ACADEMIC YEAR 2017-2018
ANNUAL REPORT

New Hampshire College & University Council
BOARD OF DIRECTORS — 2017-2018

EXECUTIVE COMMITTEE

Todd Leach
Chair
Chancellor, University System of New Hampshire

Sister Paula Marie Buley
Vice Chair
President, Rivier University

Steven DiSalvo
Treasurer
President, Saint Anselm College

Michele Perkins
Past Chair
President, New England College

Kim Mooney
Member At Large
President, Franklin Pierce University

Mark Rubinstein
Member At Large
President, Granite State College

Sue Stuebner
Member At Large
President, Colby-Sawyer College

MEMBERS

Shawn Fitzgerald
Provost/CEO, Antioch University New England

Ross Gittell
Chancellor, Community College System of New Hampshire

Leonidas Koskos
President, Hellenic American University

Melinda Treadwell
President, Keene State College

Charles Monahan
President, MCPHS University

Lucille Jordan
President, Nashua Community College

Kent Devereaux
President, New Hampshire Institute of Art

Donald Birx
President, Plymouth State University

Patricia Lynott
President, Southern New Hampshire University

James Dean
President, University of New Hampshire
We are so pleased to share this Academic Year 2017/2018 Annual Report with you, and thank you for the important role you play in ensuring that the New Hampshire College and University Council (NHCUC) serves as the lead voice for higher education in NH.

Here at NHCUC we aggressively pursued an agenda of advocating for higher education interests in New Hampshire and Washington, developed more collaborative partnerships among our schools and communities, and expanded our promotional and marketing efforts to recruit and retain more students. Over the past year, this is just some of what was accomplished:

1. Successfully advocated against federal tax policy that would have been damaging for our schools, students and their families. NHCUC is the first state association in the nation with a congressional delegation to do so.

2. Coordinated with Campus Compact NH and GEAR UP to launch a 6-figure promotional campaign to encourage people to stay in NH to attend one of our institutions.

3. Conducted the first ever New Hampshire Higher Education Summit which brought together leaders from throughout NH’s business, non-profit, and higher education community to discuss national and state trends affecting our industry.

4. Expanded the Forum on the Future series to include more of our member schools, increased our sponsor numbers, and attracted good media attention for issues as they relate to higher education.

5. Released an updated Economic Impact Study.

6. Secured a Davis Foundation Grant to promote more cost savings with our schools, an outgrowth of a renewed effort to regularly connect with campus CFO's.

7. Collaborated with New Hampshire State Travel and Tourism and International Trade Officials on a “New Hampshire” section at a NACAC college fair and NASFA international trade show.

8. Engaged actively with the Governor’s Office and state elected officials to ensure that the new Governor's Scholarship Program had necessary input from our members.

9. Created an e-newsletter to keep members and stakeholders apprised of key issues as well as the good work of our campuses.

10. Grew attendance and business participation at our annual career fair.

11. Continued successfully running a guidance counselor familiarization tour to our campuses.

12. Hosted with member schools a number of high school recruitment fairs throughout the state.

13. Continued successful implementation of the New Hampshire Scholars program within 84 high schools, 400 business partners and member schools.

14. Expanded our government affairs team to ensure we can have a greater voice in the State House going forward.

15. Fostered regular interactions between the Council and state and federal elected officials and political leadership.

16. Facilitated well attended committee meetings.

17. Developed a new strategic partnership with Stay Work Play NH that includes a kiosk in the Hooksett I-93 South Rest Area to promote attending college in NH.

With all of this, we have so much more to do in the year ahead, and we are excited to work with you to do so. Follow us on Facebook (@nhcollegeuniversitycouncil), Twitter (@nhcuc), and Instagram (@nhcollegeuniversitycouncil), or on our website at www.nhcuc.org to learn more about what we are doing and how we can deepen our partnership.

Sincerely,

Mike Vlacich
President and CEO
NH College & University Council

Todd J. Leach, Ph.D.
Chancellor, University System of New Hampshire
Chair, NH College & University Council
New Hampshire College & University Council (NHCUC) is a 501(c)3 consortium of public and private higher education institutions. The NHCUC was founded in 1966 and operates under the direction of a Board comprised of member college and university presidents. The NHCUC manages cooperative programs in student recruitment, professional development, student services, resource sharing and public advocacy.
The NHCUC is fortunate to have a distinguished list of institutions of higher learning in its membership base. NHCUC members are a diverse group of postsecondary institutions – with unique cultures, complexities and academic missions. As New Hampshire based institutions they have much in common and a great deal to gain from their mutual association.

