



WHY AN ADMINISTRATIVE COMMUNITY COLLEGE FOR THE VERDE VALLEY MAKES COMMON SENSE

**Maricopa County created ten such colleges;
now the Verde Valley's time has arrived**



Third Edition

History of Prescott Political Victories

In 1966-67 there was a fierce contest between the citizens in the Verde Valley and those in Prescott over where the first Community College would be located. The Gulf States and Industries Corporation offered \$1.5 million dollars in financing for student dormitories and a student center, an outright gift of \$100,000 for building purposes, and 165 acres of what was described as “prime land in the Clarkdale area.”

A site review by Northern Arizona University recommended Clarkdale as the most desirable location for the first Yavapai Community College. **Prescott was nevertheless selected.**

In 1975 another dispute arose between the Verde Valley and Prescott over the Community College. The dispute was twofold: When would initial construction of the Verde campus begin? Could the Verde campus be administratively separated from the control of Prescott? The buildings were eventually constructed on the Verde campus but the idea of **a separate administrative college modeled after those in Maricopa County was rejected.**

In an editorial in the *Verde Independent*, the author wrote:

“It isn’t the first time the Valley has gotten the shaft from the Prescott end of the operation. There have been delays abatch and this campus has been shoved to the low end of the totem pole at least twice before.”

Then, 38 years later, the Governing Board approved a \$119 million dollar ten year Community College development plan.

\$119 Million Ten Year Plan (2013)

DEVELOPMENT PLAN	
PRESCOTT CAMPUS	\$32,285,800
PRESCOTT VALLEY CAMPUS	\$30,460,000 (new figure of \$45,000,000)
CTECH	\$6,597,000
NAU/YAVAPAI UNIVERSITY	\$3,300,000
VERDE	\$530,000 (If Chino campus closed, add \$2,062,500.)
SEDONA	SELL Add: \$1.3 M
CHINO VALLEY CAMPUS	SELL
CAMP VERDE (To remain closed.)	\$0
CORDES JUNCTION (Never built)	\$0
MAYER	\$0
INFLATION, DESIGN, OTHER COSTS	\$21,300,000
TOTAL:	\$103,800,000
	\$119,640,000

NOTE: THE COLLEGE ESTIMATES THE NEW PRESCOTT VALLEY CAMPUS TO COST ABOUT \$45 MILLION.

There were no development plans in the ten year plan for the Verde Campus Viticulture project (except a future tiny parking lot). The plan's ultimate goal was to close and sell the Sedona and Chino Valley campuses; leave Camp Verde Campus closed; build a new \$45 million dollar campus in Prescott Valley; and move almost all remaining major programs from the Verde Valley to Prescott/Prescott Valley.

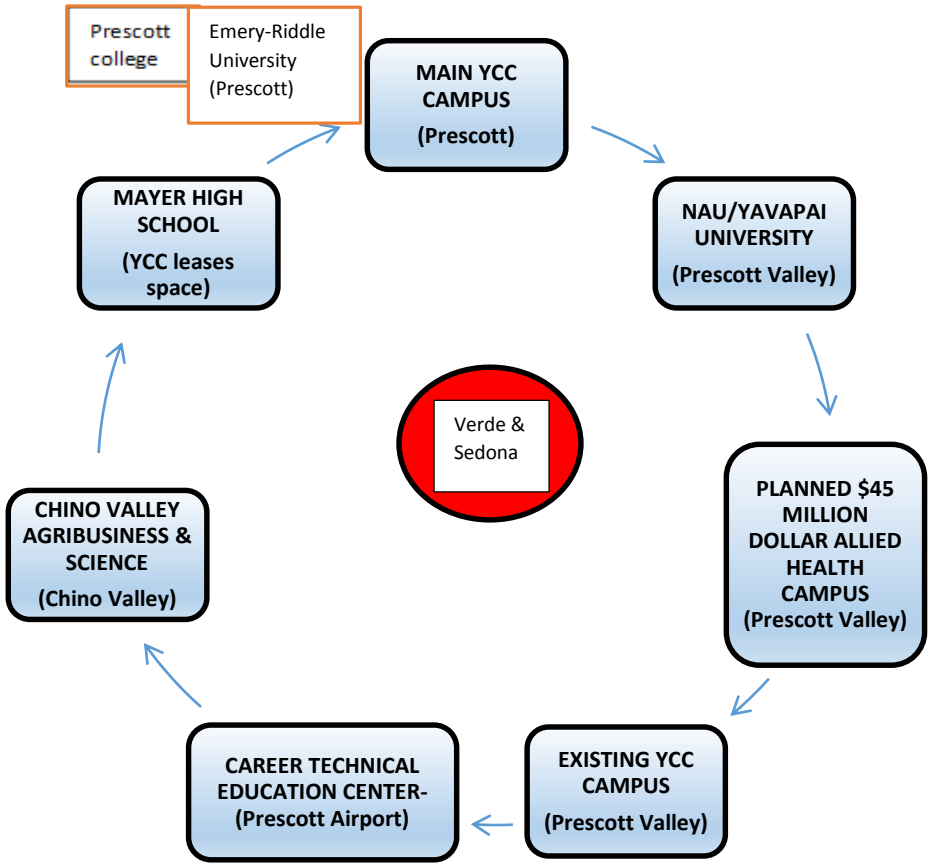
When outraged citizens appeared at the March 4, 2014 Governing Board meeting protesting the closing of the Sedona campus, the Board settled an 11 year old land dispute about 30 days later. It then reversed its decision to sell Sedona. It finally agreed to spend \$1.3 million for road upgrades and parking access to the Sedona Center.

