

Contact: Rachel Boon

REGENT RESOURCE CENTERS FY2018 ALLOCATION

Action Requested: Approval of the distribution of state appropriations to the Northwest Iowa Regent Resource Center (NWIRRC) and the Southwest Iowa Regent Resource Center (SWIRRC) for FY2018.

Summary:

In the FY18 budget bill, the Iowa legislature appropriated the funds for the Regent Resource Centers in a lump sum. The total amount available is \$278,848. This is \$5000 lower than prior year allocations to the combined RRCs.

FY17 Appropriation Allocation:

Southwest Iowa Regents Resource Center: \$187,234
Northwest Iowa Regents Resource Center: \$96,114
Quad Cities Grad Center: \$500
Total Allocation: \$283,848

Proposed FY18 Appropriation Allocation:

Southwest Iowa Regents Resource Center: \$177,734
Northwest Iowa Regents Resource Center: \$101,114
Total Allocation: \$278,848

The Statewide Extension, Continuing, and Distance Education Committee (SECDEC) includes representatives from all Regent universities and provides oversight for the regional resource centers.

With full support from the Provosts, SECDEC requests ending the \$500 allocation to the Quad Cities Graduate Center to focus resources on NWIRRC and SWIRRC. For several years, Regent institutions participated in a cooperative arrangement with the Quad Cities Graduate Center to offer courses on-site. Over time, Regent usage has diminished and no Regent university is currently providing courses at the Quad Cities facility.

SECDEC also recommends a \$4,500 reduction in state appropriation dollars is taken from SWIRRC, and suggests shifting an additional \$5,000 from SWIRRC to NWIRRC (for a total decrease in SWIRRC allocation of \$9,500, and increase to NWIRRC allocation of \$5,000). Since NWIRRC started, the amount dedicated to marketing and promotion has declined 66%, negatively affecting its ability to attract and serve more students in Northwest Iowa. Due to other revenue generating activity at SWIRRC, they have a strong reserve available.

Additional money at NWIRRC increase marketing targeted to potential students as well in broaden public awareness of the services available through the Center. Specific plans include:

- Increase targeted social media and streaming service advertising;
- Initiate a more continuous social media campaign;
- Develop printed marketing materials that highlight the Center's services and the numerous articulation agreements with all institutions; and
- Increase advertising toward targeted demographics via selected broadcast media.