



2 0 1 1 A N N U A L R E P O R T

easy



datc.edu/success

we change lives ■

"I was a single mom with two jobs. I didn't have time for college, but DATC made it easy. They helped me apply for financial aid, graduate in 17 months and get a job at LDS Hospital."

Mariah Morris-McCafferty





"The future of our institution requires ingenuity, empowerment, commitment and a passion for seizing opportunity."

■ message from the president

The institution continued a three-year trend of enrollment growth, achieving 4% last year, and a three-year growth total of 56%. In conjunction with Morgan City Council, the College acquired a 2,596 sq. ft. building in Morgan forming a Business Resource Center/Education Facility and establishing a branch campus. The facility was purchased with a Community Development Block Grant without cost to the institution. Moreover, the Utah State Division of Facilities and Construction Management has allocated a 120,000 sq. ft. United States government surplus warehouse to the institution creating a large industrial manufacturing center and fire science academy. The Utah legislature has allocated initial funding to paint and restore the building and remodel 32,000 sq. ft for training purposes.

The DATC's great faculty, staff and administrative staff have focused our development efforts on continuous improvement and business intelligence. This document will capsulize our achievements and establish our tactical goals for fiscal year 2011 and 2012 designed to focus our resources and our leadership strategies on student achievement and institutional improvement and growth.

As always, I want to express my sincerest gratitude to our numerous community partners, stakeholders, and our many employer advisory committee members and dedicated employers who hire our students. Finally, my hat's off to a great group of outstanding faculty and staff who carry a tremendous load, yet continually strive to improve performance and institutional quality.

Sincerely,

Michael J. Bouwhuis, Campus President
Davis Applied Technology College



■ president's office

- 1 **Provide Leadership** – The Institution has created a real time dynamic business intelligence network placing in the hands of all administrators, dashboards summarizing critical data from diverse software packages.
- 2 **Course-Based** – The Institution established critical policies and procedures establishing course-based educational delivery as the primary delivery model for the Institution.
- 3 Following nearly five years of planning with Morgan County, City and educational leaders, a comprehensive economic center has been established and facilities purchased at the center's gateway for a new **Business Resource and Education Center**.
- 4 **Building Ranking** – The DATC medical building was presented to the Utah State Building Board and was ranked 19th by the body.
- 5 **Acquire Resources** – The Institution acquired a Department of Workforce Development Grant and a U.S. Energy Grant in cooperation with Salt Lake Community College and established the Northern Utah Energy Academy. Partnerships are developing with the private sector employees.
- 6 The Institution is the primary technical **training partner for the Alliant Techsystems (ATK)** in their new 600,000 sq. ft. facility near Freeport Center and training will begin in September, 2011 to train 800 employees.

Janicki Industries announced an expansion of their new production facility that has reached physical capacity. Additional space requirements are being discussed at the present time.
- 7 **New marketing image** and bonding policies have been established and approved by the Institutional Board. Branding templates at the program services level are now in place.
- 8 **Develop Employee Outreach** – Employer outreach has resulted in 2250 new employer partnerships for placement.
- 9 A new **high school pathways** brochure and a NUAMES early college brochure have been established. The center produced 950 advertising pieces during 2011 resulting in 10,000 leads and tours.

■ training

- Implement COE accreditation review process
- Develop new Northfront Business Resource Center events
- Expand course-based programs and blended learning opportunities
- Expand the Freeport Composite campus, IT program, e-Station, Charter Schools, North Salt Lake Campus, Draper Campus and ECE training

- Improve the marketing and programmatic of Energy Technician, Plumbing, Motorsports Technician, Culinary, Cosmetology and Automotive
- Create and implement a model for an improved Academic Development Program.
- Implement a program review process and audit tools for Program Directors

operations

- Align campus safety, security, health and risk management infrastructure and strategies
- Complete campus and capital improvement projects
- Automate the financial aid process
- Develop finalized policies for course-base offerings

- Developed improved orientation
- Develop a Knowledge Based system for common questions and answers
- Identify processes to improve retention and student drop out

administrative services

- Develop metrics and reporting systems for comprehensive program evaluation, Return on Investment (ROI) metrics for legislation.
- Purchase and implement a new document scanning and management system, bookstore point-of-sale system, automated forms, and an applicant hiring/tracking system
- Develop a revised process for part-time employee pay rates

