

LC State President's Council

Summary of April 22, 2024 Meeting

President's Council members heard four presentations:

Dr. D. Cruthirds, PhD, shared an update on Workforce Training programs. The presentation covered the mission of the Workforce Training Centers, team structure, training areas including apprenticeships, industrial, business, and health professions, and future plans for facility remodeling.

[\[SharePoint link to presentation\]](#)

Mr. Logan Fowler, presented on the Marketing Office, covering the team, challenges, and collaborative campaign efforts. The presentation focused on brand consistency, communication strategies, and collaboration to help LC State compete in the higher education market through the "Small College, Big Results" campaign.

[\[SharePoint link to presentation\]](#)

Mr. Martin Gibbs, Mr. Ryan Gill, Ms. Ashley James, provided an update on Dual Credit Conversion efforts. The presentation outlined marketing/communication initiatives, events, incentives, academic experience improvements, and northward expansion efforts to increase dual credit student conversion rates.

[\[SharePoint link to presentation\]](#)

Mr. Michael Swank and Ms. Lisa Gehring, presented "Do More with Grants!" highlighting grant opportunities and encouraging increased participation. The presentation covered current active awards totaling \$15,491,833, success stories, and strategies for expanding grant-seeking behavior across the college.

[\[SharePoint link to presentation\]](#)

Next President's Council meeting will be September 23, 2024.