PREPARING WESTERN KENTUCKY TO SUPPORT INTERSTATE 69

David Schuermer & Craig Dixon
MADISONVILLE COMMUNITY COLLEGE

• Has a six-county service area of almost 125,000 people
• Offers associate degrees in over 20 programs of study
• One of 16 colleges in the Kentucky Community and Technical College System
GRANTS, PLANNING, AND EFFECTIVENESS

- Grants
  - Development (write proposal with input from potential PIs)
  - Management (off-load reporting responsibilities)

- Planning
  - Approximately 60 individual units throughout the college
  - Familiar with priorities and problems across the college

- Effectiveness
  - Accreditation
  - Institutional Research

- Four-person staff; all cross-trained
THANKS TO DRA

- DoL WORC (2019): $1,258,000
  - First Department of Labor funding for Madisonville Community College since 2008
• Lineman program launched in June 2018
• Cohorts of 12; 100% placement
• Problems:
  • Waiting list of 2.5 years
  • Graduates need CDL
PRIORITIES

- CDL training
  - Short-term (4 weeks)
  - Small cohorts (5 students)
  - Post-secondary credential (Tractor-Trailer CDLA I; 6 credit hours)
  - High-wage (average $42,599* annually)

- Lineman
  - Short-term (6 weeks)
  - Small cohorts (12 students)
  - Post-secondary credential (Utility Technician; 12 credit hours)
  - High wage (average $66,173* annually)

* source: EMSI, 2018 (economicmodeling.com)
Unique Job Postings (April 2018 - June 2019)

- Registered Nurses
- Light Truck or Delivery Service Drivers
- First Line Supervisors of Retail Workers
- Retail Salespersons
- Physical Therapists

* source: EMSI, 2019
Unique Job Postings (April 2018 - June 2019)

* source: EMSI, 2019
• Interstate 69
• Employers
  • Carhartt
    • Only North American distribution center is in Hanson, KY (3 miles from campus)
  • Columbia Sportswear
    • One of two US distribution centers in Robards, KY (< 30 miles from campus)
  • Tyson Foods
    • Feed mill in Sebree, KY (20 miles from campus)
    • Processing plant in Robards
• Talked with peer at Henderson Community College
  • Also seeking CDL program
  • Also located on Interstate 69
  • Also part of the Kentucky Community and Technical College System
PARTNERSHIP

• It’s smart
  • Eliminates redundancies
  • Reduces expenses
  • Impresses reviewers

• But not easy: culture shock
  • Devil is in the details
  • Headcount
  • Tuition & fees
  • Project oversight & control
• Webster Co. IDA – willing partner
  • Economic development opportunity
  • Point of pride
  • Committed resource
• Without MCC/HCC partnership . . .
  • Community isn't served
  • People don't go to work
  • No synergy, no opportunity for development
• Key take-away: find a way to make it work
• SACS "substantive change" prospectus required
• Why? New off-site location
  • Requires prior program approval
  • Ensures quality at new location
    • Facilities
    • Instructors
    • Oversight
PROPOSALS

- Submitted two proposals, different agencies
- Both funded
  - SEDAP/DRA – $143,380
  - DoL WORC – $1,258,000
- End result: CDL expansion
  - Two trucks
  - Double enrollment 45>90
  - Program is sustainable
PRESENTERS

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