

White Paper

2012

Positioning Higher Education as the Cornerstone to New Hampshire's Future

A Governor's Guide to Changing the Dynamics of the
Education/Workforce Paradigm

2012

Positioning Higher Education as the Cornerstone to New Hampshire's Future

Executive Summary & Recommendations

The New Hampshire College & University Council has developed this white paper as an outline of key higher education issues and possible actions that New Hampshire's next governor should seriously consider as an agenda for action and implementation. This document proposes that it is time for New Hampshire to promote a new and more collaborative partnership between public policy, education and business leaders. Proposals included in this report recommend that a new and aggressive economic development and higher education agenda be developed to secure New Hampshire's future.

Proposed Actions

New Hampshire's next governor should :

- * Actively serve as an advocate for access to higher education
- * Serve as New Hampshire's Convener in Chief on higher education and workforce development issues
- * Re-establish general fund scholarships for college students
- * Endorse and support the rigorous academic standards of NH State Scholars
- * Develop a Business/Education Roundtable focused on higher education and workforce priorities for the 21st century
- * Return UNIQUE funds to its intended purpose of scholarships for needy NH students
- * Work with New Hampshire's public and private colleges and universities to determine an appropriate level of state investment

This agenda will demonstrate a commitment to advancing greater access to higher education, enhanced alignment of business and higher education interests to ensure New Hampshire's economic future, while encouraging greater efficiencies, rigor and academic preparation for all New Hampshire students. The governor's goal should be to make New Hampshire a recognized leader in access, readiness, completion, workforce development and economic prosperity.

Positioning Higher Education as The Cornerstone to New Hampshire's Future

Higher Education: The Vehicle for A New Economy

This White Paper has been developed by the New Hampshire College & University Council (NHCUC) in an effort to highlight some of the challenges confronting higher education in New Hampshire, potential impacts on our State's economic future and to offer a few key suggestions for possible action by our next governor.

If higher education is seen as the passport to a better life, many fear their visa is about to be cancelled. Parents and students are increasingly anxious about the opportunity to access and pay for higher education. Studies indicate that although expanded access to higher education is the best approach to ensuring workforce competitiveness, a majority of citizens believe their children will have only a moderate to no opportunity to pursue higher education.

There is general consensus among economists that investments in higher education are an important source of economic development and future economic and business success for any state. Although New Hampshire ranks last in state support to higher education (Table 1.) the Granite State clearly benefits from its ranking as one of the most highly educated states in the nation (Figure 1). Our citizens' educational levels directly correlate with New Hampshire's quality of life rankings (most livable state, safest state, best state to raise children), our State population growth, the most dynamic in New England although lagging the U.S. average (Figure 2.) and our low unemployment rates.

Table 1.
Percent State Fiscal Support/\$1000 of Personal Income

| Fiscal Year | State Fiscal Support (000) | State Fiscal Support /\$1000 of Personal Income | State Rank |
|-------------|----------------------------|---|------------|
| 2012 | \$83,300 | \$1.45 | 50 |
| 2011 | \$141,870 | \$2.54 | 50 |
| 2010 | \$138,883 | \$2.39 | 49 |
| 2009 | \$138,531 | \$2.46 | 50 |
| 2008 | \$133,093 | \$2.48 | 50 |
| 2007 | \$123,966 | \$2.48 | 50 |

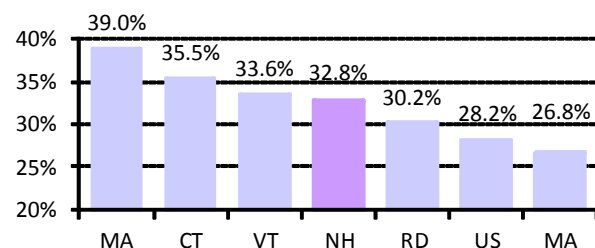
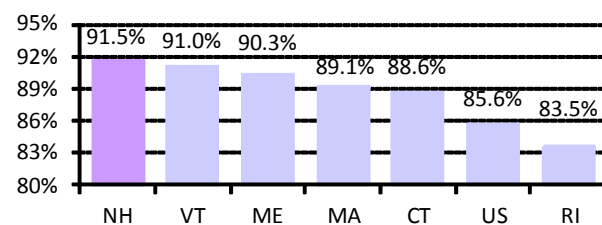
Source: *postsecondary.org*