- Complete background checks on all employees
- Redesign the division of duties and responsibilities of the Utah Nursing Assistant Registry (UNAR) staff to better serve the Certified Nursing Assistant (CNA) population



mike lewis, innovative precision

Mike Lewis wanted to change his life. He enrolled in the Machine Tool Technology program at the DATC Department of Corrections campus. Upon graduation, Mike landed a job as a CNC programmer at Innovative Precision. After working just ten months, Mike got a hefty raise and is now able to support his family. He plans to purchase his first home soon. Mike's boss says, "Mike is really passionate about machining and is one who will excel in this industry."

board of directors

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Jared Haines, UCAT Vice-President, Instruction and Student Services

Tyler Brinkerhoff, UCAT Vice-President of Administrative Services

ucat board of trustees

Robert O. Brems, UCAT President

Jared Haines, UCAT Vice-President, Instruction and Student Services

Tyler Brinkerhoff, UCAT Vice-President of Administrative Services

college administration

Michael J. Bouwhuis, Campus President

Jay C. Greaves, Vice-President of Instruction

Brent V. Petersen, Vice-President of Operations

Russell S. Galt, Vice-President of Administrative Services

"Stephen Covey played a vital role in my leadership success when he said Leadership is recommunicating to people their worth and potential so clearly that they come to see it in themselves."

— Brent Peterson, Vice President of Operations

leaders





Darrell Beckstead, Tybrin

After working as an IT project manager for close to nine years, Darrell Beckstead became a victim of the economy. He had no formal training and learned all of his skills while on the job. Darrell decided to enroll in DATC's Information Technology program to gain industry certifications. Feeling confident in the training he had received, Darrell eagerly applied for a job, less than a year after he began his education. He sent in one application and was immediately hired as a Systems Analyst at Tybrin. "I assumed I'd be starting out at the bottom, making \$45,000 a year, but when they gave me an offer of \$70,000, I about had a heart attack. I walked out the door and was so excited. DATC gave me the opportunity to make my dream come true."

opportunity

experts



■ president's office

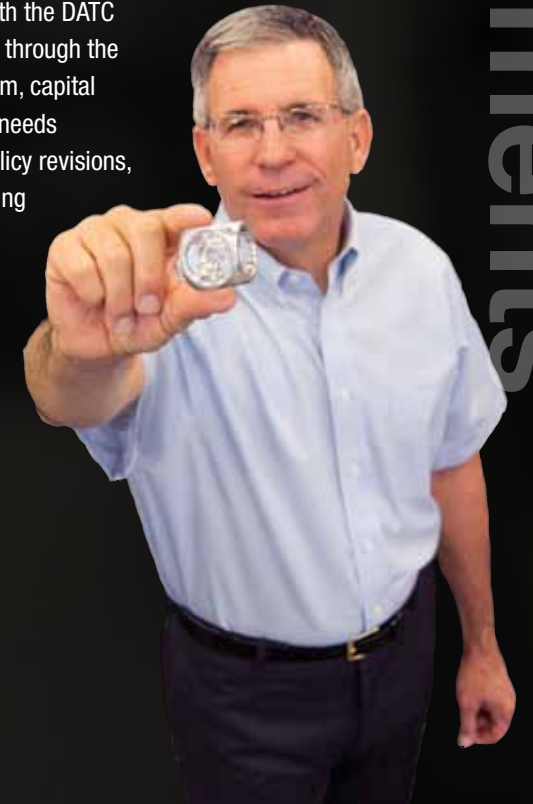
1. Completed a long-term master plan
2. Received a #14 ranking with the State Building Board for the Allied Health Facility
3. Acquired grants to create the Northern Utah Energy Technician Academy
4. Helped relocate Janicki Industries and ATK into the Davis Industrial Park
5. Developed the MyDATC campaign resulting in 7,982 leads, resulting in 79 instructor referrals, 1112 applicants and 1552 students
6. Developed a Business Resource Center plan in Morgan County
7. Increase Golf Tournament Revenues

■ operations

1. Completed campus/capital improvement projects
2. Developed more enhanced security and risk management resources
3. Developed a Student Right to Know web page at www.datc.edu/students/students-right-to-know
<http://www.datc.edu/students/students-right-to-know>
4. Developed a process to capture student records and instructor advising success rate metrics
5. Developed procedures for course-based enrollment, scheduling and payment

