**

- Planning of a CSUC satellite campus next to the new Yuba College Sutter County campus in Yuba City.
- I agree that the North part of Sutter County would benefit from CSUC. We need classes that are easy to attend especially for older students.
- CSUC should connect with the economic objectives of all counties to see the role for post-secondary education, and which ones CSUC might play. Use this information to revise/reframe the CSUC vision/purpose as appropriate.

## TEHAMA COUNTY CONVERSATION

December 6, 2012, Tehama County Department of Education, Red Bluff

CSU, Chico Facilitators: Maggie Payne, Mike Kotar, Dan Greaney

### PARTICIPANTS

Larry Champion, *Tehama County Office of Education, Superintendent*

Melissa Mendonca, *Tehama County Office of Education, Mentoring; and Co-founder, Expect More Tehama*

Tim Morehouse, *Tehama County Board of Education, Former Member*

Beth Birk, *Tehama County Office of Education, SERRF/Rec Specialist*

Tom Orr, *Shasta Community College, Dean of Extended Education, Tehama Center in Red Bluff*

Alan Abbs, *Tehama County Air Pollution Control Officer*

Rick Gurrola, *Tehama County Agriculture Commissioner*

Rick Crabtree, *City of Red Bluff, City Manager*

Karissa Morehouse, *College Options, Tehama County Director*

Kathy Garcia, *Expect More Tehama*

Alyson Wylie, *Center for Nutrition, CSU Chico*

Scott Chandler, *Rolling Hills Casino, Marketing Manager*

Douglas Weigand, *Rabobank; Chair, CSU Chico Superior Ag Council*

Bobie Hughes, *Sacramento River Discovery Center, Volunteer Executive Director*

Julie Zeeb, *Red Bluff Daily News, Reporter*

Melissa Stearns, *Center for Nutrition, CSU Chico*

### COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

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More frequent CSUC outreach to local schools

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Admissions counselors/representatives to local county education "summits"

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CSUC campus tours for all students-personal connection

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CSUC "adopt" local schools

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Local CSUC student ambassadors to speak at local schools

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Educate county high school counselors about CSUC programs

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Disseminate info about how to access CSUC, including promotional materials such as T-Shirts

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For industry, need to indicate what they're getting in return (ROI) and why do you want this money?

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## TEHAMA COUNTY STRENGTHS

- Leadership- next generation
- Small and connected
- Great desire to collaborate
- “Expect More Tehama” (movement, spirit, higher expectations): college options representative brought in, “Our worlds are colliding”, “Tehama Reads”, collaboration across the community, county-wide effort
- Rebranding the community
- Lassen National Park, government, business
- “Everybody can do something”
- Next Tehama- 8th graders to college
- Tehama County Health Partnership; Public agencies concerned about wellness of the community
- County-wide after school program
- Safe Education and Recreation for Rural Families (SERRF)-grant funded since 1999. 3 prongs: education, recreation, enrichment
- Connection with CC Carter
- Shasta College campus
- Chico State
- Awareness and value of education
- Recreational opportunities- open spaces
- Agriculture- great food and wine
- St. Elizabeth Hospital
- Local tribe funding and support (firm commitment to education)
- Natural resources
- Affordable housing

## TEHAMA COUNTY CONCERNS

- Generational poverty
- Unemployment
- Teen pregnancy
- Pockets of gang activity
- “The lost ones” -- 18-21 years old, unemployed and directionless
- Vocational education needed -- high school & community college
- The agricultural economy keeps the county afloat
- Low 4-year college-going rate
- ROP- re-expand (especially water resources, environment-recreation related)
- Concern about brain drain
- Lack of public transportation. No bus to college campuses
- Need entrepreneurship

## TEHAMA COUNTY CONNECTIONS

- Internships/clinical/teaching: How do we find out?
- Art events
- Recruitment at Tehama campus
- KCHO-college logo t-shirt project. Locals on air
- North State Symphony- performs locally
- Mentoring of students by Lambda Theta Nu

## TEHAMA COLLABORATION OPPORTUNITIES

- Local CSUC student ambassadors
- Schools adopt colleges
- How to access CSU, Chico: Promotional materials, shirts, Chico, etc.
- “We don’t do tours for 8<sup>th</sup> graders”. “Expect more”...can we use Chico State student tour guides?
- Educating high school counselors to know about programs
- For industry need to indicate what they’re getting in return (ROI) and why do you want this money? Quantify!
- Chico “Statements”-article and outreach to Gerber and Ridgefield Schools
- Admission counselors and representatives to summits