Figure 1. Percent of People 25 Years and Over Who Have Completed High School (Includes Equivalency) and Bachelor's Degree, Ranking by State, 2010

| | HS Degree | Rank |
|----------------------|--------------|----------|
| New Hampshire | 91.5% | 3 |
| Vermont | 91.0% | 6 |
| Maine | 90.3% | 10 |
| Massachusetts | 89.1% | 18 |
| Connecticut | 88.6% | 21 |
| U.S. | 85.6% | 34 |
| Rhode Island | 83.5% | 42 |

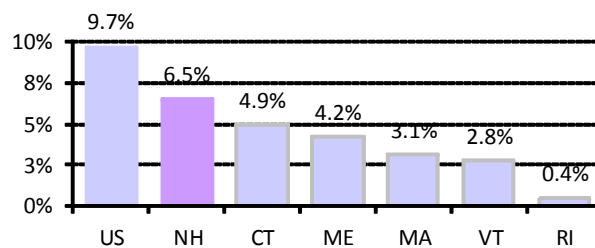
| | BS Degree | Rank |
|----------------------|--------------|----------|
| Massachusetts | 39.0% | 2 |
| Connecticut | 35.5% | 5 |
| Vermont | 33.6% | 8 |
| New Hampshire | 32.8% | 9 |
| Rhode Island | 30.2% | 14 |
| U.S. | 28.2% | 21 |
| Maine | 26.8% | 26 |

Source: *U.S. Census*



Higher education in New Hampshire is facing multiple challenges. Rising costs coupled with reduced financial resources threaten access to college at exactly the point in time in which our state needs to expand access most. By 2018 it is estimated that on the national level 13.8 million new jobs and 33 million replacement jobs will be available. Approximately 63 percent of these 46.8 million jobs are estimated to require workers with at least some college education. About 33 percent will require a Bachelor’s degree or better; another 30 percent will require some college or a two-year Associate’s degree, and only 36 percent will require workers with just a high school diploma or less. New Hampshire will likely see similar demands for educated workers.

Figure 2. Population Growth 2000-2010



Source: U.S. Census

For many years the State recognized the need to provide some general funds for scholarship support to needy New Hampshire students. Historically, higher education institutions granted scholarship funds that far exceeded those provided by the State. In 2011, the Governor and Legislature eliminated all general funds for scholarships. The State’s departure from this role endangers the future of New Hampshire by reducing access to a postsecondary degree.

It is widely known that students who attend institutions of higher education obtain a wide range of personal, financial and other lifelong benefits. In fact the top 10 states, in terms of personal income per capita, are 18 percent above the national average in the share of their workforce with a Bachelor’s degree or higher — while the bottom 10 states, in terms of personal income, are 17 percent below the national average in the share of their workforce with a Bachelor’s degree or higher. New Hampshire is 16 percent above the national average in the share of its population with at least a Bachelor’s degree.

Having a highly educated citizenry is a tremendous advantage for New Hampshire, which results not only in increased per capita wealth, but also fewer demands on already stretched social services, lower crime rates, greater community involvement, healthier lifestyles and reduced health care costs.

How New Hampshire will grow and prosper over the next few years is a critical question that will confront our next governor. Typically, higher education would make the case for continued and expanded public dollar investments in both higher education students and the institutions they serve. Clearly, we are living in new economic times and the “new normal” will likely require all colleges and universities to operate differently than in the past. **General fund support for higher education is a wise and necessary investment. Both the public and private colleges and universities, who are members of the NHCUC, strongly believe that state support toward higher education is critical to our state’s economic and cultural future.** We welcome the opportunity to work with the next governor in setting a new agenda, beyond just increased funding, that will serve New Hampshire students, businesses, and citizens.

New Hampshire’s Knowledge Economy

If New Hampshire is going to participate in the next “new economy” while simultaneously maintaining our high quality of life, educating the next generation of citizens needs to be a top priority. And, if New Hampshire is to have an effective economic development strategy, one that yields the highest possible returns, developing New Hampshire’s human capital offers the best way of attracting and maintaining businesses in our state.

Unlike North Dakota, New Hampshire is not a state rich in recently discovered natural resources that will drive our 21st century economy.

It is time for New Hampshire’s next governor to consider promoting new and more collaborative engagements among our state, our educational institutions and our business community.

What will set New Hampshire apart will be fulfilling its potential leadership in the new “knowledge economy.” The New Hampshire EPSCoR Grant and the New Science and Technology Plan for New Hampshire are two initiatives already underway. A highly educated citizenry will result in continued demand for quality life/amenity opportunities, a business climate conducive to quality employment and a higher education system dedicated to quality teaching, learning and research.

