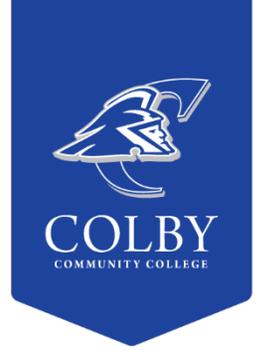


## President's Office

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April 28, 2020

Greetings from Colby Community College. We hope everyone is staying safe and doing well. The month of April was just as unusual as March. We should know by the end of this week if Governor Kelly is going to lift or extend her executive stay-at-home order. I know we all hope the order is lifted; however, we cannot lose sight of the need to keep everyone's safety and health in mind. With that, the College still has some very exciting news that we would like to share.

Even though we have not been operating in our standard modality, Colby Community College (CCC) has still been extremely busy. We successfully transitioned our courses online at the end of March, and we have been providing a lot of focus on writing grants to help supplement revenue. The College has written multiple grants since the pandemic struck, several of which have already been successfully funded.

The most common question I keep receiving is about face-to-face classes in the fall. We plan to have face-to-face classes; however, we are cognizant of the fluidity of the situation and created a contingency to shift courses back online, if necessary. The hope is for us to have a "normal" fall semester.

CCC is working on our most aggressive marketing campaign since I have been at the College. The focus is on social media, radio, streaming services, and television; approximately 25% of our advertising is being funded by grants. By utilizing the different advertising mediums, we are working to ensure students keep their educational aspirations front-of-mind. Businesses often look at cutting advertising during times of crisis, but it imperative that CCC continues to attract students to our community and the College.

CCC found out late last week that we were selected by the Department of Education to be a pilot site for Second Chance Pell. We were one of the few sites selected in Kansas among multiple colleges that applied. This is significant because we can provide additional academic offerings at the Norton Correctional Facility. By educating more inmates, we hope to help offset recidivism. Reducing recidivism is a benefit to the communities we serve as well as the state of Kansas, and ultimately saves taxpayers money.

On behalf of the College, we hope everyone is staying safe. These are challenging times, but as always, I am impressed by the resolve and attitudes of individuals in Western Kansas. As life has often taught us, this shall pass, and I know we are looking forward to a brighter tomorrow. An individual I recently spoke with said something simple, yet profound: "We are all one day closer to some good news." In times of difficulty, I think about this statement, and I agree, we are all one day closer to some good news.

Respectfully,

A handwritten signature in blue ink that reads "Seth Macon Carter". The signature is written in a cursive style.

Seth Macon Carter