

UTAH COLLEGE OF APPLIED TECHNOLOGY

AGENDA ITEM

UCAT BOARD OF TRUSTEES

15 January 2015

ITEM: III. M

TOPIC: Update on UCAT 2015 Marketing/Messaging Campaign & UCAT Student of the Year Program

BACKGROUND

The “**rethink Education**” campaign has now been underway for six months. Campus marketing efforts have helped propel the campaign statewide. Local media has run stories on the campaign and highlighted students at various UCAT campuses. In addition to news coverage the campaign has been running ads on KSL, KUTV, Pandora, and as of this month our ads are running locally during NFL playoff games. In addition to television and radio, UCAT banner ads have been running on high traffic websites with high click-through rates being reported. The campaign landing page has been previewed 5,586 times since the analytics were installed on October 28, 2014.

In addition to the traditional marketing efforts during FY 2015, the UCAT Student of the Year Program is at a very exciting stage and has already generated a great deal of positive publicity. Each ATC has named a campus Student of the Year and the final completion and Student of the Year Gala are days away. The eight campus winners will gather at the UCAT office on January 28th to meet the panel of judges and give their speech, interview, and submit an essay. Based upon the recommendation of the panel, four finalists will be announced the following night at the gala. The final four will speak to the audience and the panel will briefly gather to select the UCAT Student of the Year. You can read more about the eight campus winners in the bios attached.

RECOMMENDATIONS

Information/discussion only





Mindi Ward: BATC Student of the Year

Mindi Ward, Practical Nursing student, was named the Bridgerland Applied College Student of the Year for 2014 on December 4th. UCAT President Rob Brems and BATC Campus President Dr. Richard Maughan congratulated Mindi on a job well done and presented her with a \$1,000 check donated by Zions Bank.

Mindi had a life changing experience a few years ago that helped lead her to a career in healthcare. "I never could have imagined the journey I would take or what it would mean to me personally until March of 2013 when I delivered a stillborn baby diagnosed with Trisomy 13," she said.

"This heart-wrenching experience not only forever changed my perspective of life; it transformed my vision of what one incredibly compassionate nurse could accomplish," Mindi continued. "She taught me that being a nurse involved more than just starting IVs, giving medication, and performing numerous other tasks. I learned there is a special quality that nurses need to have to be great - that quality is compassion."

Mindi will graduate from BATC this month as a Practical Nurse and serve as the BATC Student of the Year for the next twelve months. Mindi will also compete for the title of UCAT Student of the Year in January 2015. Congratulations Mindi!