Verde Valley Citizen Concerns

1. Currently, only two courses are being offered at the Sedona campus (fall, 2014); ten years ago over 90 courses were offered on that campus.
2. Digital film school now closed on the Sedona campus.
3. A part of the remaining nursing program on the Verde campus is to be moved to Prescott Valley.
4. There is no clear plan to develop the Verde campus.
5. Eighty-five of 87 music classes are taught only on the Prescott campus (fall, 2014 catalog).
6. There are no plans to construct student housing on the Verde campus; the Community College intends to build additional housing unit on Prescott campus.
7. About 75% of listed courses have been dropped from the Verde Valley campuses in the last decade.
8. Almost all student government has been relocated to the Prescott campus; it has 16 student organizations to one on the Verde campus; a decade ago there were 10 student organizations on the Verde campus.
9. There is no presence in Camp Verde; a decade ago there were about two dozen courses taught there.
10. Of the \$12.5 million paid in property taxes annually by Verde Valley residents, only \$7.1 million is returned to the Valley. Tuition, state funds and all other County property taxes for the Community College go to Prescott/Prescott Valley.
11. Estimated 80% of 1,400 full and part-time College staff and faculty work on the Prescott side of Mingus.

12. There are no CTEC community college level vocational training opportunities for Verde Valley high school students; training is available to Prescott students.
13. Driving distance to CTEC is too far and sometimes too dangerous for many Verde/Sedona adult citizens seeking advanced career and technical training.
14. The major cultural events and programs are almost always held on the Prescott side of the County.
15. An estimated 80% of the 2000 \$69.5 million dollar bond issue went to the Prescott side of the County.
16. All six new programs for fall 2014 were offered only on the Prescott side of Mingus Mountain.
17. Only Prescott has proper campus signage.
18. All major Verde Campus administrators other than the Dean are currently located in Prescott.
19. The current Verde Campus Dean is a resident of the West side of the County living in Chino Valley.
20. The total head count on the Verde Campus is at or near a five-year low (2014); so are the FTSE numbers.
21. Many believe that recent marketing of the Community College in Sedona and the Verde Valley has been poor when compared to marketing efforts a decade ago.
22. There is a general long-standing bitterness by many toward the West side of the County because of the economic disparity in campus development between the Prescott area and the Verde Valley and Sedona.
23. There is too heavy reliance on plain online courses rather than the more costly hybrid online courses.
24. There was no summer *College for Kids* program in 2014 in the Verde Valley; it operated only in Prescott.