A Cluster Based Economy

If New Hampshire is going to be engaged in the 21st century economy, our State, its businesses and higher education institutions, must be prepared to respond to new and emerging economic trends. Cluster-based economic development is the newest trend being promoted to advance regional economic growth. This theory was developed by *Harvard Business School's* Michael Porter. According to this approach, the foundation of a regional economy is a group of clusters, not a collection of unrelated firms. Cluster analysis can help identify economic strengths and to help set an agenda for future economic growth and planning.

Some would argue that New Hampshire is culturally averse to statewide planning of any kind which, if accurate, may suggest a cluster approach actually might be more successful. What is currently not working is the lack of a strategic economic plan, little consensus for where New Hampshire is headed, how we might get there or strategies for bringing key players (business, higher education, policy makers) together to develop a new innovation focused economy.

We suggest, with the obvious importance of an educated workforce, that New Hampshire's number one industry cluster is its higher education sector. Other industry clusters (finance, health care, advanced manufacturing, energy, others) all depend on access to a talented and high skilled workforce. Effectively capitalizing on New Hampshire's clusters will require new partnerships in dynamic ways to ensure that our state is prepared to respond to emerging demands and needs, and to develop a clear plan for bringing new businesses to the State and retaining those businesses already here.

Rigor, Relevance and Efficiencies

Remedial courses are costing New Hampshire's economy more than \$13 million on an annual basis, according to a recent study. Eight million dollars is the direct cost of remediation and the remaining \$5 million is the estimated loss in earnings potential because students drop out of college without a degree. (Source: *Paying Double: Inadequate High Schools and Community College Remediation.*)

Students who complete a rigorous Core Course of Study as prescribed by the NH Scholars Initiative likely will not need remedial coursework and will be better equipped to successfully complete credit bearing college level courses.

In today's economy, where New Hampshire now ranks as having the highest student debt load in the country and providing the fewest state dollars toward financial aid, it is imperative for students to be academically prepared for college to maximize their college investment.

Only 45 percent of students enrolled in postsecondary education today will ultimately earn a bachelor's degree. Far too many of our nation's and New Hampshire's students are unprepared to succeed in college due to lack of academic preparation in high school. The New Hampshire Community College System reports that from 40 to 60 percent of students attending our community colleges need to take at least one remedial class during their college years.

NH's Higher Education at a glance

- \$4.9 billion Industry
- \$3.9 billion increase in life earnings for NH residents
- \$1 billion in salaries, wages & benefits
- 28,543 jobs (direct and indirect)
- \$391 million on R&D
- 16,899 degrees conferred
- \$227 million on capital expending
- 4,709,067 community service hours for a total impact of \$95.3 million
- \$348 million spent by students and families
- \$276 million on institutional financial aid received by 47,554 students

2010 NHCUC Higher Education Economic Impact Report

NH Scholar students, who complete rigorous high school courses, are prepared to succeed in college and the workforce.

This lack of preparation results in far too many students having to take remedial classes in college. Rigorous course work in high school prepares students for postsecondary education and the workplace. New Hampshire Scholars is a program that encourages high school students, in partnership with high schools, colleges and businesses to ensure that students take a rigorous academic program to prepare them for college. The New Hampshire Scholars program strengthens high school students' academic profile and creates significant efficiencies in the postsecondary system, allowing institutions of higher education to spend their scarce resources educating students and not on remediation.

NH ranks 1st in the nation on student debt with \$31,048 23% more than the national average. Likewise, 3 of every 4 students in the state is burdened by student loans, by contrast only 1 in 3 students carries debt in Nevada

Proposed Action Steps for the Next Governor

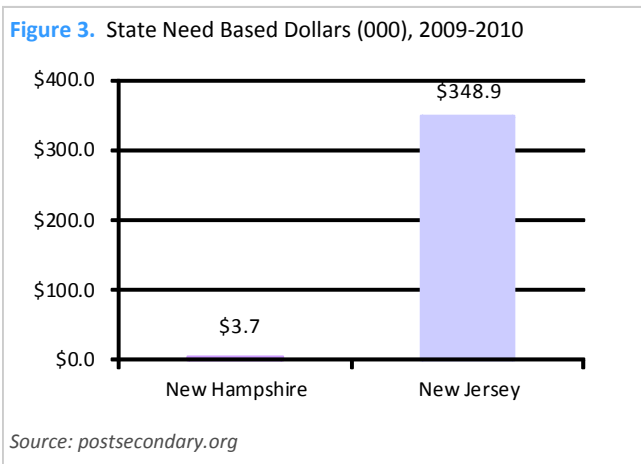
Following are a few proposals for consideration by New Hampshire's next governor in setting an economic development and higher education agenda.

