

**COMMUNITY SERVICE ORGANIZATIONS  
2021 GRANT REQUEST  
for**



## **The mission of Prince William Sound College is to use its unique resources and magnificent landscape to enrich the lives of our students and our communities.**

*Located in Valdez, Alaska, with centers in Cordova and the Copper River Basin, PWSC provides access to a variety of educational and training opportunities in a geographically rich, culturally diverse, and inclusive environment.*

*Prince William Sound College attracts people with an adventuresome spirit who want to combine the love of outdoor activities with the opportunity to achieve their academic and career goals.*

PWSC is part of the University of Alaska System, governed by the University Board of Regents, and is a community campus of the University of Alaska Anchorage (UAA). Under the accreditation umbrella of UAA, PWSC is held to standards defined by the Northwest Commission on Colleges and Universities (NWCCU). PWSC retains the autonomy to make local decisions in areas such as academic programming, college staffing, and community engagement in civic, cultural, and recreational venues. This local autonomy has ensured the college had the flexibility to meet the community's unique and changing needs during this ongoing COVID-19 pandemic.

Through annual program reviews and assessments, PWSC evaluates its institutional and organizational effectiveness in a continuous quality improvement model to determine its ability to serve the residents of the City of Valdez. As a result of this process, and with the guidance of University and College leadership, the following goals for the 2020-2021 Academic Year have been identified:

### **STRENGTHEN EFFORTS TO BUILD ACCESS TO COLLEGE PROGRAMS AND SUPPORT STUDENT RETENTION AND SUCCESS.**

- Expand outreach opportunities to connect with new and emerging markets.
- Identify and focus on pathways that support retention, internship placement, occupational goal completion and/or transfer.
- Capitalize on dual-credit opportunities throughout rural Alaska.
- Drive visibility of the new construction, maritime, allied health, emergency preparedness, and computer programs.

**FOSTER A COLLABORATIVE ATMOSPHERE THAT PROMOTES AN EXCEPTIONAL STUDENT EXPERIENCE THROUGH TEACHING, LEARNING, AND SERVICE.**

- Utilize institutional and university resources and expertise to develop flexible instructional options.
- Implement activities that emphasize a team approach to support for full-time and adjunct faculty professional growth.
- Embed opportunities into the academic curriculum and campus life activities to strengthen student growth in leadership skills and civic engagement.
- Invest and strengthen a variety of opportunities that present PWSC as a unique venue for the Alaskan experience.

**BUILD AND MAINTAIN STRONG COMMUNITY PARTNERSHIPS BY PROVIDING LEADERSHIP, RESOURCES, AND EXPERTISE.**

- Develop community enrichment activities that encourage people to participate in a variety of educational experiences.
- Encourage volunteer opportunities with partners that serve our communities.
- Create opportunities for partnerships with outside entities, sharing educational, physical, and instructional staff resources.
- Effectively communicate internally and externally with constituents.

**REMAIN FLEXIBLE AND RESPONSIVE TO THE COVID-19 CHALLENGES AND EVOLVING STATE AND UNIVERSITY MITIGATION POLICIES.**

- Ensure the health and safety of staff and students.
- Plan for the continuity of instructional and student support systems.
- Provide accurate and current information that impacts staff and students at PWSC.
- Support the local unified community response team in the City of Valdez.

## **STATEMENT OF NEED**

Financial support to PWSC from the City of Valdez has consistently provided necessary support to the ongoing mission to be this community's college. In fulfilling this mission, and with this financial support, PWSC will continue to contribute to the City of Valdez strategic and economic goals by:

- Effectively and efficiently using its assets, resources, and human capital to support a responsible, sustainable future for the College. PWSC employees are committed to providing affordable access to higher education, enhancing opportunities for student success, and integrating innovative teaching and learning strategies to prepare the future workforce and leaders in this community.
- Promoting civic responsibility by encouraging our faculty, staff, and students to be actively engaged in the activities that are part of the traditions of this City. The PWSC family will continue to be leaders and volunteers in signature events such as the SWAN's Healthier Valdez and the Ski-For-Free program, the Valdez Food Bank, the AVV Women of Distinction Celebration, the Valdez Arts Council, and Gold Rush Days.
- Supporting the community of Valdez in maintaining and building a healthy, diverse economy. PWSC creates economic stimulus through programs such as the Valdez Last Frontier Theatre Conference and the Vegas in Valdez Archery Tournament.
- Conducting fishing vessel training for oil spill response throughout Prince William Sound preparing 1,200-1,800 fishermen on 420 vessels every year; and
- Providing access to academic programs through dual credit offerings at Valdez High School and opportunities to pursue pathways in nursing and training to serve as professional millwrights in the gas and oil, mining, fish processing, and maritime industries.