## SUGGESTIONS & COMMENTS FROM ONLINE RANKING ACTIVITY, JANUARY 2013

### Additional collaboration ideas:

- Economic Development Strategies for the North State. Arts and Cultural Exhibitions in each of the Counties. Guest lectures in service counties, not just on campus. Research/Projects in the north state as identified by the communities throughout the service area Grant writing workshops. Business Start-up/entrepreneurship classes. Business incubator projects encouraging CSU Chico graduates to open businesses in the North State
- Guaranteed admission for local students...some type of criteria and guaranteed admission. Can start educating students at 5th grade and on up
- When visiting local schools, indicate career paths for different majors. Also indicate what level of education is needed for particular professions, ie: speech pathologists, teachers, engineers, social workers and so on. Many high school students may not be aware that many jobs require education beyond a BA/BS. Explain why an undergraduate degree in social science may give you a well rounded education and what career paths these may lead to. As mentioned in our Tehama discussion, there may be opportunities for business to provide some field work experience but they do not know how to go about doing this. It would be great to have a link to this somehow. For instance, I am a Recreation Specialist for Tehama County Department of Education. I would be very interested in having students visiting or completing some field work hours at one of our 24 elementary and middle schools throughout the county that we serve.
- Find out what programs Chico State already offers in our community and partner with them to increase the message-- our kids can attend college! CNAP, under the Research Foundation is involved in schools in Tehama County. Student staff and interns are excellent representatives of the college and are battling the childhood obesity issue in this rural area.
- Help Tehama County plug into special events at the college: plays, music programs, sports events, etc... We hardly hear about the many things that go on there. Have a special CSUC day in Tehama County or Northern California, for that matter.
- Make sure the community knows that you are OUR university....I don't think most people think that way about CSUC.
- CSUC return to attending NERCC. This makes connections and causes visibility for the University.
- Be involved in the business community.
- Regular (bi-weekly or monthly?) presence at Shasta College Tehama Campus
- First off, I don't believe some of the above are correctly worded from the conversation. I am not sure what is meant by the Industry statement but I do know that we need more connection between the work students are doing and the businesses in our county. In addition we already have all 8th graders touring Chico State campus each year so I am not sure why that is listed. One thing that was discussed that is not mentioned is getting more students from CAVE or from majors to be doing internships/volunteer in the county. I do see a need for Admissions to be more present in the schools but I think the university has a larger job of making connections with businesses which are not happening currently. There is a disconnect. And the representatives to local summits was a direct request to get President Zingg to attend - we have had representation from Admissions in the past but not from anyone else at the university.

### Comments:

- 7 of your 8 ideas are all under the same theme of student outreach/recruitment the only exception would be the ROI for local business support. It seems that CSU Chico could offer so much more for its service area that would serve both outreach for the university and edify the communities it serves.
- Thank you for listening. I think you'll find that the Expect More Tehama movement is energized and ready to maximize the CSUC - Tehama County connection.

- Several schools in Red Bluff are becoming part of the "No Excuses University" program, asking colleges to adopt their classrooms. Some colleges have enthusiastically supported this with materials for the students. I would like to see Chico State well represented in schools as an option for students who cannot go far away. Transportation is an issue. How can we address the fact that it is impossible for some students to get here?
- Thanks for coming!



## TRINITY COUNTY CONVERSATION

November 6, 2012, Trinity County Office of Education, Weaverville

CSU, Chico Facilitators: Debra Barger, Maggie Payne

### PARTICIPANTS

Cricket Kidwell, *Trinity County Office of Education, Assistant Superintendent*

Sandy Aldinger, *Trinity County Office of Education, School Readiness/Early Care & Education/LPC*

Bettina Blackwell, *Trinity County Office of Education, Superintendent*

Mary St. John, *Trinity County Office of Education, Director – Alps View Preschool*

Jennifer Ammon, *Trinity County Department of Health & Human Services*

John Fenley, *Trinity County*

Pat Zugg, *TCOC*

John Hamilton

Marlinda Buter, *Trinity County Behavioral Health – Director, Mental Health Services Act*

Kate Mahar, *College Options/Gear Up*

Jean Lam, *Weaverville Chamber of Commerce*

### COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

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Broadband access

---

Online programs that can be accessed from home

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Help identifying funding sources (grants, foundations) for rural schools + networking across counties