I. Serve as an Advocate for Access to Higher Education

Recognizing that cost and debt are seen as the major hurdles to access to higher education, New Hampshire must get back in the financial aid business by partnering with colleges and universities to provide student scholarships. Indeed, even during these difficult economic times, other states are making significant investments in scholarships for their citizens. New Jersey Governor Chris Christie recently announced, "We live in a time when educational attainment and economic success are correlated as never before. A quality education is the key to advancement and an improved livelihood, but the reality is that too many students are not given that choice, not because of a lack of ability but due to financial circumstances." The Governor's budget proposal provides more than \$393.2 million in funding for student financial assistance, the highest funding level in New Jersey state history.

We strongly encourage the next governor to be an "advocate for access" by returning the UNIQUE Scholarship dollars to their intended purpose of ensuring scholarship funds for needy New Hampshire students attending New Hampshire institutions. Additionally, some modest commitment of general fund dollars for merit-based scholarships to needy students should be considered in developing the next state budget.

New Hampshire cannot afford to be the only state in the country to provide no state scholarship funding to any of its citizens. Currently, New Hampshire students carry the highest debt load in the country with an average debt of over \$31,000, which is 23% above the national average (Source: Project on Student debt 2010.)



New Hampshire cannot afford to be the only state in the country to provide no state scholarship funding to any of its citizens. New Jersey's 2012 budget proposal provides \$392 million in funding for student financial assistance.

II. Emphasize the Relevance of Rigor

Recognizing the importance of academic rigor in higher education achievement our next governor should encourage each New Hampshire high school – both public and private – to become a New Hampshire Scholar School, ask every college/university and business in New Hampshire to become a state scholar partner, and place the New Hampshire Scholar program (\$150,000 annually) into the state budget. New Hampshire Scholars (currently funded by a federal grant) has already secured commitments from 60 of New Hampshire’s 80 public high schools as New Hampshire Scholars Schools. **87% of all NH Scholars graduates enroll in postsecondary education the following fall. In comparison, the state average for New Hampshire graduates immediately enrolling in college is only 59% .** (Source: National Student Clearinghouse.)

A commitment to the relevance of rigor would be an important and significant message coming from New Hampshire’s governor. This program should become a national model for academic rigor, business/education partnerships, and strategy for developing New Hampshire’s highly skilled workforce. This program offers the next governor a platform for addressing the need for academic rigor and high standards with a minimal investment and with maximum management efficiency.

III. Serve as New Hampshire’s Convener in Chief on Higher Education and Workforce Issues

Recognizing that there is no current state plan for the future of New Hampshire, the next governor should convene a Governor’s Summit on **Aligning New Hampshire’s Business, Higher Education and Public Policy Priorities for the 21st Century**. The outcome of the first summit should be a state plan for establishing priorities for advancing New Hampshire’s future in a strategic manner. This state summit should become an annual event that highlights opportunities to advance the interests and collaboration of New Hampshire businesses, higher education institutions and public policy leaders.

An annual report of new initiatives, profiles of collaborations and an update on the status of initiatives should be issued and promoted to encourage advancement of best practices. Without a state plan it’s hard to measure if we are making progress. The next governor can set a new standard for ensuring New Hampshire is moving forward and making progress in educational attainment, workforce development and meeting benchmarks.

IV. Convene Business/Education Roundtable

Recognizing that for too long New Hampshire’s education and business communities have lacked a platform to discuss strategies for creating a highly skilled workforce, and to identify initiatives to advance New Hampshire’s economy, we encourage the formation of a sustained Business/Education Roundtable. The creation of a “business driven” Higher Education Roundtable will promote a culture of dialogue and change in education - both K-12 and postsecondary. This Roundtable will encourage critically needed business engagement to develop and advocate for improved and aligned educational policies. A group of prominent business and education leaders, with administrative support from the New Hampshire Department of Resources and Economic Development, should be formed and supported.

