THE ERA OF TECH ED
Governor Daugaard “Technical Education is Both Rigorous and Rewarding.”

BEST IN THE WEST
Auto Tech Program One of Nation’s Best

ALIGNING WORKERS
With Critically Needed Jobs
In an economy hungry for technically-skilled graduates, Southeast Tech is working hard to respond! Over the past several decades, we have educated thousands of graduates who have entered the workforce skilled and ready to work in their chosen field. In fact, 92% of our grads find careers in their field of study within six months – a claim very few colleges can make!

Southeast Tech collaborates with the state of South Dakota through the Build Dakota scholarship program as well as the Sponsor-A-Scholar program to make our degrees even more accessible for students. This is an exciting time for tech ed and truly a new era of opportunity for our graduates and their career opportunities.

Jeffrey R. Holcomb
President, Southeast Tech

CONGRATSTO THE 165 STUDENTS THAT ARE GRADUATING THIS FALL!

Brandy Schatz || Southeast Tech Graduate
USF Degree Completion Program, Accounting

“All of my credits transferred from Southeast Tech to USF, which was great because I didn’t have to repeat classes. I still needed night classes because I was working full-time, so it was a really easy transition. Once I had my four-year degree, I finally got that promotion.”

Southeast Tech Times is published two times annually by the Marketing Department of Southeast Tech and distributed at no cost.
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Tomorrow’s Technician recognizes program as Best in the West!

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High school students have free opportunities to get hands-on experience before committing to a career field.
WIX Filters and O’Reilly Auto Parts, partners with Tomorrow’s Tech as title sponsors for the 2015 School of the Year competition, have announced the Top 4 schools selected from 77 entrants in the U.S. The Top 20 schools were asked to submit a video highlighting their tech programs. Judges reviewed the video entries and selected one finalist from each region.

Southeast Tech received national recognition on the Tomorrow’s Tech website and print edition, as well as through social media channels. Schools that were selected to the Final 4 will receive a professional automotive tool set and a $250 gift card from O’Reilly Auto Parts.

This is the eighth annual search to find the best technical training school in the U.S. The program is open to high schools or post-secondary schools that have a subscription to Tomorrow’s Tech.

Videos can be viewed at: https://vimeo.com/album/3560159.

THE TOP 4 SCHOOLS ARE:
Region 1 (Northeast): Delaware Technical Community College: Georgetown, DE
Region 2 (Southeast): Iredell-Statesville Automotive Technology Center: Troutman, NC
Region 3 (Midwest): University of Northwestern Ohio: Lima, OH
Region 4 (West): Southeast Tech: Sioux Falls, SD
SOUTHEAST TECH HONORED TO BE SELECTED

For Southeast Tech, the honor of being touted as one of the top 4 automotive schools in the nation is an incredible honor. However, the automotive faculty’s teamwork-centered teaching approach, commitment to advanced techniques and equipment as well as the ability to provide innovative practices is well-known across campus.

Lon Hird, Director of Academic Support shares, “Receiving this award is evidence that our Automotive Technology program stands among the country’s best in terms of curriculum, equipment and instructional quality.”

In addition, plans for an expanded and innovative facility, which will open Fall 2016, are going to further improve the program’s ability to produce top industry technicians. “The new facility will allow us to take the next step in building a world-class automotive program. With upgraded learning spaces, technology and equipment, the Automotive Technology program has a chance to be the best there is.”

Instructors Jason Merritt and Pat Amor assisted by Lab Technician Terry Prouty are true assets to Southeast Tech!

CAMPUS CONSTRUCTION UPDATE

New Center to Enhance Student Life on Campus Fall 2016

Comprised of approximately 100,000 square feet; a food service area, 500 seat auditorium and administrative offices will be housed in a new building located directly south of the Technology Center. This new building will also house expanded Automotive Technology and Diesel Technology programs.
Sioux Falls and the surrounding area is a vibrantly growing community. In the years following the 2009 recession, the entire upper Midwest experienced an economic resurgence. With this improving economy, there has also come an increased demand for skilled and semi-skilled labor. This situation has continued to escalate to where the region is now in critical need of skilled workers.

Traditional methods of attracting people into industries such as manufacturing and construction have proven to be far less productive than in the past. Because of that, workforce development efforts have been redirected to individuals requiring greater investments in time and training.