Antioch University New England
Colby-Sawyer College

Community College System of New Hampshire
Great Bay Community College • Lakes Region Community College • Manchester Community College • Nashua Community College • NHTI – Concord's Community College • River Valley Community College • White Mountains Community College

Franklin Pierce University
Granite State College
Hellenic American University
Keene State College
MCPHS University
New England College
New Hampshire Institute of Art
Plymouth State University
Rivier University
Saint Anselm College
Southern New Hampshire University
University of New Hampshire
There’s no better time to tour New Hampshire than in mid-October, when the leaves are popping with color and college campuses are alive with full activity. It’s exactly why every year the New Hampshire College and University Council hosts a unique and valuable tour of our state’s colleges and universities. From October 15-19, dozens of high school counselors from as far away as Texas and California are invited to New Hampshire to check out the state’s higher education landscape with the hopes of winning over hearts and minds of the people who advise students where to go to school.

Counselors tour eleven campuses, talk to students and faculty, learn about the schools, their programs and specialties, but they also learn about New Hampshire. Many of the nearly 50 school counselors have never been to New Hampshire, so it’s a chance to offer thoughts ranging from business development to tourism.

The guidance counselor tour is more than 40 years old and has played a role in attracting literally thousands of college students to New Hampshire schools. Educators recognize the personal touch of these tours. This can make an enormous difference in winning over hearts and minds of counselors. Suzanne Sodoma, who recently traveled here from Brockport High School in Brockport, NY says – “This tour was one of the most valuable experiences I have had in the last 20 years of my teaching experiences. I learned a wealth of knowledge about college admissions and the uniqueness of all the wonderful campuses we toured.”

In addition, NHCUC coordinated the annual mini college fair circuit across three underserved regions of the state. Member colleges and universities visited 33 high schools over a two week period in September providing students in grades 9-12 with an opportunity to ask questions, learn about college majors and degree programs, and admission guidelines.
GEAR UP NEW HAMPSHIRE

GEAR UP, Gaining Early Awareness and Readiness for Undergraduate Programs, is a program funded by the U.S. Department of Education, whose mission is to significantly increase the number of underrepresented students who are prepared to enter and succeed in post-secondary education. NHCUC manages the 7-year project with Campus Compact for NH serving as the fiscal agent.

GEAR UP New Hampshire is a statewide project but targets three underserved regions by providing support and resources to partner schools in the North Country, Lakes and Southwest. The program follows students in cohort grades of 6th and 7th through their first year of college. Students in these cohort groups are eligible for a scholarship upon successful graduation from high school and enrollment in a New Hampshire college or university.

Activities include GEAR UP Week (September 24-28), College Access Conventions (hosted on college campuses in the fall and spring), and “College Knowledge” programming in the schools. Nearly 4,900 students participated in statewide outreach. Sixty-eight professional development opportunities were provided to New Hampshire school counselors and administrators. Fifteen campus trips were taken by our cohort schools and more than 15,000 hours were spent on GEAR UP activities by students. Laconia Superintendent Brendan Minnihan says “With GEAR UP New Hampshire in our district, we have seen a cultural shift take place. Students participate in college and career ready activities, wearing GEAR UP gear with pride, and talking about college as a tangible possibility.” Visit www.gearupnh.org for more details.
College and business leaders gathered in Concord to focus on the value of today’s higher education and to explore how to improve career readiness amongst today’s students.

Former U.S. Under Secretary of Education and current American Council for Education President Ted Mitchell provided the keynote address on a wide-ranging review of New Hampshire’s Higher Education landscape, featuring the state’s college presidents, policymakers and business leaders. The goal of the summit was to explore ways to improve enrollment, encourage New Hampshire high school graduates to choose New Hampshire colleges and universities, and to deepen connections with area businesses.

The Summit included a conversation with New Hampshire college and university presidents, chancellors and CEOs, led by WMUR Political Director Adam Sexton; a keynote address “Changing Higher Education Landscape”, by Ted Mitchell; a panel discussion with education and business leaders about “Aligning Higher Ed/K-12 Partnerships”; and closing remarks from Dr. Barbara Brittingham, President of the New England Association of Schools and Colleges (NEASC). Hundreds attended the event.
As the statewide unemployment rate continues to drop, business owners recognize during prosperous times, that good help can be very hard to find. In response to the large number of job openings in the region, many companies of all types sign up for the Annual NHCUC Career Fair. The job market is bright in New Hampshire and college graduates have many options, due mainly to low unemployment and business growth in the region, which has created new job openings statewide.