Summary & Recommendations

New Hampshire’s next governor should :

- * Actively serve as an advocate for access to higher education
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Additional Trends to Watch

DEMOGRAPHIC TRENDS

- Population Growth:** New Hampshire's Population growth from 2000 to 2010, while leading New England, trails the US (6.5% versus 9.7%), with more than 40% of the growth from Migration
- Better Educated Immigrants:** College 4-year degree and graduate degree level educational attainment rates are much higher for immigrants than native NH residents.
- New Hampshire is Getting Older:** In 2010, NH ranked 4th in the nation (Table 2.) with a median age of 41.1 years, well above the nation's average of 37.2 years. The so called silver tsunami is also happening faster. In 1990 New Hampshire residents were younger than the average American, then New Hampshire residents aged 93% faster over a period of 20 years (Figure 4.)
- Declining K-12 Population:** There are 17,656 fewer students in 2011 coming through the pipeline than in 2000 (Figure 5.) representing a decline of 8.47%
- K-12 to College:** in 2008, 11,032 NH high school students continued onto college, 52% (5,726) of them pursued higher education in the state and 48% (5,296) outside of the state (Postsecondary.org)
- Diversity:** According to U.S. Census, 101,420 ethnic and racial minorities called New Hampshire home in 2010 and their numbers are growing rapidly. As of fall of 2010, 5,149 or 8.82% of undergraduate degree/certificate seeking students in the State were racial or ethnical minorities (National Center for Education Statistics, IPEDS) out of total of 58,388 students

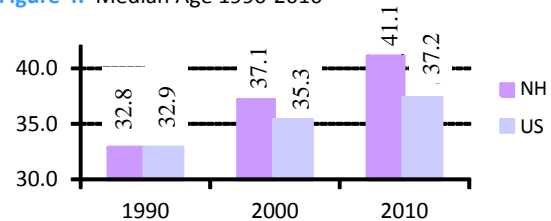
Currently, 1 in 3 students in Manchester/Nashua are minorities. These numbers are projected to growth to 1 in 2 by 2020 (Figure 6.)

- Born-in-State:** only 46% of New Hampshire's residents were born in the state. However, as the state's ability to 'import' highly educated workers from neighboring 'aging' states diminishes, educating its own will become an economic imperative.

Table 2. Median Age Rankings 2010

| Rank | State | Median Age |
|------|---------------|------------|
| 1 | Maine | 42.7 |
| 2 | Vermont | 41.5 |
| 4 | New Hampshire | 41.1 |
| 7 | Connecticut | 40.0 |
| 9 | Rhode Island | 39.4 |
| 10 | Massachusetts | 39.1 |
| 30 | U.S. | 37.2 |

Figure 4. Median Age 1990-2010



Source: U.S. Census

Figure 5. Declining K-12 Population

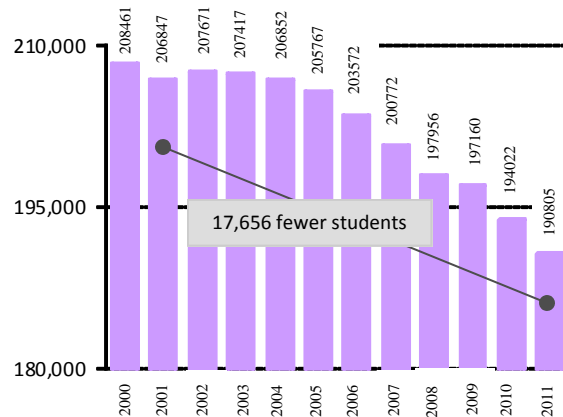
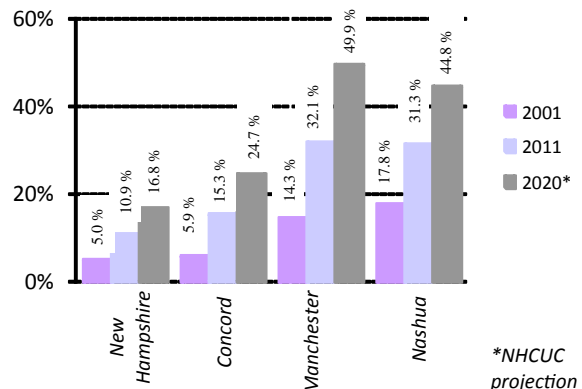