**Request #1:** The City of Valdez funding is used to stabilize the College's base operating budget and support academic programs that are not available to most residents in other parts of the state. Working within current statewide budget challenges the PWSC is requesting **\$820,000** to support continued delivery of the following high valued assets:

- Associate's degrees for transfer, job placement, and/or advancement in fields such as Allied Health and Outdoor Leadership professions;
- Bachelor's degree pathways through partnerships with other colleges and universities in the University of Alaska system;
- Occupational certificates that give students the knowledge, experience, and skills necessary to meet the workforce needs of our community and employment opportunities around the state;
- Professional Development and Community Enrichment classes, workshops, seminars, and cultural activities;
- The Health and Fitness Center offers fitness programs to the community that include access to modern exercise equipment and drop-in classes. This past year 2019-2020 110 individuals enrolled with 19 families and 140 individuals utilizing seasonal passes. The Health and Fitness Center also offered fitness courses designed for those with limited mobility at no cost to the participants;
- The Maxine & Jesse Whitney Museum hosted a record 10,691 visitors during the May 2019-September 2019 season;

- Even though the Annual Valdez Last Frontier Theatre Conference was interrupted by the COVID-19 virus, online and virtual presentations were created by playwrights and actors from around the world; and
- Employment for 63 faculty and staff (full and part-time) with an annual payroll of approximately \$3.5 million dollars, including benefits.

**Request #2:** The dual credit offerings for high school students in the Valdez City Schools continue to produce positive results, including students accumulating university credits designed to transfer. With support from the Valdez City Schools, PWSC is requesting **\$110,000** for tuition and fees to support motivated students, and their families, to generate a University transcript with college-level courses. PWSC is requesting that these funds be placed in a separate accounting line to monitor activity and streamline the billing procedures.

## DUAL ENROLLMENT AT VALDEZ HIGH SCHOOL

Fall 2018		Spring 2019	
HEAD COUNT	CREDIT HOURS	HEAD COUNT	CREDIT HOURS
56	295	46	297

Fall 2019		Spring 2020	
HEAD COUNT	CREDIT HOURS	HEAD COUNT	CREDIT HOURS
59	368	55	404

# Budget Summary Descriptions

## GRANT FUNDING REQUEST FOR COMMUNITY SERVICE ORGANIZATIONS

### 2021 FUNDING REQUEST/CERTIFICATION FORM

ORGANIZATION NAME: Prince William Sound College    PHONE: 907-834-1600

ADDRESS: PO Box 97 Valdez, Alaska    ZIP: 99686

CONTACT PERSON: Dr. Dan O'Connor    PHONE: 907-834-1662

CONTACT PERSON E-MAIL: jdoconnor@alaska.edu

PROGRAM TITLE: College

34FUNDING REQUEST FOR 2021: \$820,000 (Plus \$110,000 for the Dual Credit Program)

1. Non-Profit Corporation? Yes   X   No

Date of incorporation: 1978 Federal Tax ID #: 92-6000147

2. Organization's estimated TOTAL 2021 operating budget: \$4,994,000

3. Historical Funding and Membership Information

	Total CSO Budget	City Funding	City % of Total	# of Members
2017	\$5,073,000	\$810,000	15.97	
2018	\$5,097,000	\$820,000	16.09	
2019	\$5,200,000	\$890,000	17.12	
2020	\$5,400,000	\$930,000*	17.22	

\* Includes Dual Credit request of \$110,000

4. What was previous grant funding used for? See attached document titled: Strategic Goals and Accomplishments 2020-2021

**Organization's Most Recent Fiscal Year-End Financial Statement  
to include all fund balances on all organization's funds**

Financial Statements may be viewed on-line @ <https://alaska.edu/fund-accounting/>

PWSC is a Community Campus of UAA and part of the UA System. Reports specific to PWSC are imbedded in the financials for these institutions.

