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The Business Journal

They plan to return to us. *Internal*
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CEU as an economic generator

By KEN LARSON
Sun Advocate publisher

When people think of the College of Eastern Utah they often think of a quality two-year institution but few view it as an economic generator. CEU, like most community colleges, are viewed by the general public as institutions that offer educational opportunities but also as community entertainment centers or cultural leaders.

But recently there is a renewed emphasis on making a better connection between the real business and economic world and the College of Eastern Utah.

CEU administrators are being positioned to play a greater role in economic development. According to President Ryan Thomas, two positions recently had title changes that indicate the new direction CEU is taking. Chuck Foust is now the executive vice president for Enterprise Development while Cliff Coppersmith has the title of vice president of academic affairs.

Along with a handful of other administrators have been meeting with county officials and discussing strategies for economic development.

The question they began asking themselves as they started this process was how do we use the college as an economic development tool? Some answers appear to be obvious because of the positioning of the school. For 65 years now the college has grown and reflected the changing Carbon county and City of Price. The answers certainly have a lot to do with the educational programs and the partnerships that CEU has made over the years. "Our goal is to bring in new business partnerships but continue helping the existing programs," says Delynn Fielding, director of Carbon county's economic development efforts.

A few years ago an impact study looked at the college wages and salaries as well as the financial impact the students have on the community. A multiplier that this group uses lies somewhere between two and six times. This creates a ripple effect and for every out of area dollar there is a 200 to 600 percent return as students invest in cars, clothing, food, and entertainment.

This is increasingly significant," says CEU college president Ryan Thomas.

With a head count of 2800 students and a converted full time equivalent of 1800, most of these students attend classes on the main campus in Price. About 100 students attend college in the Emery county branch in Castle Dale while another 500 live in Blanding.

Students attending CEU come from every county in Utah as well as 27 states and several foreign countries.

CEU is one of

the largest employer in Carbon county, staffed by around 200 full-time employees with another 150 part-timers.

In a recent meeting Fielding

pointed out that every student brings upwards to \$8,000 a year to the local economy. In this sense, even without additional emphasis CEU can

be seen as an economic generator.

However there are plenty of ideas being discussed in work sessions and each time a group meets new energy and new ideas are generated. Twelve of the major categories being discussed include continuing education, seminars and conventions, field studies, basic studies, college branding, public relations, program development, endowments, grants, scholarships, enterprise development, and community projects.

Many of these are discussion stages and all overlap with another category. Each topic evolves as the committee take shape. Continuing education deals with seminars and conventions the college by providing facility and the people are experts in specific to assist or lead the training. Potential examples include BLM, forest management training a homeland security. No is CEU talking about providing a one stop coordination these workshops but the entire process will provide much needed tourism bringing additional people to the community.

Field studies include property off campus that be utilized by the college; provide training or study example that will become reality is the Horse Canyon property. This old mine been reclaimed and the offering it to CEU or other institutions as a field site. The location could be used for recreation or logical experience.

The basic studies content is an organization: coordination between school system and the merging high school system with the college.

College branding and relations are big topics CEU as it looks at its image and tries to focus in on as a campus. Increased awareness means increased enrollment and participation.

