

DMACC & Newton: A Winning Combination

In the early 1990s, Newton was a town riding a decades-long streak of successes. Nestled in the heart of the state, it was home to Maytag, a business with an international reach and an impeccable reputation. As the demand for household appliances increased exponentially after World War II, Newton developed a reputation for a skilled, dedicated workforce that produced some of the most reliable products anywhere.

While successful, business and community leaders didn't sit on their hands or waste too much time patting one another on the back. As they pondered a vision for the future of Newton, they knew access to higher education was lacking. Not ones to accept the void, a coalition set out to bring a college to the town of about 15,000. One of the first calls the group made was to DMACC.

After months of discussion, Maytag's generous donation of a building to house the original campus (in addition to adjacent land and funds), much input from Iowa State University and the

University of Iowa, and the hiring of Carroll Bennett to be its first provost, the official announcement of the establishment of the Newton Campus was made by DMACC President Joseph Borgen in December 1992. On the occasion, Newton Mayor Alvin Borchers called it one of the most significant additions in the history of the city.

In the Beginning: Carroll Bennett

A native of Newton and one of the longest-tenured employees of DMACC, Carroll Bennett was a natural to serve as the first Provost of the college. Bennett's official duties began in Fall 1991 and required months of logistics work in advance of the college's inaugural class in Spring 1993.



▲
Former DMACC Newton Provosts (from left to right) Carroll Bennett, Dr. Nancy Noth, Dr. Mary Entz, and Dr. Joe DeHart.

Having served on the senior leadership team at DMACC for years, Bennett said Newton was always an intriguing option for a campus, but without the nudge from Maytag it may have never come to fruition.

"We had considered it for years, but it never really went anywhere because it was in such close proximity to Des Moines," Bennett recalls. "Maytag was the first to formally approach us about partnering to offer higher education in the community. Their primary interest was in ensuring they had access to the type of talent they required to continue to grow to serve a global clientele."

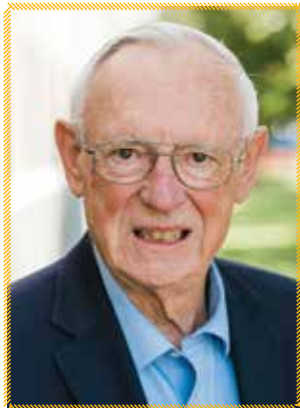
While DMACC has a long history of working with corporations to develop programming to serve specific needs, there was also a feeling that the region around Newton could benefit from easier access to higher education. That hunch proved to be on target as DMACC quickly established a presence in Newton and became a hub for providing technical education, as well as more traditional college courses.

"The important thing about the Newton Campus is that, from the beginning, it has been able to respond to the needs of the community above and beyond what any of us expected," Bennett says. "We benefited greatly from the expertise across the DMACC network. As we identified opportunities to grow and add services, we were able to quickly tap into instructors and educators who were ready to meet the stated needs."

Bennett says DMACC also found a friend and advocate in the City of Newton. From the Mayor's office to the city council and members of the community, the addition of DMACC was welcomed and valued.

"I'm most proud of the opportunity this opened for Newton," he says. "So many people have gone farther with their education and skills training than would have been possible if DMACC

wasn't right there in the community. It is a huge benefit and we are so proud to be such a respected member of the community."



"The community was elated, Maytag was pleased and we had 100% cooperation in developing a campus that would serve the region."

-Carroll Bennett

Extending Reach: Dr. Nancy Noth

When Bennett's tenure ended in 1995, Dr. Nancy Noth was named the second Provost of DMACC Newton. With a background in college administration, most recently at the University of Iowa College of Business, Noth was focused on building upon the foundation established by Bennett and his colleagues while continuing to grow and better serve the region.

"When I arrived, the foundation was solid and our goal was to carve out an identity," Noth says. "We felt the best way for the campus to thrive was to develop partnerships with key allies in the community and to expand the scope of services we were offering."

Among the first additions overseen by Noth were an expansion of industrial programs, and a program offering classes in partnership with high schools in the region.