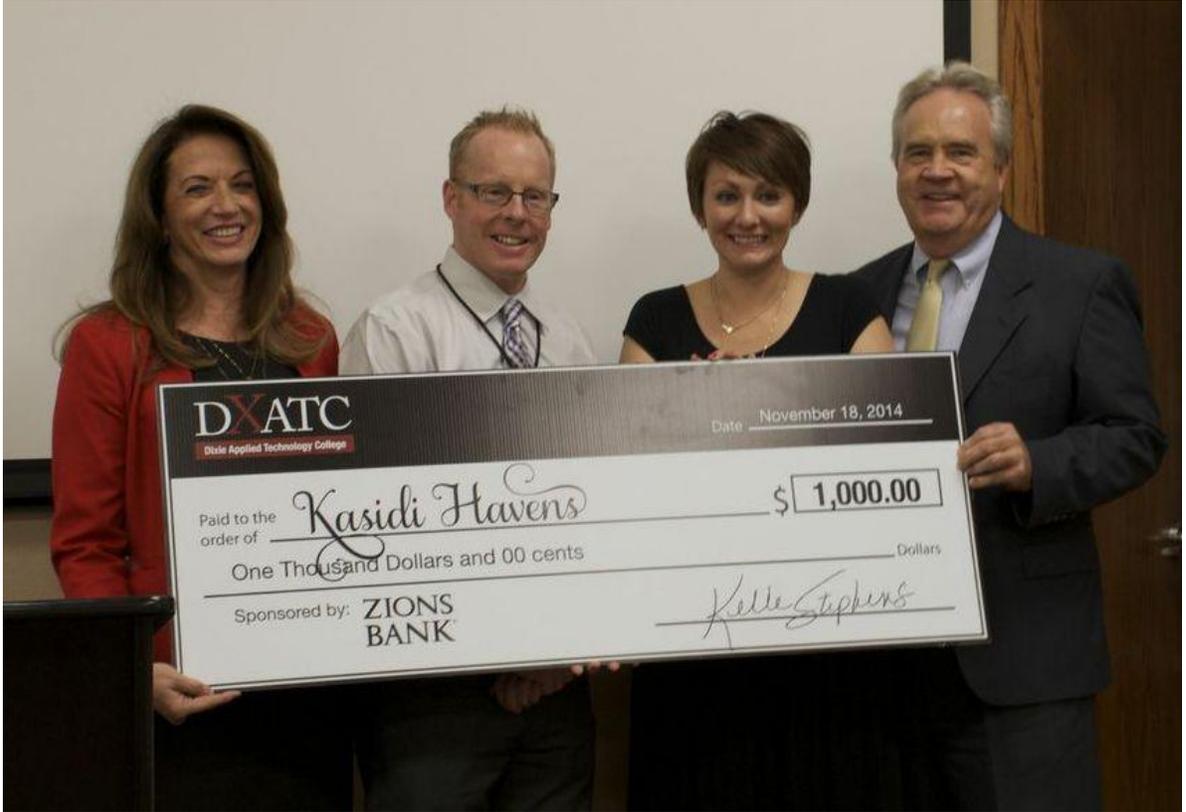
Ty Jarry: DATC Student of the Year

Davis Applied Technology College announced the selection of Ty Jarry as the 2014 DATC Student of the Year at a recognition luncheon just before the holidays. Ty, a resident of Layton, received a \$1,000 check from Zions Bank, and an opportunity to represent the DATC at the Utah College of Applied Technology's Student of the Year competition.

A veteran from the United States Air Force, Ty served in two war-zone deployments. Shortly after his retirement, a debilitating heart attack struck a close family member. Ty devoted six months of his life to nursing that family member back to health. Ty's wife, recognizing his "service before self" attitude, encouraged him to go back to school and become a healthcare professional.

Ty chose to enroll in the DATC Surgical Technology program because of the short program length, national accreditation, affordability, and an externship that provides hands-on experience, making him more employable. While enrolled in the program, Ty was diagnosed with stage III cancer.

Although Ty was determined to continue training despite the required procedures and treatment, his instructor insisted he could pick up where he left off when he was ready to return to school. Ty reluctantly took this advice and endured nine months of cancer treatment and a slow recovery. When the battle was won, Ty returned to school. He is now cancer free and continuing where he left off in the Surgical Technology Program. He is currently on track to start his externship in mid-January. Congratulations Ty!



Kasidi Havens: DXATC Student of the Year

Dixie Applied Technology College announced the selection of Kasidi Havens as its first-ever Student of the Year at a student appreciation day last Tuesday. Kasidi was awarded a \$1,000 check from Zions Bank during the event along with the title.

A Pharmacy Technician graduate, Havens spoke to the crowd about how blessed she feels to have learned about DXATC and the opportunities available to the people of Washington County. "I am able to only work thirty hours a week now because I am worth more than minimum wage," said Kasidi. "I can support my family and still spend time with my kids while they are kids."

Kasidi began working for Stapley Pharmacy in St. George upon completion of her Pharmacy Technician program in the summer.

A single mom with four children, Kasidi told the DXATC Board of Directors later that night that "DXATC changed five people's lives forever: mine and the lives of my four children." Congratulations Kasidi!

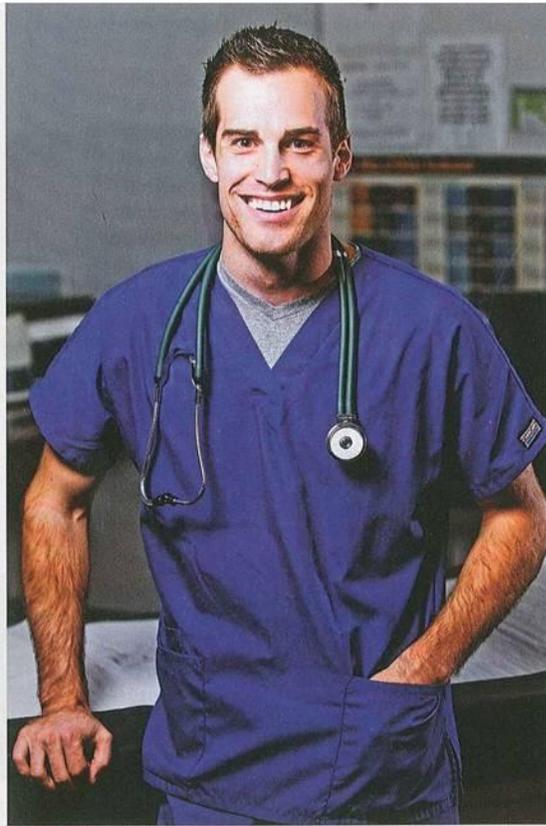


Photo by Jac Scott

Jordan Dahl: MATC Student of the Year

Mountainland Applied Technology College announced the selection of Jordan Dahl as its 2014 Student of the Year at a MATC Board of Directors Meeting on December 17. Jordan received a \$1,000 check courtesy of Zions Bank. He will represent MATC at the UCAT Student of the Year competition in late January.

Jordan began his higher education at a traditional four-year institution but was having a difficult time keeping up with schoolwork while working two and a half jobs to support his young family and keep up with high tuition.

After years of feeling like he was spinning his wheels Jordan decided to enroll at MATC and work toward becoming a Medical Assistant. Jordan was able to quickly complete his program at an affordable rate that did not put a strain on his family and finances. Jordan was immediately offered a job with a local pediatrician upon completion.