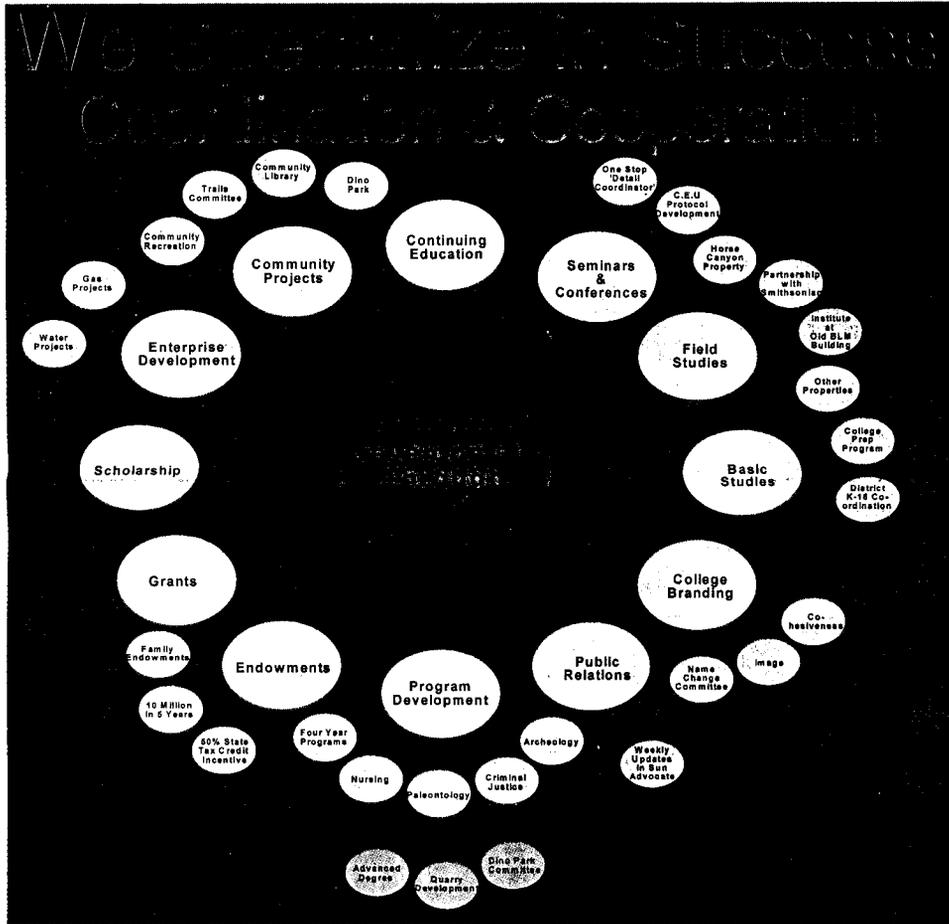
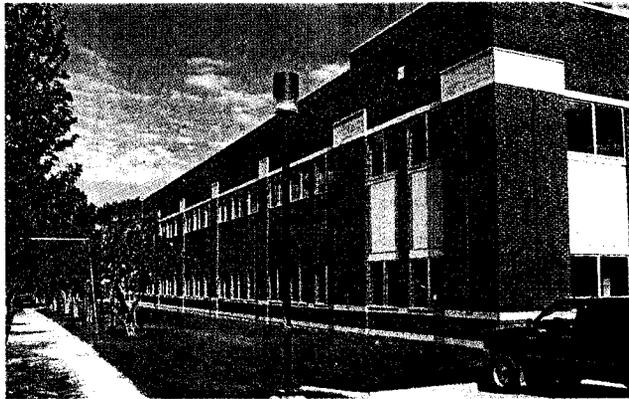
The college is exploring four-year programs in conjunction with Weber State University, Utah Valley State College offers degrees from three year universities or colleges but all the instruction is on the CEU campus.

Often potential partners include programs with coal companies, natural development or electrical apprenticeships. In addition these, the college has actively partnered with justice, business management and computer science.

The mission for vocational training fits nicely into expanding the economic development of the county.

Outdoor education in natural with field camp field schools, coupled environmental studies.

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EU as an economic generator

ARSON
publisher

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Many of these are still in discussion stages and almost all overlap with another category. Each topic will evolve as the committees take shape. Continuing education deals with bringing seminars and conventions to the college by providing the facility and the people who are experts in specific fields to assist or lead the training. Potential examples include training for BLM, forest service, business emergency management training and homeland security. Not only is CEU talking about providing a one stop coordinator for these workshops but the entire process will provide a much needed tourism link bringing additional people into the community.

Field studies include property off campus that can be utilized by the college to provide training or study. One example that will become a reality is the Horse Canyon property. This old mine has been reclaimed and they are offering it to CEU or other institutions as a field study site. The location could be used for recreation or archeological experience.

