

2024 Non-Instructional Program Review

Reviewing 2022/23 Academic Year



Program/Department: University Center
Completed by Nancy Harrison

1. Please provide your position and department:

Executive Director of the Foundation and College Partnerships

2. Please identify the non-instructional program you are reviewing.

Lisa Maloff University Center

3. Describe how your department supports the vision, mission, and beliefs of Lake Tahoe Community College.

The University Center department supports the vision of LTCC as a premier destination college by providing high quality, comfortable and modern spaces for classes, meetings, events, and trainings. The University Center has the premier ten-person meeting room in South Lake Tahoe and provides an affordable, quality meeting location for LTCC and the South Lake Tahoe community. A/V is an important part of a successful meeting, and staff is working with the I.T. department to ensure A/V equipment remains up-to-date and in good working condition.

The department is working to support Goal 3 of the Superintendent/ President goals: improve student success and completion by working with partner universities to offer in-person bachelor's and higher-level degree courses for the South Lake Tahoe community. Programs offered at the LMUC are ideal for students who prefer or must stay in South Lake Tahoe, and who prefer in-person instruction. University Center staff is working with Washington State University, WSU, to offer hospitality business classes. Fall of 2023, one student received scholarships through LTCC and attended a WSU class online. This student would like to continue to take more classes, and staff are talking with WSU representatives to determine the best classes to offer. Also, LTCC is currently reviewing the MOU with WSU, and staff are visiting the Pullman and Everett campuses in February to finalize details for the Summer Exchange Program scheduled for May and June of this year. LTCC staff are also talking to University of Nevada, Reno to offer an online psychology degree, and staff visited Truckee Meadows Community College, TMCC, and talked to TMCC leadership about possible classes TMCC could offer at the Lisa Maloff University Center. Through the programs offered at the Lisa Maloff University Center (LMUC), LTCC students and our local population can continue their career and self-development and enhance their earning potential and quality of life.

4. Do you have a **supervisor approved** alternative for this Annual Program Review? If so, please be prepared to upload the approved alternative, as a PDF, in the next prompt.

No.

5. What are the major strengths of your department?

The University Center department is comprised of a full-time executive director and a fulltime classified employee. These employees are also responsible for all Foundation operations and efforts. The University Center has two functions, a meeting and event center available for rental, and a location for advanced degree classes. The director brings 18 years of experience in facility rental, sales, and integrated marketing for meeting and events. The director also has strong relationships throughout the community which is an asset for both the rental and higher education partner programs. The classified employee started in May 2022 and brings sales and customer service experience. She has quickly excelled at the rental scheduling system, customer service for rental customers, and internal relationships with partner departments.

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6. In what ways could your department improve to better meet the needs of the College and support student success?

There are two ways the department can improve to better meet the needs of the College and support student success. First, the LMUC department needs to determine the role the building plays in higher education in South Lake Tahoe in the post-pandemic world. Since re-opening in spring 2022, no class offered has had a critical mass of enrolled students to qualify for an in-person class. The department needs to determine if any program can attract a critical mass of students to warrant in-person classes, and if so, what are those programs? The building was open for about two years before Covid, and class enrollment was growing, particularly the Sierra Nevada University, SNU, classes. With University of Nevada Reno's acquisition of SNU, SNU is no longer a partner option. A second partner, U Mass Global, has shifted their focus to online classes and they have closed all of their physical campuses. In the 2022/23 academic year, the U Mass Global representative based in the Sacramento area, was in regular contact, and hosted both virtual and in-person information sessions for LTCC and area students. The outreach and marketing efforts resulted in very low interest and little to no enrollment. In fall of 2023, the U Mass Global representative assigned to LTCC is based in Southern California, and has not been responsive or available for outreach efforts to LTCC students. Moving forward, there needs to be some research and a process including surveying current LTCC students and possibly holding focus groups to determine the demand for in-person classes for higher level degree programs, and also what programs are students interested in attending in-person at the University Center.

Second, the University Center department can better serve the needs of the College by improving awareness of the meeting room rental and the partner programs available at the LMUC. Greater awareness will bring more activity to the building and increase revenue generated to support student success and the District. There needs to be more robust outreach including advertising and marketing to both the internal LTCC community and externally to South Lake Tahoe and the greater area for the meeting and event rental.

7. What are the biggest challenges your department may face in making these improvements?

There are three challenges facing the LMUC in making these improvements.

First, for the LMUC to thrive and support the vision, mission, and beliefs of LTCC, the department requires adequate program funding for marketing and outreach for both the rental business and partner program classes. There is a competitive landscape in South Lake Tahoe for meetings and events, particularly with the Tahoe Blue Center now open and in full operation. When the building opened in 2018, limited campaigns were developed through one-time funds to promote the grand opening of the LMUC. When the building re-opened after Covid in 2022, no funds were allocated for advertising/marketing, and staff transferred the travel budget of \$12,000 to the Advertising/Marketing budget. The LMUC would benefit from additional permanent marketing funds to develop more consistent and predictable annual campaigns to increase partner program awareness within the South Lake Tahoe community. Any marketing on behalf of the LMUC will benefit the District, as well as the LTCC Foundation through the cross-promotion of programs and scholarships. The hospitality programs offered at LTCC including the LMUC will potentially benefit the most from additional program marketing. All of the LTCC hospitality programs are in their infancy and could have a positive impact on the 6,000 culinary and hospitality employees working in South Lake Tahoe.

Second, the department needs time and funds to conduct a thoughtful and thorough process to determine how to best serve the higher education needs of South Lake Tahoe in the post-pandemic world. Pre-pandemic, the Sierra Nevada University classes had the strongest enrollment. In 2022, the LMUC lost Sierra Nevada University as a partner when the institution was acquired by University of Nevada, Reno and current programs are attracting little interest. From July, 2022 through January, 2023, the website experienced the following visits: B.A. page 2,779 unique page views, 867 for UMass Global, and 411 WSU. The B.A. page views are strong, but the drop in visits to our partners pages suggests that we are

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possibly offering the wrong programs.

Third, cross-departmental support and collaboration will provide some of the most effective and lowest expense opportunities to develop cohorts for programs at the LMUC. The opportunity to transition into a bachelor's degree upon completion of a LTCC associate's degree for transfer adds value to LTCC's programs. All programs offered at the LMUC would benefit from more support from LTCC staff and faculty. Another opportunity for collaboration and a possible pipeline is the TRiO program. WSU Everett who is the WSU affiliate who will partner with LTCC moving forward, is working on a middle school to university pipeline with their local community college and are interested in doing the same with LTCC.

8. If there is additional information you wish to provide that wasn't addressed in this survey, please do so here.

We are at a pivotal point with our partner programs and relationships. It is imperative that we continue to refine and judiciously expand degrees offered at the LMUC to ensure that they fulfill the needs of current LTCC students as well as our local population. As we continue to seek opportunities to increase enrollment at the LMUC, it is essential that we offer degrees through our partners that are well supported by LTCC enrollment and employment opportunities in the Tahoe Basin.