

## BLUEFIELD STATE COLLEGE MASTER PLAN

### PUBLIC FORUM

September 17, 2014

- A technology degree with a business focus is needed – “Mobile Business” is growing at all levels, along with Continuing Education for Cyber Security.
- Finance and accounting training and re-training for security and regulatory requirements.
- Nano-Technology is a hot market.
- To recruit more students on campus, or near campus, is essential.
- Campus needs a “21<sup>st</sup> Century” facelift.
- Downtown R&D center is a great asset and should be considered in the overall Master Plan.
- Business incubator space, perhaps in the R&D Center, is needed, and could tie into the business and “STEM” programs.
- A need to look at how BSC fits into the State’s educational needs.
- As the State population ages, the need for teachers will decrease and the need for Health Care will increase.
- The energy industry, particularly natural gas, will continue to increase and will need support personnel.
- When teenagers graduate and want to stay at home, they come to BSC. If they want to live away from home, they go elsewhere, often to Concord University.
- Computer and technology programs are excellent, but must bring students in from elsewhere. This requires on-campus housing.
- Teacher education needs to be K thru 12 to be attractive.
- Marketing of the college beyond this area is needed to attract more students.
- Internships tied to majors are important.
- BSC must be able to “sell itself” beyond this immediate area, and dormitories are key. A “Sales Team” must be created.

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PRESENTATION TO PUBLIC AND Q & A**

**\*COMMENTS FROM BUSINESS LEADERS\***

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- Dormitories should be considered
- Originally thought of as a "Teacher College," now thought of as a "Technology College" – will there be any new emphasis on teaching again?
- Newspaper and Health Care industry struggles finding qualified employees at all skill levels.
- Skilled trades (machinists, welders, masons, etc.) are very difficult to find.
- Health Care workers (lab techs, pharmacy techs, allied health) are very difficult to find, along with RN's and LPN's.
- Computer Technology, Cyber Security positions are in demand for banking and retail industries.