The basic studies component is an organizational coordination between the school system and the college merging high school students with the college.

College branding and public relations are big topics for CEU as it looks at its image and tries to focus in on CEU as a campus. Increased awareness means increased enrollment and participation.

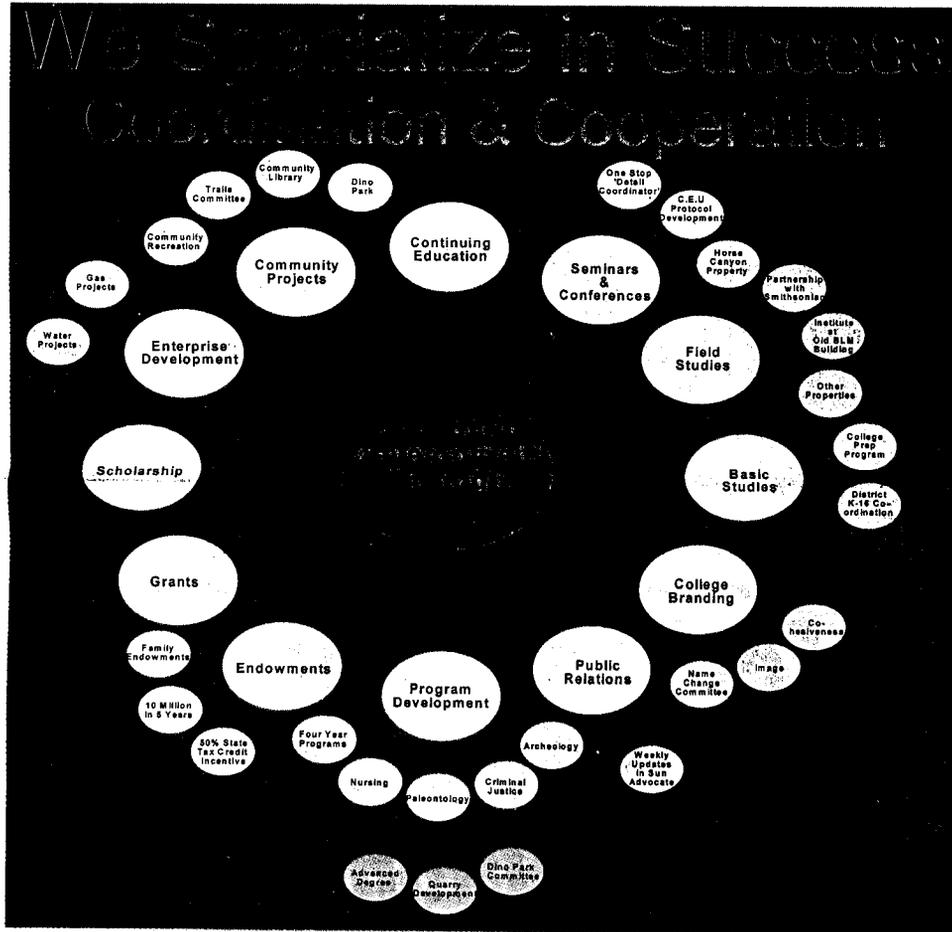
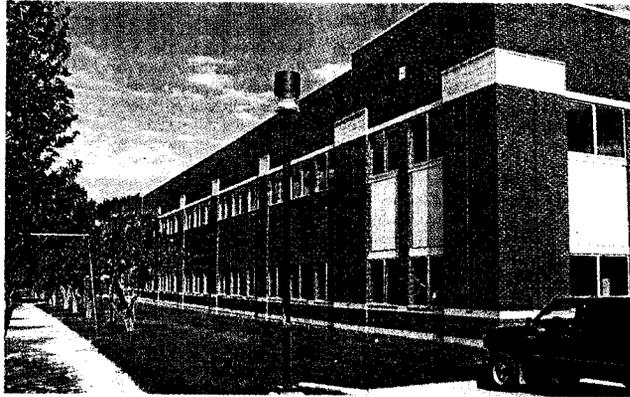
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