Educational Opportunities: Prescott & Verde Valley Compared

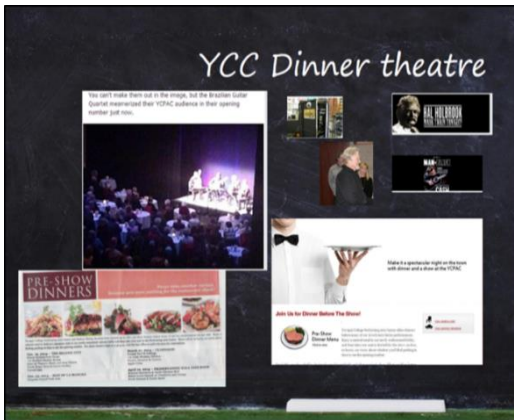


Expensive Athletic programs dominated by Prescott

The Prescott side of the County has developed a full-service community college over the past 45 years similar to a state college. In doing so, it has generally ignored the Verde Valley. In addition to receiving 97% of \$119 million dollars in the ten year development plan, it has created championship athletic facilities and teams exclusively in Prescott including:

1. A regulation basketball gymnasium with bleachers.
2. A championship baseball field.
3. An outstanding softball field.
4. A championship baseball team.
5. A championship soccer team.
6. A championship softball team.
7. A championship volleyball team.
8. A planned \$3 million dollar events field to be used by the soccer team.
9. A championship tennis complex, which is under construction at an estimated cost of \$1.3 million.
10. A six lane indoor heated swimming pool.
11. A therapy pool.
12. A large state of the art weight room.
13. A large aerobics room.
14. Locker rooms with access to swimming pool.
15. All athletic events held in Prescott/Prescott Valley.
16. From 50 to 60 percent of an estimated \$800,000 or so in total budgeted scholarships (excluding Foundation contributions) designated for athletes.
17. Student housing reserved for athletes.

Cultural events dominated by the Prescott: Performing Arts Theatre



Few Sedona/Verde Valley residents can attend the cultural events scheduled at the County taxpayer supported multi-million dollar 1105 seat Community College dinner

theatre located on the Prescott campus. The distance is too far (about 140 miles round trip from Sedona); most retired citizens reject driving great distances at night; highway 89A is sometimes snow packed, ice covered, or fog shrouded and Highway 17 must be used.

Yavapai Community President Penelope Wills says that: "I can't drive over Mingus because I get vertigo too easily."

Finally, there is no public transportation to and from the Verde Valley and the Dinner Theatre. There is also no Community College bus transportation available.

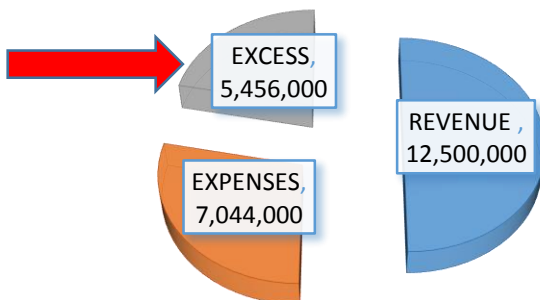
In the last 5 years, there has been an estimated \$5 million dollars to upgrade the theatre including construction of a kitchen, bars, cafes, an elevator, new seats and technology.

A fair return for property taxes paid by Sedona/Verde Valley residents

According to figures obtained from Yavapai Community College, citizens in the Verde Valley pay an annual primary tax of about \$12.5 million dollars. The citizens also pay an additional secondary tax of an estimated \$1.5 to \$2 million dollars for outstanding Community College bond obligations.

The Community College claims in documents it produced that operating expenses in 2012 for the Verde campus and Sedona Center were about \$7 million dollars. If correct, this leaves a surplus of about \$5.5 million dollars after operating expenses are paid, which annually goes to Prescott. All property tax revenue from the other districts, plus student tuition and state revenue also goes to operate campuses on the Prescott side of the County.

SEDONA/VERDE VALLEY ANNUAL EXCESS PROPERTY TAX REVENUE PAID (USING COLLEGE DATA)