■ administrative services

1. Developed a comprehensive integrated data system to link all campus software together for reporting and metrics
2. Developed a revised pay structure for administering full-time employee pay increases, and updated the salary and wage, employee evaluation and employee educational policies
3. Simplified the hiring process by creating a new hiring memo form and preliminary review of automated applicant tracking systems
4. Simplified the procurement process by working on consolidation of purchases, and updating the communication and college purchasing policies
5. Created a more collaborative partnerships with the DATC Executive Team through the technology forum, capital equipment list, needs assessment, policy revisions, hiring and training



accomplishments



Cody Allen, Hill Air Force Base

Cody Allen realized after two years of studying for a music degree, he wouldn't be making the kind of money he needed to support his family. He chose to enroll in Davis Applied Technology College's Heavy Duty Diesel program and was recommended for a position working at Hill Air Force Base with just one year of training. He started making \$10/hour, but through hard work and determination, now makes \$26/hour. "Without going through the Diesel program at DATC, I wouldn't be here. I'm really enjoying this and I'm doing so well and succeeding. I don't know where I'd be had I not decided to enroll at DATC."

training

1. Maintained Partnerships with Clearfield Job corps, Hill Air Force Bases, Weber State University, LDS Business College, SEED and Utah Department of Corrections
2. Expanded course-based enrollment, scheduling and payment
3. Created a consistent DATC brand at the Freeport Center, Utah Department of Corrections, Apprenticeship, Composites and Cosmetology.
4. Improved processes with other divisions through weekly Directors Meetings.
5. Implemented web reporting to inform students of the cost of tuition, fees, books, materials and supplies for each program.
6. Developed Morgan Business Resource Center
7. Cost saving measures in Cosmetology has resulted in the cost per training hour in per student has gone from \$1000 to \$400 per student.
8. Implemented a new look and feel in Culinary
9. Obtained the Department of Workforce Services Weatherization Grant
10. Took over the management of SEED Weber/Davis/Morgan.
11. Improved quality in personnel in Composites.
12. Fostered a greater connectivity to trade and union groups.
13. The Energy Technical Program is up and running.
14. Small Engine program improvements (curriculum, facilities, rapport with students)
15. Okuma-Increased workshops and seminars. Increased networking with other companies.
16. Started the First Robotics program in Industrial Automation that created new relationships with High School programs.



The Lincoln Electric Training Center truly illustrates how partnerships should operate. DATC benefits from training their students on the latest welding equipment, while Lincoln Electric can educate Western Regional distributors and customers on new state-of-the-art technology and processes.

partners

- | | | |
|-------------------------------------|------------------------------------|--------------------------------------|
| 3c Business Solutions | Hartwig, Inc. | Progressive Clinical Research |
| Academica West | Hexcel | Pro Polymers, Inc. |
| Advanced Metal Products | Hill Air Force Base | Resource MFG Inc. |
| Aerotek | Holcim, Inc. | Rio Tinto |
| All Pro Electric, Inc. | Holly Refining & Marketing Company | Rocky Mountain Care |
| Amcor Masonry Products | ITT | Sahara Construction |
| AmeriCold | Intermountain Healthcare | Salmon Electrical Contractors |
| Apple Tree Assisted Living | JT3, LLC | Salt Lake Community College |
| ATK Aerospace Structures | Janicki Industries | Smith's Layton Distribution |
| Benchmark Behavioral Health Systems | Kellogg Company | Snowbasin |
| Chevron Global Manufacturing | Kroger Mfg | Sorensen Companies |
| Cintas Corporation | KSG Distributing, Inc. | Speirs Plumbing |
| Clean Machine, Inc. | KW Excavation, Inc. | Sun Products |
| Clearfield City | Lakeview Hospital | TCB Composites |
| Cleasby Manufacturing | LDS Business College | Tesco-Williamsen |
| Coldsweep, Inc. | LDS Employment Service | Tanner Clinic |
| Comfort Hospice Care, LLC | Legacy Village | Todd Machinery |
| Companion Systems | Lifetime Products | Triumph Gear Systems |
| Coutour Composites | Lincoln Electric Company | United Team Mechanical |
| Crete Trucking | Logistic Specialties, Inc. | University of Phoenix |
| David G. McMillan, DDS PC | Management & Training Corporation | Utah Dept. of Workforce Services |
| Davis Hospital & Medical Center | Morgan School District | Utah State Department of Corrections |
| Davis School District | MTC/Clearfield Job Corps Center | Utah Transit Authority |
| Eagle Environmental | New West Machine Tool Corporation | Volvo & Mack Corporation |
| Ed Kenley Ford | Northrop Grumman | Wasatch Trailer Sales |
| FirstMed | OKUMA America Corporation | Weber School District |
| Futura Industries | Orbit Irrigation | Weber State University |
| Go Engineering | Petzl America | Young Pontiac Cadillac GMC |
| Grand America Hotel | Polaris Industries | |
| Groundhawg Trucking, LLC | Precision Power, Inc. | |

success factors

60.6%

completion rate
(FY09 = 57.66%)