Figure 6. Race/Ethnic Enrollments in NH School Districts



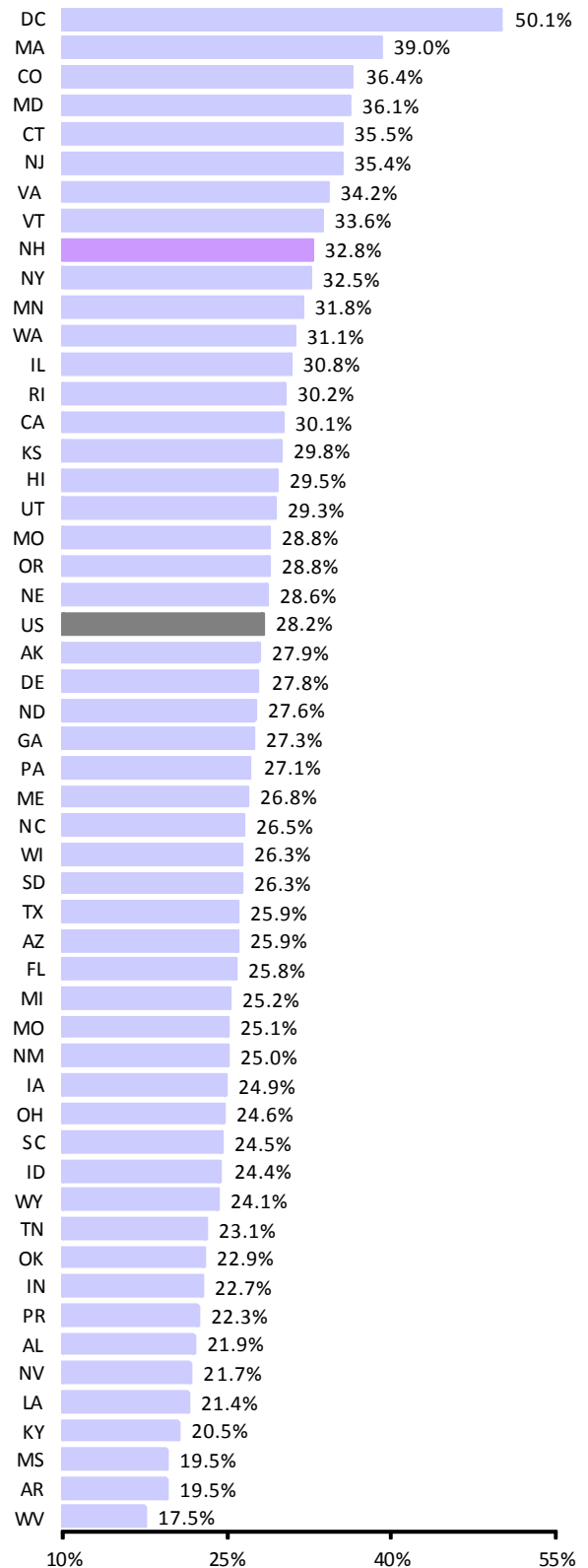
*NHCUC projection

Source: NH Department of Education

EDUCATION MATTERS

- Jobs of the Future:** it is estimated that 71% of all new jobs in New Hampshire will require a college degree or some postsecondary education, between now and 2018 (Center on Education and the Workforce, Georgetown, University), however, only 32.8% of NH population age 25 and older holds a bachelor’s degree in the state (Figure 7.) Although, NH ranks relatively well, 9th in the nation in this indicator, it is mostly due to good performances by its Rockingham, Grafton and Hillsborough Counties, Three other counties performed below the national average of 28.2%, and Coos County, with 16.1%, performed below all 50 states, the District of Columbia and Puerto Rico (Figure 8.)
- Higher Education Advantage:** A recently released study indicated the life-time earnings with a baccalaureate degree, versus a high school diploma, has multiplied from a 40% advantage in 1980 to 83% in 2010 (Harvard Magazine, November-December 2011)
- Life-Time Earnings:** On average, holders of a baccalaureate degree can expect to earn over a million dollars more than non-degrees earners. According to a 2011 report from Georgetown University “*The College Payoff*”, life time earning for college grads is \$2.27 million nearly \$1 million more than those with high school degrees with \$1.3 million. Bachelor’s degrees in STEM (Science, Technology Engineering and Mathematics) earn even more. According to the College Board, median earnings of college grads were \$55,700 in 2008 as opposed to \$21,900 from high school graduates.
- Benefits of Higher Education:** Parents that went to college read more to their kids, and are twice as likely to participate in educational activities like visiting museums and libraries. High school graduates are eight times more likely to depend on public assistance programs. College grads pay more taxes, volunteer and vote more, live longer, have lower unemployment rates, have more benefits and higher pensions.