Fueled by domestic and international migration, greater Sioux Falls has continued to become more diverse culturally with language barriers becoming an issue regarding employability. The Sioux Falls Area Workforce Sustainability Analysis identified issues affecting key regional populations that limit their ability to enhance local labor force capacity. Specifically, the region’s refugees and recent immigrants are challenged by factors ranging from lack of English-language proficiency, to access to training and the workplace, to basic needs.

Training Solutions Institute is uniquely qualified to directly and positively impact the most significant issue in the region, which is availability of workers. Training Solutions created a Workforce Development Pilot Program for Immigrant/Refugee Awareness and Skills Training with the help of the Sioux Falls City Workforce Development Pilot Grant which invests in people and strengthens our workforce through a multi-faceted approach to add qualified, entry-level workers to the city’s workforce.

This bilingual training focuses on assisting members of immigrant and refugee populations to improve situational awareness and language skills required to enter and integrate into the construction and manufacturing industries. Additionally, a variety of specific skills training was also offered to help improve employability of individuals participating in this program. The participants could choose one of four skills training: forklift, welding, basic construction and Class B Commercial Driver’s License.

With the successful training efforts of 21 Hispanic, Nepali and Liberian individuals as part of the pilot program, Training Solutions sees the need for this program to continue and to add other entry level skill areas for participants in other industries.

In total, it was estimated that there were 6,000 to 7,000 job openings over the past year in greater Sioux Falls and roughly 4,000 unemployed workers.

Market Street Services Inc.
RESPONDING TO THE SKILLED WORKFORCE SHORTAGE

Now more than ever, technical education is on the radar for government and business leaders, both on the state and national levels. The common catalyst is the technical workforce shortage. Although it has been looming for years, the issue is finally being taken seriously on a large scale. Why? The answer is simple. There aren’t enough technically-skilled workers to keep our economy moving forward effectively and efficiently. Although part of the solution seems to point to educating a technically-skilled workforce, the topic isn’t in agreement among all post-secondary educators and the industries they are preparing their students for. According to theatlantic.com, “A recent survey of college and university chief academic officers revealed that 96 percent believed that their institutions prepared students effectively for the workforce; in a separate poll only 33 percent of business leaders agreed with that judgment.” For Southeast Tech, the partnership with industry has always been its greatest strength, but overcoming a dated ‘vo-tech’ stigma is its greatest challenge. President Jeff Holcomb is working hard to maintain its strong industry partnerships while changing the negative perceptions that have kept the success of technical education and its graduates one of South Dakota’s biggest secrets.
South Dakota isn’t immune to the woes of the skilled workforce shortage that is impacting the nation. According to Governor Dennis Daugaard, “The most recent labor data shows that our statewide unemployment is 3.5 percent and we remain among the lowest in the nation. Here in Sioux Falls the unemployment rate is 2.8 percent. Now, that’s great in some aspects, it’s great that the economy is strong and that there’s lots of demand for employees. But our local unemployment is an indication of a problem because people are out there looking for jobs and employers can’t find people even though there are people out there. There are people out there looking for work but they don’t have the right skills.”

For Southeast Tech, addressing the need for skilled workers has been its mission since 1968 when it opened its doors. However, over the years, technical education has evolved dramatically with the explosion of sophisticated technological advances. Advanced technology has in effect created
a need for highly-skilled and talented individuals who defy the dated stigma that ‘vo-tech’ has had in the past. Southeast Tech President Jeff Holcomb notes, “It’s interesting to hear what visitors have to say when they come on campus and actually see our facilities and even our student body. They are constantly amazed at who we are really are, and what we do here.” A fact that many don’t associate with technical schools is excellent graduate placement. Southeast Tech’s is 92 percent in field within six months, and career salary expectations that often exceed four-year degrees. And overcoming the stigma and educating the public about the opportunity institutions like Southeast Tech can offer students is something that he takes seriously. “Southeast Tech is embarking on a strategic planning process that will ultimately result in the creation of a five-year Strategic Vision Plan. The plan will guide future efforts in order to ensure a sustainable talent pipeline for regional businesses and provide quality education and training opportunities for students. This process will additionally reaffirm Southeast Tech’s vision and mission, identify future goals and objectives, and ultimately answer the questions, “what does Southeast Tech want to be, and what does the region need it to be.” Southeast Tech has retained Market Street Services, a national community and economic development consulting firm, to facilitate the development of the Strategic Vision Plan. At the end of the process, we need them to enter not just any post-secondary education but the right ones.” – Governor Daugaard