**Copy of Three Prior Fiscal Years' Balance Sheets**

Financial Statements may be viewed on-line @ <https://alaska.edu/fund-accounting/>

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# CURRENT PROJECTED PWSC FY21 BUDGET SUMMARY

July 2020 - June 2021

EXPENSE		REVENUE	
PERSONNEL SERVICES	\$3,506,000	GENERAL FUNDS	\$2,667,000
TRAVEL	\$42,000	TVEP	\$89,500
CONTRACTUAL SERVICES	\$1,142,000*	AUXILIARY SERVICES	\$188,000
COMMODITIES	\$240,000	TUITION	\$777,900
EQUIPMENT	\$35,000	STUDENT FEES	\$135,600
MISC	\$29,000	UA RECEIPTS**	\$1,136,000
<b>EXPENSES TOTAL</b>	<b>\$ 4,994,000</b>	<b>REVENUE TOTAL</b>	<b>\$ 4,994,000</b>

Note: City of Valdez 2021 Grant Request is for PWSC's FY22 operating budget period beginning July 1, 2021 and ending June 30, 2022.

\*Includes \$251,314.00 UAA Reimbursable Service Agreements

\*\*Includes City of Valdez funding

# PROJECTED

## PWSC FY22 BUDGET SUMMARY

**July 2021 - June 2022**

EXPENSE		REVENUE	
PERSONNEL SERVICES	\$3,500,000	GENERAL FUNDS	\$2,600,000
TRAVEL	\$50,000	TVEP	\$100,000
CONTRACTUAL SERVICES	\$1,000,000	AUXILIARY SERVICES	\$190,000
COMMODITIES	\$250,000	TUITION	\$650,000
EQUIPMENT	\$40,000	STUDENT FEES	\$130,000
MISC	\$30,000	UA RECEIPTS	\$1,200,000
<b>EXPENSES TOTAL</b>	<b>\$ 4,870,000</b>	<b>REVENUE TOTAL</b>	<b>\$ 4,870,000</b>

Note: City of Valdez 2021 Grant Request is for PWSC's FY22 operating budget period beginning July 1, 2021 and ending June 30, 2022.



# PROGRAM INFORMATION

ORGANIZATION NAME: PRINCE WILLIAM SOUND COLLEGE

## OPERATING EXPENSES OF PROPOSED PROGRAM

**Personnel Services:** Employee labor costs for faculty, staff, and temporary staff including benefits.

**Travel:** Expense for college business travel including relocation allowance for recruitment of new employees.

**Contractual Services:** Includes contracts for services such as utilities, alarm monitoring, professional services, etc.

**Commodities:** Consumable supplies such as paper, office supplies, teaching supplies, small equipment, facility maintenance parts and small tools, computers, etc.

**Equipment:** Cost of equipment over \$5,000 that has a useful life span exceeding one year, capital investment for buildings.

**Miscellaneous:** Entertainment, debt service, cost overruns on restricted funding, some deferred facility maintenance, etc.

## FUNDING SOURCES FOR PROPOSED PROGRAM

**General Funds:** State of Alaska UA allocation.

**TVEP:** Technical Vocational Educational Program. Alaska Dept. of Labor & Workforce Development allocation.

**Auxiliary Services:** Student Housing, Health & Fitness Center operation revenues

**Tuition:** Revenue derived directly from tuition for credit courses

**Student Fees:** Revenue assessed students for services, course materials, technology, etc., that directly support student experience and success.

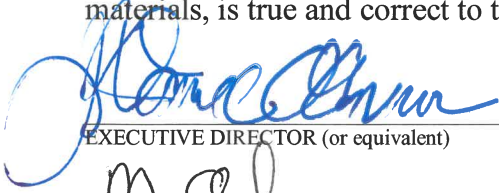
**UA Receipts:** Revenue from City and other local government sources, interagency receipts, sales of services to other entities, sponsored project cost recovery, museum gift sales, etc.

## SCOPE OF SERVICES

See attached document titled: Strategic Goals and Accomplishments 2020-2021

**CERTIFICATION:**

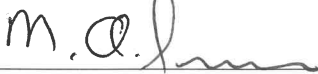
I certify that the information contained in this application, including all attachments and supporting materials, is true and correct to the best of my knowledge.



EXECUTIVE DIRECTOR (or equivalent)

8.17.20

DATE



PRESIDENT, BOARD OF DIRECTORS (or equivalent)

17 August 2020

DATE

CHAIR - PWSC College Council



## STRATEGIC GOALS 2020-2021 AND 2019-2020 ACCOMPLISHMENTS

**The mission of Prince William Sound College is to use its unique resources and magnificent landscape to enrich the lives of our students and our communities.**

Located in Valdez, Alaska, with centers in Cordova and the Copper River Basin, PWSC provides access to a variety of educational and training opportunities in a geographically rich, culturally diverse, and inclusive environment.