Figure 7. NH Population 25 Years and Over Who Have Completed a Bachelor's Degree or Higher, 2010



Source: U.S. Census

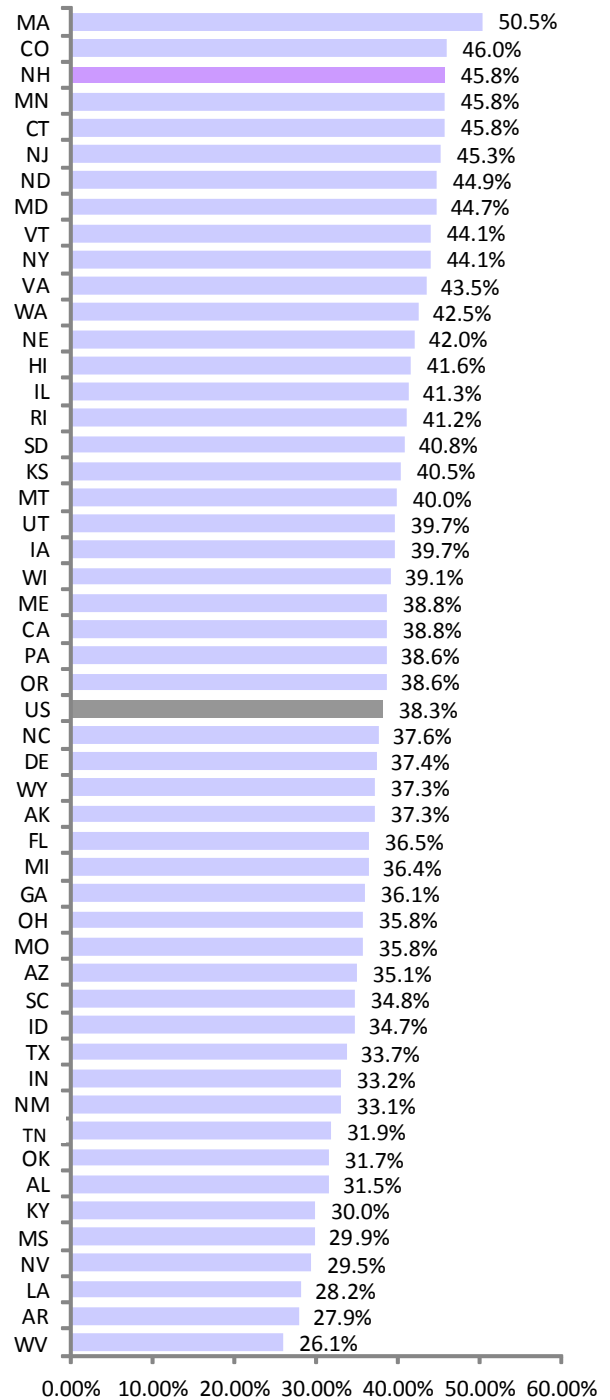
EDUCATIONAL ATTAINMENT

- College Continuation Rates:** Out of 17,276 New Hampshire high school graduates, only 11,032 became college freshmen in 2008. This is a 63.9% College Continuation Rate and ranks New Hampshire 24th in the nation. (Source: Postsecondary.org, Chance of College By Age 19 in New Hampshire).
- Future College Attendance:** It is projected that only 51.4% of 9th graders in the state will go to college by age 19. Thus, half of the students are getting lost in the pipeline which places our state supply of educated workers at risk. (Source: Postsecondary.org, Chance of College By Age 19 in New Hampshire).
- Educational Attainment for Native Residents:** New Hampshire ranks 3rd in the nation in the percentage of people 25 years and over who hold a high school degree (91.5%) and 9th in the nation in the percentage of adults holding a four-year college degree (32.5%).

However, only 18.8% of New Hampshire natives hold a bachelor’s degree or higher, ranking our State 46th in the nation. (Figure 9.) With aging demographics and declining in-migration rates, educating our native population should become a priority for building a skilled workforce. (American Community Survey, 2005).

- Unemployment:** the average unemployment rate for residents holding only a high school diploma is 10.1%, while holding a bachelor’s degrees reduces that statistic to less than 5%. (Bureau of Labor Statistics, Current Population Survey, 2010) Obviously, New Hampshire’s highly educated population is a significant factor in our low unemployment statistics.