Continued on page 15.
ABOUT ATEA

The American Technical Education Association (ATEA) is a national organization that emphasizes professional development for post-secondary technical educators and sharing of best practices. ATEA members include technical industry partners and post-secondary institutions in 33 states, and is housed at the Dunwoody College of Technology in Minneapolis, Minnesota. About 700 faculty and industry representatives each year attend ATEA’s regional conferences and national conference, where they have the opportunity to learn about and to share emerging best practices in post-secondary technical education. ATEA also produces the ATEA Journal and maintains a website www.ateaonline.org that provides access to content from the conferences through podcasts. The ATEA Journal also reports on the conferences. ATEA conferences and publication provides a vehicle for members to publish or disseminate outcomes of projects and grants.

SOUTHEAST TECH ROCKS THE HOUSE WITH AMERICAN TECHNICAL EDUCATION ASSOCIATION REGIONAL CONFERENCE

As a member of the American Technical Education Association (ATEA), Southeast Tech hosted a ‘Rock On Tech Ed’ Region 5 conference on October 8-9 with a record-breaking number of 216 attendees. The conference focused on providing technical educators from seven states with current issues, trends and best practices in technical education.

Prior to the conference, Southeast Tech President Jeff Holcomb and ATEA Board President Paul Young, President of Northern Wyoming Community College District hosted a Presidents’ Roundtable on “Post-Secondary Technical Programs in the current Accreditation and Federal Regulatory Environment: Challenges and Opportunities.” The discussion was moderated by Jean Rose, a Business Administration faculty member from Southeast Tech. The American Technical Education Board of Trustees also held their fall meeting in conjunction with the Region 5 Conference.

ATEA conferences provide in-depth professional development through industry tours and breakout sessions. Keynote Speaker Bryan Dodge, who is now one of America’s most sought-after speakers, making over 250 appearances in the U.S. and Canada last year, presented on reaching your full potential with your family and career. Governor Dennis Daugaard closed the conference with a speech conveying the value of technical education for South Dakota.

SoutheastTech’s Financial Services instructor and ATEA Region 5 Council President Dana Wolff and Marketing instructor Bobbie Talcott, co-chaired the conference. According to Dana, “We were very pleased to host such an excellent conference that drew so many participants, and we were honored that Governor Daugaard chose to attend as a guest speaker to close the conference. It was a wonderful experience for attendees.”

View Governor Daugaard’s speech here: http://bit.ly/govdaugaard

Business instructors Dana Wolff and Bobbie Talcott organized the conference.
SOUTHEAST TECH Launches New Website

A modern, streamlined and responsive website has taken up residence at www.southeasttech.edu. “The goal of our new website is to get pertinent information to students in a simple format. No more clicking through multiple levels and searching. All the information that potential students search for is usually just one click away. And because it’s responsive they can effectively view it from any device.”

– Jim Rokusek, Admissions Director

COMMUNITY OUTREACH

Southeast Tech’s Students Enrich Communities Through Good Will

Sometimes finding the time to do good deeds is hard to find, but for the students at Southeast Tech it is an exceptionally rewarding experience. According to ElectroNeuroDiagnostic Technology student Johnny Thompson, “I wouldn’t say that I felt compelled to do it. When I signed up to become the president of my organization I was told of certain expectations, one of which was to do some type of community service project. When I decided to come back to school last year, many years after high school, I had made up my mind to pursue any opportunity/challenge with the greatest fervor I could muster. It is very important to me that I maintain a high level of expectation for myself with my time here at Southeast Tech. This is where I am building the foundation of my future career. The response from the Southeast Tech community was more than I could’ve ever hoped for. The sheer amount of donations was a bit overwhelming at first, but with the support of my organization we were easily able to handle it. Without Southeast Tech’s support, from the students and faculty alike, and generosity through the donations they gave this community service effort would’ve never come to fruition.

I have to say giving away the items at The Bishop Dudley Hospitality House had to be one of the best ‘feel good’ moments I have ever had. I know that sounds a bit selfish on my part, but I couldn’t help but feel that way. I will never forget the look of absolute excitement on this one lady’s face as I helped her pick out an entire outfit.”

We are proud to share their good work that benefits so many!

Students prep backpacks for Feeding South Dakota.