Jordan is now continuing his education in the healthcare field, and credits MATC for helping him receive affordable hands-on training that led to a good-paying job and will make his advanced educational and career goals possible. Congratulations Jordan!



Garrett Chatelain: OWATC Student of the Year

Garrett Chatelain was announced as Ogden-Weber Applied Technology College's Student of the Year at a November 19th reception honoring five finalists who competed in a rigorous series of interviews, essays, and presentations.

Garrett, a Practical Nursing student, knew when he was just ten years old that he wanted to be part of the health care profession. He spent many hours in the newborn intensive care unit after the birth of his triplet siblings, watching the monitors, looking at all the tubes and numbers, and becoming fascinated with their care.

Garrett began at OWATC in the Certified Nursing Assistant program while working on nursing prerequisites at Weber State University. He earned his associate degree in general studies from WSU and was accepted into the Practical Nursing program for the 2013-14 year. He received the OWATC Foundation Outstanding Student Award and is currently in the WSU Registered Nursing program on the OWATC campus. After completion of the RN program Garrett plans to complete a B.S. in nursing and further his education as a Nurse Practitioner.

Garrett received a \$1,000 cash award courtesy of Zions Bank, and will compete for UCAT Student of the Year in January. As a result of Garrett's achievement, OWATC presented their new "SOTY Cup" to the Practical Nursing Program. The SOTY Cup will be awarded to the winning Student of the Year's program annually. Congratulations Garrett!



Harsh Kansagra: SWATC Student of the Year

Southwest Applied Technology College named Harsh Kansagra the SWATC 2014 Student of the Year. Kansagra won a \$1,000 cash prize, donated by Zions Bank, and moves to the next step in pursuit of the UCAT Student of the Year title.

The Southwest ATC Student of the Year will serve as a local ambassador for technical education, the campus and its programs. James Mullenaux, Student Services Director said, "We can talk about our college all day long, but nothing means more than hearing praise from a student."

Kansagra has many good things to say about the campus and its instructors, dating back to his experience on the campus during his high school years. As a student at Cedar High School, Kansagra took a few courses and fondly remembers his courses in Health Science and Information Technology. "If memory serves right, it was Java Oracle by Isabella Borisova and another medical class. The impression that those two teachers left on me of the SWATC was incredible."

The incredible experience in high school prompted Kansagra to return, as a young adult, to the Emergency Medical Technician (EMT) program. "I am proud to be a SWATC student," Kansagra said, "and hope to use my EMT certification to help toward my advancement to medical college one day."

Kansagra already holds an undergraduate degree, with a double major in chemistry and biology and a minor in marketing. His plans after he completes the Basic EMT and Advanced EMT programs on the Southwest ATC campus include medical school, residency and a family. "My long-term goal is to become a doctor, specifically a pediatrician or an anesthesiologist."

In January, Kansagra will join the Student of the Year winners from the other seven UCAT campuses in the competition for UCAT Student of the Year. This distinction will hold additional duties as an ambassador for technical education, including visits to the legislature, and the sought after prize, a two-year lease on a Ford Focus. Congratulations Harsh!



Wanda Held: TATC Student of the Year

Tooele Applied Technology College featured Wanda Held, its newly-named Student of the Year, at its largest graduation ceremony in history Thursday night. Wanda was awarded the title and a \$1,000 check from Zions Bank in a TATC Campus Board of Directors meeting on November 5th.

Wanda Held, a Medical Assistant graduate and TATC's first Student of the Year, spoke about overcoming adversity and finding the paths that lead to success and triumph. Hers was one of 102 certificates awarded to TATC graduates at the ceremony.

A single mom with three children, Ms. Held has recently overcome tragedy and adversity and credits much of her success to her experience at TATC.

"True finishers have the capacity to visualize their objective," said Held. Wanda's objective was to obtain the skills needed to gain a meaningful career that would allow her to provide for her family. She has been offered three jobs as a medical assistant and is currently deciding which one will work best for her family.

Wanda will be among the eight campus Students of the Year who will be considered for UCAT Student of the Year in January. Congratulations Wanda!



June Corbett: UBATC Student of the Year

Uintah Basin Applied Technology College named June Corbett as the college's first-ever Student of the Year. June was awarded the title at a banquet on Monday evening at the UBATC Vernal campus. President Aaron Weight awarded her the title and a representative from Zions Bank awarded her a check for \$1000.00.

June told the crowd of fifty people about her past and the difficulties she has encountered in her life. June spoke of the fear and burnout she felt after the dozens of dead-end jobs she has held. "I was worried about going back to school, but fear did not win this time. Just one call to UBATC started the ball rolling," she said. "I could get the training in areas I would need to gain the job I wanted, without spending thousands of dollars. The flexible schedule is just one more asset that helped me succeed."

June went on to talk about the confidence and competencies she has developed while earning two certificates from UBATC. She will complete both the Accounting Technician and the Business Technology certificate programs in the coming weeks.

June will compete for the UCAT Student of the Year title in January along with the other seven campus Students of the Year. Congratulations June!