99.5%

licensure pass rate
(FY09 = 98.42%)

75%

placement rate
(FY09 = 67.01%)

general operating fund revenues

(Year ended June 30, 2011 Operating Revenues)

Student Tuition and Fees \$2,196,720

Non-operating Revenues:

State Appropriations 9,256,200

*Total Revenues \$11,452,920

general operating fund expenses

(Year ended June 30, 2011 Operating Expenses)

Instruction \$5,817,102

Academic Support 1,018,545

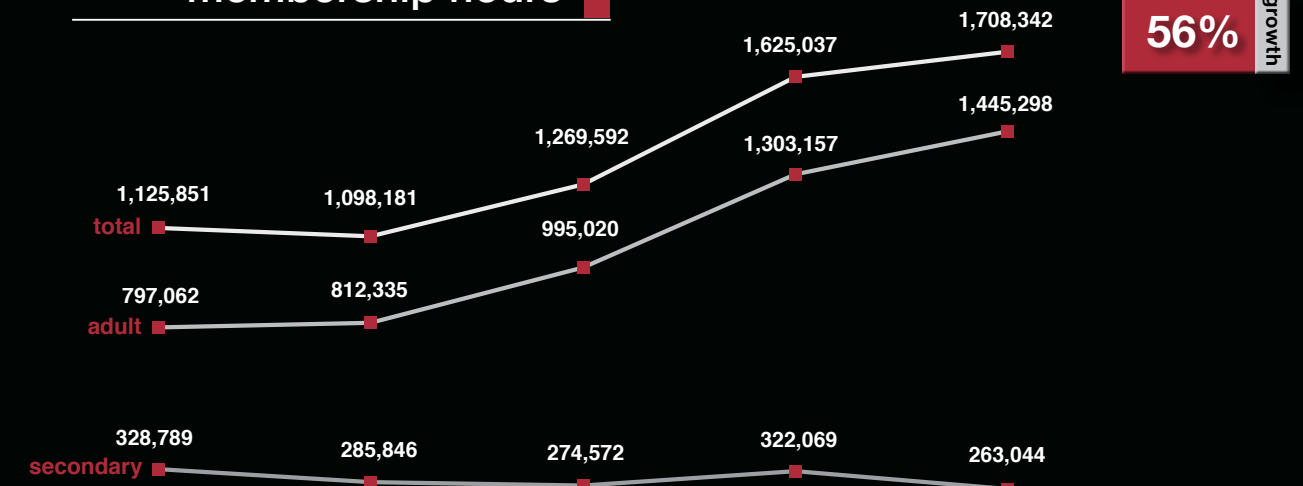
Student Services 1,479,795

Institutional Support 1,880,089

Operation and Maintenance of Plant 1,257,389

*Total Expenses \$11,452,920

membership hours



| FY07 | FY08 | FY09 | FY10 | FY11 |
|-------|-------|-------|-------|-------|
| 8,077 | 8,601 | 7,477 | 8,637 | 8,322 |

headcount

employer hours

Continuing Education 14,000

Hill Air Force Base SCEP 80,000

Custom Fit 19,500

Private Training 10,000



2011 president's awards

Outstanding Professional/Administrative Employee

Lance Eastman, Director of Programs (a)

Outstanding Classified Employee

Maria Artis, Facility Services Office Technician (b)

Outstanding Faculty Member

Jared Sholly, EMT/Fire Science Instructor (c)



Rookie of the Year

Will Pierce, Director of Program Development

Community Award

Felix Mendoza, Custodian

Quality Improvement Award

James Larson, Director of Marketing & Community Affairs

Customer Service Award

Merrill Argyle, IT Adjunct Instructor



Quality Improvement Award

Cynthia Benson, Copy Technician

Teamwork Award

Student Services

we change lives

mission ■

we are a trusted learning community embracing technical education to promote economic growth and student development.



datc.edu

DAVIS APPLIED TECHNOLOGY COLLEGE