“One of the lessons in the class, Occupational Sociology of Law Enforcement, focuses on community oriented policing. The students are challenged to find methods of community involvement. One of the students, Andrew Struck, mentioned his sister was a coordinator for the backpack program. I shared the information with the students, encouraging them to become involved with a worth undertaking as it was consistent with the ideas of community policing. I believe we had 22 students participate.” – Jeff Talbot, Law Enforcement Science Instructor

More than 150 winter clothing items were distributed to the needy at the Bishop Dudley House.

“One of the requirements that I have for my students that participate in the ENDT student organization is a yearly community service project. They actually looked into several different ideas, but they felt this would be an activity that not only they could get involved in, but get the entire school involved.”

– Misty Armstrong, ElectroNeuroDiagnostic Technology Instructor

Tornado-weary Wessington Springs residents received the gift of new life with trees, evergreens and grasses.

“10 students spent a Saturday revitalizing the Wessington Springs community. Southeast Tech alumna R & R Designs’ Rebecca Roob spent countless hours organizing this replanting effort. 80 trees were donated from Norms Nursery in Aurora, Anderson’s Wholesale Nursery in Wentworth donated 53 evergreens and grasses and East River Nursery of Huron and James Valley Nursery of Mitchell also donated plant material. Stonegate Outdoors of Brandon provided transportation of the plant material.” – Kate Parkinson, Landscape Design Technology Instructor

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We are proud to share their good work that benefits so many!
SOUTHEAST TECH FOUNDATION LAUNCHES WORKFORCE INITIATIVE

Sponsor-A-Scholar is a great way for employers to build their future workforce. With the current job market, students have many options and this program helps employers stand out to students and secure their workforce in an environment where employers have to compete with each other to get qualified applicants. The goal of this program is to get more students into high need workforce careers and to help employers find skilled employees. It definitely benefits the local workforce issue and fosters economic development.”

–Chellee Nemec, Southeast Tech Institutional Advancement Officer

Working to meet the demands of local industry’s workforce needs, Southeast Tech’s Foundation has created a Sponsor-A-Scholar program to identify and groom student talent as early as their first semester. The goal of the Sponsor-A-Scholar program provides highly motivated students that are interested in a skilled technical career with the tools, resources and opportunities necessary to successfully earn their degree and start a thriving career.

Sponsor-A-Scholar matches individuals with companies that are willing to invest in their education and career. This support would encompass financial assistance for tuition as well as employment after graduation.

Southeast Tech Institutional Advancement Officer Chellee Nemec conducted a cultivation event to introduce employers
to students. “The event’s intent was to connect students with employers that were interested in sponsoring a portion of their college education and secure a job after graduation. Our expectation was that every company would walk away with a student to sponsor. We were very successful in this endeavor.”

According to Barbara Shiell, Recruiter/HR Generalist at Billion Motors, Inc., “The $5,000 investment sounds like a lot, but when you break it down into your recruiting efforts it really isn’t. When you come to Southeast Tech, you get so many more quality applicants. It’s definitely cost-effective to do the scholarship program. We had several excellent candidates apply so we’re going to have to narrow it down. It’s going to make my job a lot easier! I can keep in contact with first year students I’ve met to touch base with them in the future and try to get them on the Billion team.”

For Automotive Technology student AJ Fee, the benefits aren’t just for industry but works for students as well. “This program shows that employers are really committed to you as an employee. They want to help you grow and be successful and stay with them, so that you can continue your success and in turn help them continue growing their business throughout the experience.”

For more information about the Sponsor-A-Scholar program visit www.southeasttech.edu/SponsorScholar.
Campus visits are critical to the process of choosing which college is right for you. It is difficult to describe the feeling one has when arriving at a new campus, but there is a feeling, and that is what is important. I have witnessed first-hand when a student loves a campus upon arrival. What I am actually referring to is “fit”. While you can find out basically all you need to know about a campus via the Internet, until you visit campus, the actual experience is just an idea. The feeling is very personal, and it is one you need to experience before deciding which school is right for you. Here’s what you need to know and consider before you visit:

1. Bring an open mind. We will provide lots more information that what you will find on the website and occasionally we’ll blow your mind. Job placement data, upcoming opportunities, the low cost of our programs, on-campus housing, and a host of other things may surprise you.

2. Think about the calendar. If you are interested in Student Life and what happens on campus, you definitely want to visit when classes are in session.