Figure 8. NH Population Age 25 Years and Over Who Have Completed an Associate Degree or Higher, 2010

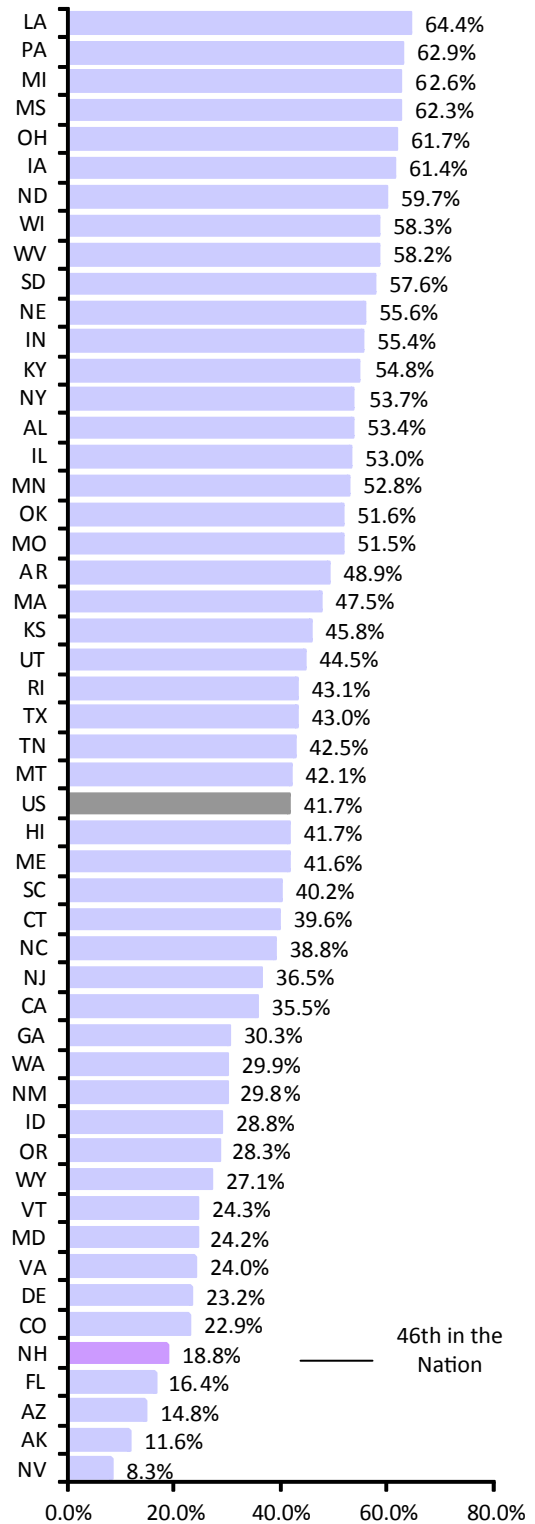


Source: U.S. Census

AFFORDABILITY

- Ranking:** New Hampshire ranks 50th in state funded scholarship aid. Currently, virtually no General Fund dollars are available to low income, needy students seeking to pursue higher education in New Hampshire.
- Most Expensive Community Colleges in the Nation:** In 2009, New Hampshire ranked 1st in the nation with the most expensive community colleges with an average tuition and fees of \$6,262, more than double the national average of \$3,029.
- 3rd Most Expensive Flagship 4-Year University in the Nation:** In 2009, New Hampshire ranked 3rd as the most expensive 4-year public university in the nation with tuition of \$12,743 vs. a U.S. mean of \$7,963.
- Pell Grant Coverage:** Federal Financial Aid as a percentage of costs to students has declined substantially in recent years. In the mid 1970s the maximum Pell Grant for low income and working families covered nearly 40% of the average cost of attending a four-year private college; now it covers 15%. In the 1980's Pell Grants covered nearly 60% of the total costs at a four-year public college and today it covers only about 40%.
- Share of Family Income:** Families in New Hampshire devote a very large share of family income, even after financial aid, to pay for college when compared with other states. In 2008, NH's families utilized 34% of their income to pay for a 2-year community college, 36% at a 4-year public institution and 72% at 4-year private institution. (Measuring Up, 2008.)
- Unable to Cover the Cost:** Over 42% of New Hampshire residents seeking financial assistance cannot even cover the average costs (full-time tuition and fees) charged by the Community College System of New Hampshire. (NH Postsecondary Education).
- No Progress:** The cost of higher education is unquestionably expensive and with severe cuts in state funding our universities are forced to pass costs on to already overburdened students and families. According to the national report, Measuring Up, 2008, New Hampshire received an "F" in affordability, indicating that participating in higher education is becoming unattainable for many New Hampshire citizens.

Figure 9. NH Native Population With a Bachelor's Degree or Higher, 2005



Source: ACS 2005

ABOUT THE NHCUC

The New Hampshire College & University Council (NHCUC) is a non-profit consortium of public and private, not-for-profit, institutions of higher education in the state of New Hampshire. These institutions are recognized and highly regarded for their outstanding teaching, research, and community service activities. They serve as major centers of activity that are vital to the economic development of the community and the state.

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