The 45th annual career fair was held in the Sullivan Arena at Saint Anselm College on April 12, 2018. The career fair offers immediate results. This year, nearly 100 businesses met with students and conducted job interviews. Students were also invited to join internships, explore graduate school, and network with business owners from around the region.

Students from 21 New Hampshire colleges and universities participate in the career fair, which is one of the largest and oldest of its kind in New England. The career fair is free for college students and recent graduates of participating schools.
In an effort to meet the growing and changing needs of New Hampshire’s businesses, while opening education opportunities to everyone in the state, a new awareness campaign was launched about the many programs available through New Hampshire’s higher education institutions to gain the skills needed to fill the many good-paying jobs available in New Hampshire now and into the future. The awareness campaign is the result of a new partnership between public and private not for profit colleges, universities, community colleges, and local media to better inform Granite Staters about the pathways available for countless certification and degree programs.

The campaign features local college students, alumni and business owners airing online and on WMUR-TV hoping to encourage more families to evaluate the various programs available to help people of all ages advance their careers in New Hampshire. This ongoing effort includes commercials, PSAs, social media and a web presence on www.wmur.com/higher-education.
The New Hampshire Division of Travel and Tourism Development (DTTD)/Department of Business and Economic Affairs (BEA) and NHCUC have partnered on a unique strategy to recruit New York City high school grads to attend New Hampshire colleges.

With an enhanced presence highlighting Visit NH signage at the April 22, 2018 National Association for College Admission Counseling (NACAC) college fair in New York City, nine New Hampshire institutions were grouped in an exclusive “New Hampshire Row,” with an objective to promote the state as an education destination. The partnership is viewed as the first step in a long-term collaborative effort to promote New Hampshire as a premier choice for students seeking a New England college experience with world-class educational institutions that are committed to graduating students in four years.

“New York serves as a substantial exporter of students attending New Hampshire colleges,” explains Mike Vlacich, president of NHCUC. “We believe we can team up with our friends in state tourism to make a strong pitch to students to seriously consider earning their degrees in our great state.”

STUDY NH is one of twelve consortia to participate in NAFSA Conference

NHCUC, in partnership with Department of International Commerce and the U.S. Commercial Service, is one of only 12 consortia nationwide to participate in the USA Pavilion at NAFSA: Association of International Educators. The U.S. Commercial Service organizes “USA: A Study Destination,” with the State Department’s EducationUSA to educate U.S. institutions about international education opportunities and connect U.S. schools with foreign institutions.

Education consortia from 12 states and international education specialists from 13 nations were located at the pavilion. The U.S. Commercial Service scheduled more than 300 meetings between international schools and the 12 educational consortia. NHCUC has branded “Study NH” in an effort to assist our member colleges with international recruitment. Visit www.studynh.us for more information.
Stay Work Play and the New Hampshire College & University Council announced a strategic partnership that will strengthen and advance the missions of both organizations including to retain a greater percentage of high school graduates in New Hampshire as well as greater in-state enrollment in the state's institutions of higher learning.

"New Hampshire exports a greater percentage of its graduating high school seniors seeking a four-year degree than any other state in the union," NHCUC President & CEO Mike Vlacich said. "And once they leave, a great many do not return."

"Stay Work Play has traditionally been focused attracting and retaining those in their twenties and thirties," said Stay Work Play Executive Director Will Stewart. "We realize that if we are to make a substantial difference in increasing the number of young people in the state, we need to reach them before they make the decision of what to do after high school."

This partnership featured the unveiling of a panel as a part of the Stay Work Play welcome center installation featuring and providing greater visibility to, the state's institutions of higher learning. The installation of Stay Work Play's dynamic and interactive visitor experience at the Hooksett Welcome & Information Center on I-93 South is seen by more than two million visitors each year.
Govemor Chris Sununu and Manchester Mayor Joyce Craig attended this year’s ceremony at Northeast Delta Dental Stadium in Manchester featuring students from 84 high schools who graduated as NH Scholars. New Hampshire Scholars reaches an historic milestone this year: more than 30,000 graduates over twelve years of academic excellence. At NH Scholars Day, thousands of NH Scholars graduates, representing nearly every high school in the state, gathered in Manchester to celebrate academic achievement as the NH Scholars Class of 2018. Students and their families packed the stadium to celebrate this important academic milestone.