3. Meet the experts. In most cases we are able to introduce you to a faculty member who will teach many of your classes and be your advisor. If you have specific questions about their program – don’t be afraid to ask!

4. Don’t be afraid to ask questions. Believe it or not, the admission and financial aid staff have heard just about every question imaginable. Don’t be afraid to ask an off-the-wall question if it pertains to you. I recommend you bring a written list of questions to your campus visit. We don’t mind if you take notes during your campus visit!

5. Check out Sioux Falls. There are lots of great restaurants and shopping opportunities in town. Ask for a Visitor’s Guide in the Admission Office and check out our town.

6. Check us out. We are proud of our faculty, staff, labs and equipment. We can compete with any school in the region. Our labs and equipment are second-to-none and our technology is state-of-the-art. Still undecided? Come back for a second tour or sit in on a class or two. Don’t forget that we are here to help you find your “fit”!

Student ambassadors respond to questions on a student panel at Visitation Day.
Southeast Tech will have a consensus-based, achievable roadmap to guide the organization's efforts over the next five years. In addition, programs that align skilled workers with critically needed industries have been put in place. The Build Dakota Scholarship Fund, a $50 million dollar initiative between T. Denny Sanford and the state of South Dakota, offers full-ride scholarships for 19 programs. Southeast Tech has created a Sponsor-A-Scholar program where industry partners pair up with students to help pay for a portion of their tuition. Both programs help students pay for school and employers find skilled employees.

Governor Daugaard notes, “Today there is one person looking for a job, and you may be thinking that sounds perfect because it’s perfect alignment that there’s a job for everyone. The problem is that they don’t have the skills that employers want to hire for. So to address workforce issues South Dakotans need to consider being welders, automotive technicians, building trades, renewable engineering, nurses and other technical fields. We need them to enter not just any post-secondary education but the right ones.”

The issue of the skilled workforce shortage isn’t going to be resolved overnight, however President Holcomb shares that Southeast Tech is in for the long haul. “I absolutely believe that technical education can be key in helping to solve this problem. We are working to create opportunities for both industry and prospective students. The more we can educate the general public about who we really are and the success our graduates achieve with their degrees from Southeast Tech, the closer we are to solving this issue. We are here to enrich our community and our state.”

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**GET DOWN TO BUSINESS**

Join us for our FREE Business Expo Camp on December 16 from 9:00AM – 2:00PM to find out more about eight exciting Business Degrees from Southeast Tech.

- Accounting
- Administrative Assistant
- Business Administration; with emphases in HR & Management
- Entrepreneurship
- Financial Services: Banking
- Financial Services: Insurance
- Marketing; with emphases in Design & Sales
- Office Assistant

These degrees will launch you into a successful career in 2 years or less – saving time and money! And every degree is offered online or traditional classroom style with Fridays off. It’s also super easy to double or even triple major to increase your earning power in the business industry.

Plus you can plug your credits into one of our partner universities such as the University of Sioux Falls to earn your bachelor’s at a deep discount with the Degree Completion Program!

Don’t wait – register at southeasttech.edu/BusinessCamp. Limited spots are available!

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**GREEN CAREERS CAMP – GET OUT AND DO IT!**

Dreading the thought of working in an office all day long? Then don’t! Ditch the office job and do what you love. At Southeast Tech you can earn a degree in the green career field in one of the following majors.

- Horticulture Technology
- Landscape Design Technology
- Sports Turf Management

Not sure what it’s all about? Join us for a FREE Green Careers Camp on Earth Day, April 22 from 9:00AM – 2:00PM. Get your hands dirty exploring our degrees and our amazing facilities including a beautiful greenhouse and a company tour to Elmwood Golf Course to see how our graduates spend their days working doing what they love.

These degrees will launch you into a successful career in 2 years or less – saving time and money! And it’s super easy to double or even triple major to increase your earning power in the green careers industry.

Don’t wait – register at southeasttech.edu/GreenCamp. Limited spots are available!

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**CHECK OUT VISIT.SOUTHEASTTECH.EDU FOR MORE CAMPS!**

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The Era of Tech Ed continued from page 9:
SOUTHEAST TECH
Home to 3 green hands-on AAS degrees in:

- Horticulture
- Landscape Design
- Sports Turf Management

DUAL CREDIT SPRING SEMESTER STARTS JANUARY 11TH
ENROLL TODAY!