The original DMACC Newton facility was donated by Maytag. The building was constructed in 1950 to produce defense equipment for the Korean War. It was later used as a warehouse and a machine shop for producing appliance parts.

Gift Will Spur Future Growth of DMACC Newton

In making the largest single gift in DMACC history, Reza Kargarzadeh, President and Founder of Engineering Plastics Components, is hoping to have an impact on generations of Iowans. The gift of the former Maytag facilities in Newton included seven buildings—comprising more than a half-million square feet of space—and was valued at \$8.9 million.

"Newton was devastated when Maytag sold to Whirlpool and then Whirlpool eventually left," Kargarzadeh says. "But Newton was resilient enough to work through it and find ways to replace the jobs that were lost. DMACC was good for the community of Newton then and I think it will continue to serve the community for years to come."

Kargarzadeh credits a group of individuals, including DMACC President Rob Denson and former Iowa Governor Terry Branstad for spurring the gift.

"It took us about a year to finally settle on a plan," Kargarzadeh says. "We discussed a lot of options and this one made the most sense. I cannot say enough about the role Rob Denson played in all this. His leadership and ability to articulate his vision convinced us this was the right thing to do."

At a press conference announcing the gift, Denson said the college would work with private businesses to locate offices and retail shops in the space. In the future, the college plans to add student housing and additional space for instruction.

For Kargarzadeh, it all comes down to paying forward the gifts he has received as a resident of Iowa.

"I graduated from the University of Iowa and both my sons have graduated from there as well," Kargarzadeh says. "This state and this community have been very good to my family and we felt an obligation to give back. The fact that we were able to give a gift that will have a positive impact on education in the region and the state for years to come makes it that much more meaningful."

Fast Fact



“Our goal was to be a hub in the community. Our building was used for so many different purposes and that is exactly what we wanted.”

-Dr. Nancy Noth

Noth also worked to develop a welcoming vibe on the campus. Because the facility donated by Maytag served multiple purposes—it included traditional classroom spaces; labs; ISU Extension, Maytag, and DMACC offices; meeting rooms; Basics & Beyond, the alternative high school; and a conference center—Noth and her team worked hard to welcome in anyone and everyone.

“Our campus was essentially a community center being used by a wide range of groups for things like Rotary, social gatherings, community events, and more,” Noth says. “But that was a good thing in our eyes. We wanted people to feel comfortable there.”

With that growing sense of comfort came an increasingly advanced level of education. In addition to the general studies and technical training offered by

DMACC, the University of Iowa established an MBA classroom for part-time students in the region. That was followed by Buena Vista University starting a four-year degree program. At the center of all the expansion was DMACC.

“Being a resident of a town like Newton, one of your priorities is having access to a higher level of education,” Noth says. “We understood the role we played in that and how it was necessary to keep the community vibrant. By educating and training people locally, DMACC serves as a real economic development driver.”

Stepping Up: Dr. Mary Entz

At no time was DMACC's value in the community put to the test more than during the tenure of



“During that difficult time, DMACC really had the opportunity to step up for the community and to live out its mission.”

-Dr. Mary Entz

It Takes a Village...

A number of people played a role in the development and successful beginning of the DMACC Newton Campus.

Leonard Hadley, CEO, Maytag Corporation, was truly the person who had both the vision and funding to stimulate the founding and construction of the campus.

Dr. Joseph Borgen, DMACC President, had the concept of “partnering” that created a unique campus and complemented his vision for the mission of this campus. His ability to explain the concept of the campus to the DMACC Board of Directors and the State Board of Education to obtain their support and approval was crucial to the creation of the campus.

Dr. Kim Linduska, DMACC Executive Vice President for

Instruction, was involved in defining the mission of the campus. She was responsible for the planning and development of instructional programs and student services. The Newton Executive Dean reported directly to her.

Don Zuck, DMACC Chief Financial Officer, was the point person on construction and financing of the project. He was one of two people who worked directly with the Executive Dean on campus planning. He also coordinated the legal work on the project with Gordon Greta, City of Newton Attorney and E. James Bennett, Assistant General Counsel for the Maytag Corporation. The Alhers Law Firm represented the interests of the DMACC Foundation, and David VanSickel, the interests of the College.