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Educate county high school counselors about CSUC programs

---

Central hubs on both sides to facilitate communication

---

Natural Resources Management degree

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More assistance to re-entry students

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Info re RCE courses available

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Clearinghouse for scholarship opportunities

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CSUC Orion newspaper-communication to local newspapers

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## TRINITY COUNTY STRENGTHS

- Strong sense of community with schools at the center
- Strong participation in local service agencies-volunteerism-community activism
- Local pride-strong sense of individual communities
- Choice of schools to attend. Great programs in schools
- Physical beauty of the area
- Countywide events with strong support and participation
- Countywide weekly newspaper
- Success rates of high school grads. Privately funded scholarships
- Arts-galleries, performing arts
- Public utility rates are low

## TRINITY COUNTY CONCERNS

- Strongly self-reliant, independent communities
- Size of County
- High poverty/unemployment rate. Many underemployed.
- Budgets-schools, community agencies-forest reserve funds-rural roads and schools-tenuous renewal-revenues cut-road maintenance and jobs affected
- COE-jobs cut by @ 2/3 -programs being cut. Same for County services & Chamber Of Commerce
  - forcing hard choices in prioritizing the use of revenues.
  - Infrastructure at risk.
- Declining enrollments (down 1,000 in past 10 years)
- Lumber mill & hospital are major employers-the rest of jobs are service area-oriented. Loss of business has huge impact.
- Crime rate increase
- Cannabis growing & reduction of safety
- Increased need for emergency services
- Homeless population-limited services
- Transient population-no services
- Homeless children-numbers growing-limited facilities
- Substandard housing-inadequate affordable housing-limited land available
- Issues with Internet and cellular access
- County government has been a barrier to seeking grant funding
- 50% are government employees-fear of layoffs
- Cost of pensions overwhelming County
- Numbers of volunteer emergency service providers dwindling, volunteers aging
- Young families leaving County

## TRINITY COLLABORATION OPPORTUNITIES

- Getting high-speed connections-limited to service providers they can use.
- Problems with telephone service, Skyping impossible
- Help with identifying funding sources (grants, foundations)-including sources specific to rural schools & areas
- Online programs that can be accessed from home
- Communication regarding what's available online and how to apply (community colleges with online AA/GE programs)
- Networking across counties regarding grants, etc.
- Communication of admissions policies for region's students, including older, returning students
- Clearinghouse for local, county scholarships
- Natural resources management degree
- Central hubs on both sides to facilitate communication
- Information regarding Chico State Continuing Education courses available
- Chico State Orion newspaper-communicate to County and local newspapers

**SUGGESTIONS & COMMENTS FROM ONLINE RANKING ACTIVITY, JANUARY 2013****Additional collaboration ideas:**

- Programs like your MSW that is a hybrid program is perfect for rural areas in Trinity County. The challenge is only that we have such weak broadband access, but, it can still work.
- Develop long term, sustainable, natural resource management education programs that will provide careers in resource management for ecological, economic, and social benefits to the people of Trinity County and the Nation.

**Comments:**

- I enjoyed the meeting and all the valuable information that was shared. Thank you for your time.
- Thanks for offering Chico State opportunities to our residents!

## YUBA COUNTY CONVERSATION

December 10, 2012, Yuba County Office of Education, Marysville

CSU, Chico Facilitators: Jeff Layne, Dan DeWayne

### PARTICIPANTS

Scotia Holmes Sanchez, *Yuba County Office of Education, Superintendent*

Sally Sokoloski, *Yuba County Office of Education, Assistant Superintendent - Educational Services*

Wendy Weeks-Olson, *Marysville High School*

George Hansen, *Chico State Alumni*

Periya Trivedi, *CNAP (Center for Nutrition & Activity Promotion), CSU Chico*

Delmy Spencer, *Yuba College, ETS (Educational Talent Search)*

### COLLABORATIVE OPPORTUNITIES AS RANKED BY COUNTY PARTICIPANTS AND INVITEES

Transfer students info - create major-by-major planning reference guides

Collaboration between local CC and CSUC Financial Aid

Uniformity of all CSU campuses re requirements for each major

Clearinghouse for scholarship opportunities

CSUC/Sac State collaboration to bring more opportunities

CSUC arts programs to counties

Increase number of students accepted into graduate speech therapy programs & work to place in counties