Prince William Sound College attracts people with an adventuresome spirit who want to combine the love of outdoor activities with the opportunity to achieve their academic and career goals.

# 2020-2021 Strategic Goals



## FAST FACTS

- PWSC was founded in 1978 and joined the University of Alaska Anchorage as the fourth community campus in 2015.
- PWSC offers individualized attention with a student-to-faculty ratio of 9:1.
- PWSC focuses on the Associate of Arts degree designed for transfer and unique programs in outdoor leadership and millwright.
- PWSC has access to nursing and other programs within the UAA system.
- PWSC hosts the Annual Valdez Last Frontier Theatre Conference, with participants coming from as far away as Greece and Australia.

**Strengthen efforts to build access to college programs and support student retention and success.**

- Expand outreach opportunities to connect with new and emerging markets.
- Identify and focus on pathways that support retention, internship placement, occupational goal completion and/or transfer.
- Capitalize on dual-credit opportunities throughout rural Alaska.
- Drive visibility of the new construction, maritime, allied health, emergency preparedness, and computer programs.

**Foster a collaborative atmosphere that promotes an exceptional student experience through teaching, learning, and service.**

- Utilize institutional and university resources and expertise to develop flexible instructional options.
- Implement activities that emphasize a team approach to support for full-time and adjunct faculty professional growth.
- Embed opportunities into the academic curriculum and campus life activities to strengthen student growth in leadership skills and civic engagement.
- Invest and strengthen a variety of opportunities that present PWSC as a unique venue for the Alaskan experience.







## 2019-2020 HIGHLIGHTS

Dr. Teresa Barton and Megan Gunderson started the Early Childhood Development Project to facilitate the creation of a wider network of childcare in Valdez by offering an early learning series. This workshop series will provide childcare professionals the opportunity to dive deeper into their field and explore research-driven topics from early childhood experts around the region, with the intention that participants use these workshops to pursue a Childhood Development Associate credential (the most widely recognized national credential in early childhood education).

As a part of a creative writing class, Dr. Dennis Humphrey and his class created a collection of fairy tales with Alaskan connections. They published the collection through Amazon's self-publishing website. The book is available to purchase through Amazon and all royalties will be donated to PWSC.

### **Build and maintain strong community partnerships by providing leadership, resources, and expertise.**

- Develop community enrichment activities that encourage people to participate in a variety of educational experiences.
- Encourage volunteer opportunities with partners that serve our communities.
- Create opportunities for partnerships with outside entities, sharing educational, physical, and instructional staff resources.
- Effectively communicate internally and externally with constituents.

### **Remain flexible and responsive to the COVID-19 challenges and evolving state and university mitigation policies.**

- Ensure the health and safety of staff and students.
- Plan for the continuity of instructional and student support systems.
- Provide accurate and current information that impacts staff and students at PWSC.
- Support the local unified community response team in the City of Valdez.