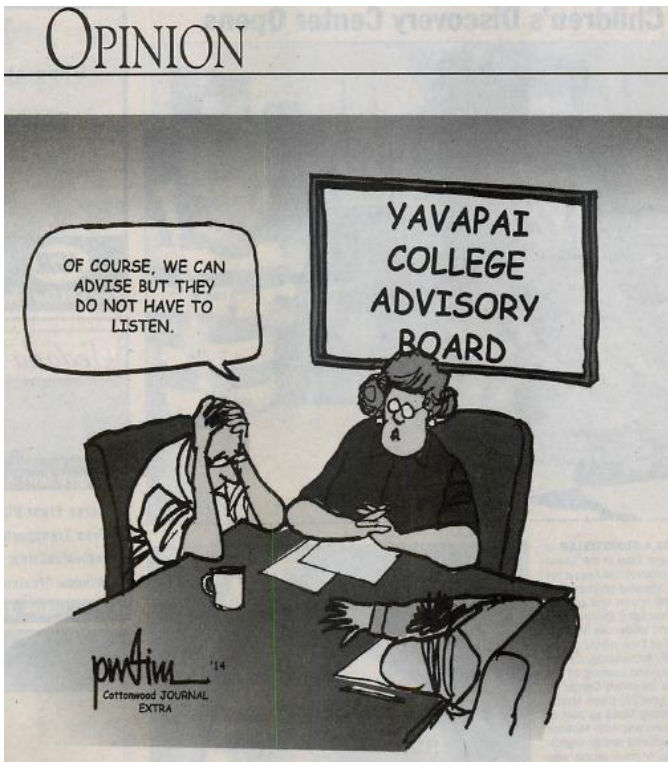


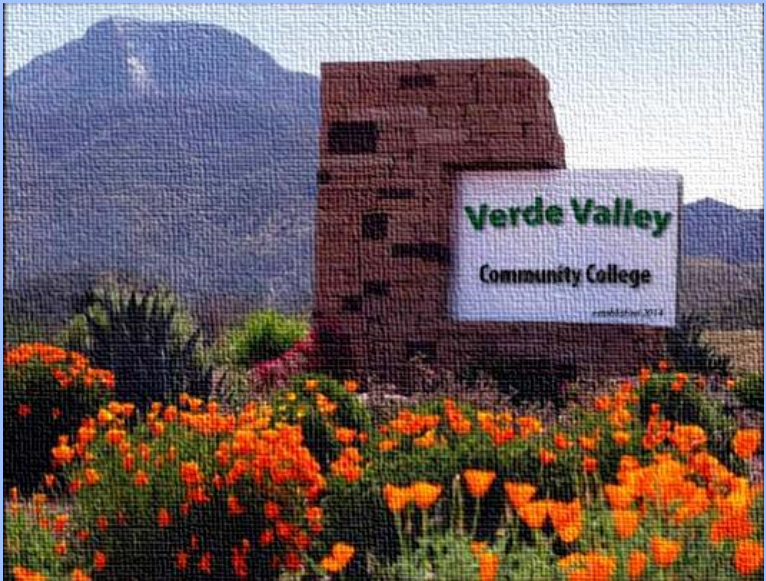
Why an independent administrative college makes common sense!

1. It is allowed by Arizona law.
2. While modeled after the Maricopa community colleges now operating, it will be unique to Sedona and the Verde Valley.
3. It will provide excellent daily management of the Sedona Center for Arts and Technology.
4. It will only cost about \$1.2 million dollars to implement, according to the College Finance V.P.
5. It will return a Community College “presence” to Camp Verde, which has been taken away.
6. It will allow growth of Verde Valley traditions and permit the Verde Valley to develop its own identity.
7. Overall, it will help generate Community College pride in the 70,000 citizens of the Verde Valley.
8. It can focus on developing college level Career and Technical training programs in the Verde Valley.
9. It will allow the Verde Valley to fairly and forcefully compete for County and State funding with Prescott.
10. It will shield the Verde Valley president from being fired by the Prescott based YCC president.
11. It will reduce the political influence of Prescott citizenry who mostly operate the Community College Foundation on decisions affecting the Verde Valley.
12. It will reduce the time administrators now spend going back and forth to meetings in Prescott.
13. It will help ease long-standing bitter feelings.
14. It will provide a constant focus and voice on issues affecting the Verde Valley and its citizens.

Advisory Committees—Who will listen?

The cartoon below from the *Cottonwood Journal Extra* illustrates the problem with Verde Valley advisory boards reporting to Prescott. A separate administrative community college, which is allowed by law, led by a president and staff fully committed to Sedona and the Verde Valley, will be more likely to listen to advisory boards. (The Governing Board Advisory Committee would continue to report to the five member elected County Community College Governing Board.)





A real possibility after trying for more than 45 years.

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