Community development/planning assistance at all levels

More frequent CSUC outreach to local schools

More CSUC students to county on internships

Recreation support

### YUBA COUNTY STRENGTHS

- Near recreational opportunities
- Agriculture/farming
- Yuba College
- Beale Air Force Base
- Bird population and wetlands
- Affordable housing
- Positive working relationship between education and city/county agencies
- Harvest of the Month-educational. Kids try new seasonal foods.
- Free school transportation for kids

- Good services for people whose main language is not English.
- Aggregate sources and existing permitted aggregate plants
- Emergency services. Rideout Hospital in Marysville had a fairly good ER, but I don't know much about emergency response times, flood evacuation preparedness - if it is just adequate or exceptionally good? Beale has its own emergency preparedness plans probably independent of the surrounding communities.
- The explosives factory near Wheatland is probably a strength - if it is still going. Not many are left and like aggregate plants, dams, landfills and nuclear plants - they are hard to get permitted.

### YUBA COUNTY CONCERNS

- Poverty
- Health-obesity
- Unemployment
- Drug abuse-addictions
- Lack of mental health services for kids
- Lack of youth recreation programs and the expense to provide
- Community transportation-moving kids for anything except for school
- Flood control
- Lack of big business
- Growing special education population (very specialized special education-- higher-level needs identified)
- Insect, mosquito, agriculture pest control (Are crows a concern or problem in Marysville?)
- Water conservation/water use/water supply. Water rights may become a greater concern. Subsurface water use may become more regulated by the State.

### YUBA COUNTY CONNECTIONS

- Upward Bound
- Educational Talent Search
- Student Teachers
- Current Teachers
- Educational Opportunity Program – EOP
- Admissions
- Outreach-only once a year per school, would like more
- Internships-Special Education
- Professional advisory board - Civil Engineering department
- Public Health
- Study Abroad-but many schools to choose from.
- Internships-other
- Distance Education
- Civic and community service organizations such as lions clubs
- Churches such as the Marysville Bethel African Methodist Episcopal Church Choir has performed in Nevada County

### YUBA COLLABORATION OPPORTUNITIES

- More Chico State outreach to students
- Recreation support
- More internships
- Increase numbers of students accepted into graduate program speech therapy. To increase the number of speech therapists available to schools. Use local professionals to help support the Chico State program by hiring them.
- Community development/planning at all levels
- The Arts-bring it to Yuba County. We don't have the funding to travel to Chico.
- Ask Chico & Sacramento State to work together to provide more services
- Ask Chico & Yuba Community College to work more closely so students don't have to retake classes
- Ask Chico & Yuba Community College Financial Aid offices to work together
- Create major by major academic planning reference guides for transfer students.
- All CSU campuses should have the same requirements for the same majors. Everything should be uniform.

- More information regarding scholarship opportunities and scholarship workshops provided in the community.

### SUGGESTIONS & COMMENTS FROM ONLINE RANKING ACTIVITY, JANUARY 2013

#### Additional collaboration ideas:

- When you say "arts", I would also emphasize performing arts
- I am a Registered Dietitian and CSU alum working for the Center for Nutrition and Activity Promotion (CNAP)(Director: Dr. Cindy Wolff). I attended the NSC meet for both Yuba & Sutter Co.'s and I appreciate the outreach initiative taken up by CSUC. At CNAP we are collaborating with the Yuba Co. HHS, UC co-op ext and other community workers to offer various nutrition interventions/Ed. in the Yuba Co. community. Currently we are working on a project to promote EBT/CalFresh at the Farmers Market in Yuba. We believe good nutrition and adequate physical activity play an important role in individual and community development and CSUC has an outstanding Nutrition Program. We would love to collaborate with CSUC at any relevant events held in Yuba i.e. recreation events, possible CalFresh outreach to students, Nutrition Ed. Booths at events, etc.

#### Comments:

- Good job . . . hope our responses are helpful.