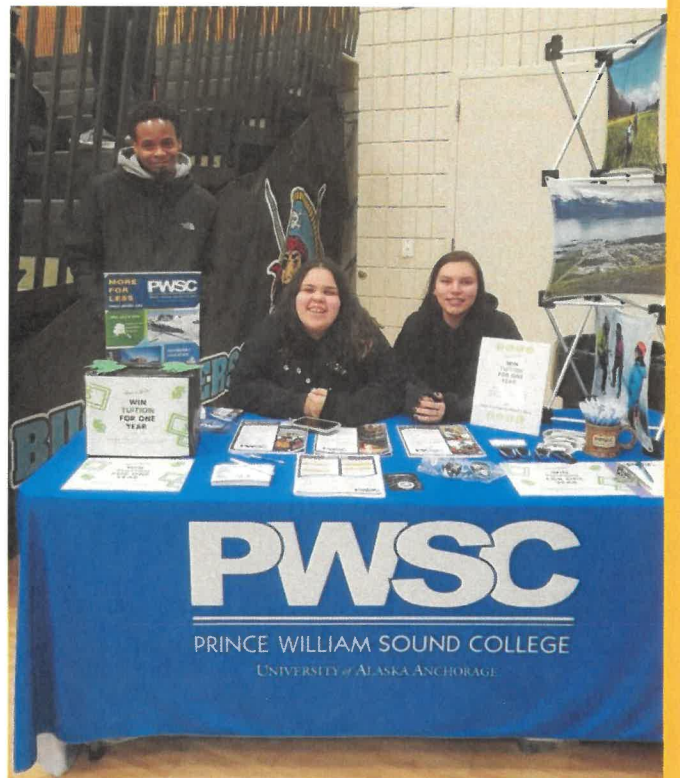
# 2019-2020 ACCOMPLISHMENTS



## Strengthen programs that build enrollment and support student success.

- Provide PWSC personnel with the knowledge and tools to effectively serve as recruiters and mentors.
- Build student pathways that support retention, internship placement, occupational goal completion and/or graduation or successful transfer.
- Increase the capacity to further capitalize on dual-credit opportunities in high schools throughout the service area.
- Worked closely with the Valdez High School (VHS) senior dual-credit students on degree and college pathway.
- Maintained working relationships with sophomore and junior dual-credit students on an associate of arts pathway to meet their future goals.
- Proctored placement testing to 19 VHS students through electronic communication technologies to facilitate accurate course placement and to set students up for success.
- An email with a link to the branding drive with logos, guides, and colors was sent out at the beginning of the fall semester to all faculty and staff.

- Successfully placed 9 students into internships: Valdez Adventure Alliance, Bureau of Land Management (BLM), Wrangell-St. Elias National Park and Preserve (NPS), Anadyr Adventures, VHS wrestling program, City of Valdez Parks and Recreation, and PWSC media.
- Designed and ordered PWSC promotional materials for staff to give away for student recruitment purposes: hoodies, t-shirts, postcards, drawstring bags, and stickers.
- Designed and ordered branded stationery and employee business cards.
- Re-designed the letters that go out to prospective students from faculty members.
- Designed and ordered a tabletop display to promote the millwright program at events.
- Created the E-Commerce and Construction Skills one-sheet.
- Completed the video tour of housing.
- Developed and delivered an ED500 professional development course focused on educational technology for Valdez City School District educators.
- Installed two virtual reality headsets loaded with exercise games in the PWSC Health and Fitness Center to promote fun fitness activity.







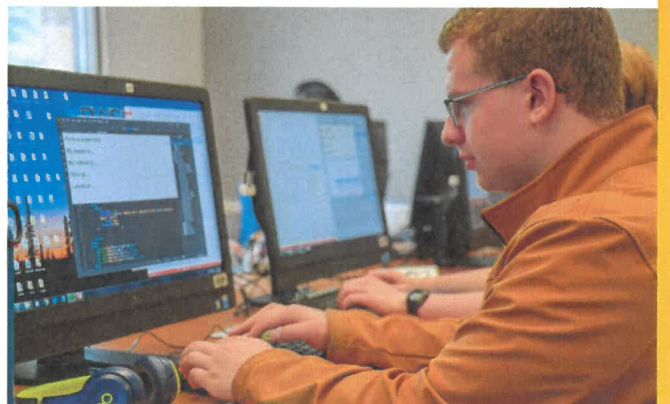
**Align academic and workforce programs with economic diversification efforts in the Prince William Sound region.**

- Continue to seek facilities, equipment, and personnel within local communities to support workforce development.
- Explore additional funding opportunities that creates high-demand programs to help Alaskans achieve their personal and vocational goals.
- Advance efforts to operationalize the construction, maritime, and computer programs into occupational endorsements or degrees.
- Offered 6 successfully attended construction academy classes.
- 2 Certified Nurse Aide courses were offered, one in Valdez and one in Cordova.
- Purchased micro drones for new technology classes.
- Purchased 3D printers and advanced printing materials for new technology classes.
- Purchased Arduino-based, modular, comprehensive electronics kits for new technology classes.





- Created the Early Learning Professional Development Program for current and aspiring early childhood professionals. This continuing education program series is set to be launched in Fall 2020.







## Foster best practices that promote a culture of institutional excellence in teaching, learning, and service.

- Implement activities that emphasize a team approach for full-time and adjunct faculty to provide an exceptional student experience.
- Create opportunities for partnerships with outside entities, sharing educational, physical, and instructional staff resources.
- Embed opportunities into the academic culture and campus life activities to strengthen students' sense of civic engagement.
- Maintained working relationships with guidance counselors within our region and throughout the state. Opening opportunities to advise and meet with students using distance methods.
- Housing students volunteered at the food bank 2-3 times over the academic year. Outdoor leadership students volunteered to do trail maintenance with the Valdez Adventure Alliance.
- Held an on-campus FAFSA Workshop for graduating seniors.
- Presented on the 2020-2021 FAFSA at VHS and GHS to high school seniors.