The program, now in its 12th year, has enjoyed steady growth, in both the number of schools participating and the number of graduates. Since its inception, every NH Scholar who applied for college has been accepted. NH Scholars urges students to pursue the more challenging classes and a broad course load with focus on a rigorous curriculum. By completing these courses, students are better positioned to be accepted in the college of their choice and pursue their career dreams. Visit www.NHscholars.org for more information.

NH Scholars Breakfast of Champions

To celebrate the NH Scholars Program, NHCUC hosts a unique brainstorming session for educators and business leaders. NH Scholars currently oversees more than 400 business volunteers who actively give their time to help high schools in New Hampshire, through job shadowing, internships and mentoring. These men and women are a powerful force in the lives of young people; they are often the difference in helping students decide how to choose a career path. NH Scholars and the New Hampshire College & University Council recognize these outstanding businesses and schools who have demonstrated a commitment to advancing partnerships dedicated to student success.

The keynote presentation was provided by John Lynch, former Governor of New Hampshire. He talked about the importance of building New Hampshire’s high skilled workforce through homegrown talent. Twelve business leaders were recognized as NH Scholars Champions for their outstanding volunteer work as mentors in our schools.
The New Hampshire Forum on the Future, comprised of business, education and public policy leaders, is committed to ensuring a workforce of highly educated and well-trained citizens to sustain New Hampshire’s economic prosperity.

Because the needs of business, higher education and policy are increasingly interconnected, the continued vitality of our evolving economy depends on our ability to anticipate future needs. Whether it’s building awareness, creating access to affordable higher education or specialized workforce training, addressing these needs requires new levels of collaboration in an economy driven by information.

NHCUC hosted seven forum breakfasts in 2017-2018 on a variety of topics including: Building NH’s Workforce; Early Childhood Education; NH Healthcare; Election Analysis; and the 65x25 Initiative. Guest speakers included: U.S. Senator Jeanne Shaheen; U.S. Senator Maggie Hassan; Senator Jeb Bradley; Senator Dan Feltes; Representative Terry Wolf; Speaker Gene Chandler; AARP; Stay Work Play; NH Charitable Foundation; and many others.

Visit www.nhcuc.org/programs/forum-on-the-future/ for more information.
NHCUC developed the 2017 Economic Impact Report. Member institutions are a vital economic development component within the state of New Hampshire. Public and private, not-for-profit colleges and universities are best known for providing education and conducting research, rather than generating economic impact and creating jobs. But in fact, institutions of higher education are among the state’s most significant economic generators. NHCUC members contribute in the following important ways:

- As major employers: providing thousands of local jobs
- As major visitor destinations, attracting thousands of students, their families, and other campus visitors who expend money in the local economy
- As leaders of capital improvement projects: initiating high level construction projects and jobs

In addition, NHCUC members also make an important impact in other ways:

- Direct expenditures from NHCUC member institutions are made possible in large part by dollars brought into the state from across the country and around the world in the form of tuition from non-New Hampshire students. These outside dollars help to support New Hampshire jobs and businesses.
- NHCUC’s nonprofit colleges and universities, unlike most not-for-profit organizations, are not exempt from paying property taxes. They do, in fact, pay taxes on non-educational properties primarily on dining halls and dormitories, which equaled more than $14 million in FY 2016-17.

In FY 2016-17 alone, NHCUC’s public and private nonprofit colleges and universities generated an overall economic impact of $6.4 billion and supported nearly 30,000 direct jobs. A large number of indirect jobs are also attributable to the activity and presence of these higher education institutions. Total economic impact of higher education in the Granite State equates to 8.3% of New Hampshire’s Gross Domestic Product (GDP). New Hampshire’s GDP was $77.85 billion in 2016. Visit www.nhcuc.org to view the full NHCUC 2017 Economic Impact Report.
FINANCIAL STATEMENT OF ACTIVITIES

Hession & Pare, PC, Certified Public Accountants audit the financial records of the NHCUC annually and an audited statement is available upon request.

NEW HAMPSHIRE COLLEGE & UNIVERSITY COUNCIL STAFF

MIKE VLACICH
President & CEO
vlacich@nhcuc.org
603-225-4199, x318

STEPHANIE S. LESPERANCE
Associate Director
lesperance@nhcuc.org
603-225-4199, x310

SCOTT POWER
Director, New Hampshire Scholars Program
Director, Policy and Communications
power@nhcuc.org
603-225-4199, x300