# Survey Rankings from Conversation Partners

Organized by North State Initiative Task Force Charge Category

## Program Development

1. 2 + 2 Programs – build capacity of local faculty to provide training to local students
2. Community-based certification/degree in micro-business development and management

## Outreach

1. Better data sharing to track students from K-12 to college
2. Concurrent enrollment at high schools and Chico State
3. Chico State student organizations outreach to high schools
4. Better information regarding admissions deadlines
5. Chico State students giving back; especially Latino students as role models for high school students
6. Closing the achievement gap
7. Admission promise in writing; transfer guarantee
8. Local Chico State student ambassadors to speak at local schools (Shasta)
9. Local Chico State student ambassadors to speak at local schools (Tehama)
10. Simplify admission process
11. Informing students regarding what's out there; thinking globally
12. Fast track transfer students
13. More frequent Chico State outreach to local schools
14. Admissions counselors/representatives to local county education summits
15. Chico State campus tours for all students – personal connection
16. Chico State 'adoption' of local schools
17. Educate county high school counselors about Chico State programs (Trinity)
18. Educate county high school counselors about Chico State programs (Tehama)
19. Transfer students information – create major by major planning reference guides
20. Collaboration between local community colleges and Chico State Financial Aid
21. Uniformity of all CSU campuses regarding requirements for each major
22. Clearinghouse for scholarship opportunities
23. Student financial support to attend college
24. SB 1440 – flipped so Chico State determines what course comprise first 60 units; more communication on transfer requirements/transfer model curriculum

## Campus Initiatives

1. Chico State students tutoring homeless and foster youth
2. Economic development (Colusa)
3. Economic development (Lassen)
4. Economic development (Modoc)

5. More Chico State students in county for internships (Lassen)
6. More Chico State students in county for internships (Shasta)
7. More Chico State students in county for internships (Colusa)
8. Chico State student requirement to connect with community
9. Provide youth activities
10. Marketing tourism
11. Internships in rural areas
12. Designing ways for the community to be more self-sufficient
13. Broaden the scope of the economic base
14. Contract education – more opportunities
15. Re-education/training for local people in their current jobs, or new profession
16. Bring in more lectures and concerts
17. Professional development – bring in Chico State experts
18. Broadband access (Trinity)
19. Broadband access (Siskiyou)
20. Entrepreneurship projects with help from Chico State students
21. Alumni involvement in community
22. Chico State needs analysis of county's educational needs – survey community
23. Chico State student teacher placements in county
24. Chico State arts programs brought to counties

### **Relationship Building**

1. Bring people together outside their social networks
2. Partnerships for writing grants/research grants (Colusa)
3. Partnerships for writing grants/research grants (Lassen)
4. Partnerships for writing grants/research grants (Butte)
5. Finding grants
6. Conduct stakeholder sessions for those who are interested in specific topics
7. Develop website that makes Chico State opportunities easy to access
8. Business and education summit in spring 2013 held by Colusa Co. Outreach Facility/Woodland College
9. Chico State involvement in Rural College Collaborative (Colusa)
10. Chico State involvement in Rural College Collaborative (Plumas)
11. Higher education consortium – community colleges and universities (Colusa)
12. Higher education consortium – community colleges and universities (Lassen)
13. Communication online programs (lists)
14. Networking of counties to cut back on duplication of effort
15. Consistent collaboration
16. Better service to southern Butte and northern Sutter counties
17. Invite counties to Chico State to talk about needs
18. Help identify funding sources (grants, foundations) for rural schools and networking across counties
19. Chico State/Sac State collaboration to bring more opportunities



20. Central hubs on both sides to facilitate communication

### **Student Success**

1. Online courses with reserved seats for high school students, especially math and science
2. Chico State classes held at local community college (Lassen)
3. Chico State classes held at local community college (Plumas)
4. Chico State classes held at local community college (Sutter)
5. Online programs that can be accessed from home

### **Health and Welfare**

21. Health care training – autism, speech pathology, audiology
22. Increase number of students accepted into graduate speech therapy programs and work to place in counties

# North State Initiative Budget Summary

## BUDGET SUMMARY

<b>Initiative Revenue</b>	<b>\$316,503.20</b>
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## NSI Task Force Expenses Through May 31, 2013

### STAFF LABOR

Additional Support Staff - Greaney	1,042.00
Special Consultant - MacMichael	21,000.00
<b>Total STAFF LABOR</b>	<b>\$22,042.00</b>

### OPERATING EXPENSES

Catering	821.00
Supplies	1,666.00
Web Site Phase 1 (IRES)	3,727.00
Web Site Phase 2 (IRES)	4,586.00
Travel - North State Conversations	1,899.00
Mileage - BSS Student Ambassadors Pilot	500.00
<b>Total OPERATING EXPENSES</b>	<b>\$13,199.00</b>

<b>Total Expenses</b>	<b>\$35,241.00</b>
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<b>BALANCE REMAINING</b>	<b>\$281,262.20</b>
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