- Partnered with regional organizations/businesses to share information about their organizations, internship, and volunteer opportunities.
- Coordinated and collaborated with Seed Media and Providence Valdez on the ACPE I Know I Can! book reading with HHES's 2nd Grade class.
- Reached out to additional high schools to share educational and internship opportunities at PWSC, including multiple classes (in-person visits) at King-Tech High School, East Anchorage High School, (through emails) with Chugach School District main office, North Pole High School, Mat-Su Career and Technical High School and Hutchinson High School.
- Developed course review resources and provided proactive support for aligning courses with quality standards to adjunct faculty members. The greatest focus was toward adjuncts with online and alternative delivery methods.
- Trained all faculty and staff members on using Zoom video-conferencing for instruction and collaboration.
- Instructional Design and Information Technology was combined into a singular department to maximize shared skills and expertise.
- Increased amount of IT tickets reported and resolved within NetFacilities with an emphasis on desktop support.
- Entered into an agreement with Valdez-based Seed Media on collaboration of equipment and expertise for diversifying drone-based mission capabilities within Prince William Sound.





**Enhance campus visibility and opportunities to bring the PWSC mission statement alive.**

- Employ a forward leaning approach to effectively brand PWSC.
- Continue to improve the college's physical facilities that represent the face of the college to all visitors.
- Develop community enrichment activities that encourage and entice people to participate in a variety of educational experiences.
- Posted 172 posts to Instagram, and grew our audience on this platform by 49% to 801 followers as of 6/30/20.
- Created and implemented a Snapchat filter for PWSC Halloween event .
- 66 stories featuring alumni, student stories, and internships were created and shared on social media. Of those 66, 44 where #meetthestudentmonday highlights that accompanied a full interview or short quote from a student.
- 668 pieces of mail was sent out to prospective students (letter, guide and postcard).



- Social media ran 24 social media student recruitment campaigns, which resulted in 142 prospective student inquiries, which accounts for 69% of all recorded inquiries (some inquiries are not documented such as walk-ins and dual-credit students).
- PWSC Student Services ran five Mongoose Cadence text campaigns and the texts reached a total of 450 students. Of that, 98% of them were delivered and 32% replied to the text.
- 6 College Board recruitment campaigns occurred, which resulted in 16,024 postcards being mailed to targeted prospective students.
- Sent monthly email campaigns to all prospective students who inquired about a program. A total of 13,731 emails were sent and we had a 23% open rate, which equated to 3,070 emails opened.
- Ran a 3-credit tuition giveaway promotion on Facebook. It was one of our most popular posts last year and reached 4,859 people and we gained 33 new followers as a result.
- Ran 2 social media campaigns in October for Alaska Tech Scholars that reached 33,372 people.
- Museum: set a record visitation at over 10,000 guests in one summer season, thanks to the cruise ship engagement/outreach.
- Began a concentrated effort to recognize culturally relevant holidays and educate stakeholders on those through social media, emails, and signage.
- Collaborated with P&R on dog sled rides for the community.
- Hosted a holiday craft event (needle felting) for the community with 27 multigenerational registrants.
- Filled a fur sewing class in Copper Basin.
- Hosted requested soft skills classes and technology classes for AHTNA, CRNA, and MSTC.
- The college started Valdez Storytellers. Prior to the pandemic, they met monthly to share stories and give feedback. They have had three presentations so far, and plan to start up again in the fall.
- Despite cancelling, the Theatre Conference managed to offer multiple online programs for those who had intended to participate in the 2020 event. They included individual dramaturgy sections for Alaskan writers in the Ten-Minute Play Slam; a YouTube performance of highlights of Anchorage Community Theatre's Virtual Play Festival (which was modeled on the Conference Play Lab); and the Monologue Workshop, which ran almost exactly as it normally does, only over Zoom instead of in Valdez.
- Copper Basin campus held its annual Copper Basin 300 event.
- Launched an updated department website for Instructional Design and Technology that better accommodates after-hours DIY troubleshooting and learning.
- Purchased and deployed a new Audio/Visual system that can be used at medium to large events.
- Supported PWSC transition to off-campus workstations for COVID-19 pandemic response.
- Continued providing faculty training videos on selected topics via YouTube, attracting a national viewership.



# PWSC

PRINCE WILLIAM SOUND COLLEGE

UNIVERSITY of ALASKA ANCHORAGE.

For more information about academic programs,  
community outreach, or any of our services, please call  
or visit:

(907) 834-1600

303 Lowe Street

[pwsc.alaska.edu](http://pwsc.alaska.edu)