William Kuhlow, Maytag's Corporate Director of Real Estate, was designated as the Maytag coordinator of development and construction of the campus. He and Don Zuck met frequently with the architect and construction superintendent. Kuhlow and Zuck were truly the “fathers” of the facility.

Ken Bussard, of Bussard/Dikis, was the chief architect and one of the creative forces in the design of the unique facility.

Martin Burke, Alter Design Builders' Project Manager, was responsible for the planning and construction of the campus facility.

Carroll Bennett, Executive Dean, assisted in planning and executing the instruction and campus plans related to programs and services, and

in promoting the campus. He was directly supported by campus staff, including **Jim Fenton**, Director of Basics and Beyond; **Kathleen Clauson**, Director of Student Services; **Teresa DeCook**, Book Store Manager; **Cindy Dethrow**, Administrative Assistant to the Dean; **Jane Faircloth**, Student Services Assistant; **Ken Coyle**, Director of Maintenance and Plant Services, and **Kay Wright**, **Sharon Witty**, **Randy Smith**, and **Delores Wilson**, full-time faculty members.

Dr. Phil Hintz, Superintendent of the Newton Schools, played a key partnership role by providing Bennett insight on the community, making connections and offering office space before the campus was complete.

Provost Dr. Mary Entz. For the first half of her 13-plus year tenure—she began in February of 2003 and served through December of 2016—Entz continued to expand upon the work done during the tenures of Bennett and Noth.

But midway through the first decade of the 21st century, things took a dramatic turn.

With the Whirlpool acquisition of Maytag completed in April 2006, the focus of the Newton Campus turned even more to serving displaced manufacturing workers. The majority of the displaced workers were eligible for educational or training funds provided through the Trade Adjustment Assistance Act, and DMACC made a quick pivot to address their unique needs.

"During that difficult time, DMACC really had the opportunity to step up for the community and live out its mission," Entz says. "We did everything we could to meet those who needed us where they were."

In some cases, DMACC did that literally. Campus personnel provided basic math review sessions at a local union hall; many career transition workshops were offered; career exploration, job search, and resume-writing workshops were coordinated, and both faculty and staff received information and training on best practices for serving displaced adult workers. Between 2005 and 2009, enrollment on the Newton Campus more than doubled. Heaped on top of it all was the height of the Great Recession.

"Our purpose was never more clearly focused than during those years," Entz says. "We wanted to be a jumping-off point for those going back to school. We wanted to serve everyone who needed us. Newton worked very hard to bring DMACC to town back in the '90s. This was our opportunity to step up and help community members put their lives back together."

Once the recession began to ease and jobs began to come back to Newton, Entz and her team set about implementing programming that would further serve the community. The centerpiece was the development of a Career Academy for high school and college-aged students. The Academy was established as Whirlpool prepared to cease operations in Newton and made a donation of two buildings and funds to jump-start the offering. In addition, nursing and court reporter programs were added in response to feedback from community and business leaders.

"I can't stress enough how fortunate our campus was to have such a great crew," Entz says. "Things changed a lot during those years at a very fast pace. Without faculty and staff members who were ready, willing, and able to meet the diverse challenges, we would never have had such a positive impact on so many."

Moving Forward: Dr. Joe DeHart

Today, Dr. Joe DeHart serves as Provost of the Newton Campus. He says the future is filled with unlimited potential in Newton.

Spurring that optimism is the recent donation of additional space to house an expansion of DMACC and a unique college-community partnership (See article on Page 5). In total, the seven-building gift represents about 500,000 square feet of space—which has the wheels turning for DeHart and his team.

"It is unlike anything I have seen," DeHart says. "It opens up the door for a unique relationship between the college and the community."

Initial plans call for an expansion that will include space for additional DMACC programs, along with retailers and offices. In the future, the space could be used for student housing, career and technical

programs, or additions to the curriculum not yet identified. Regardless of how the space comes together, DeHart is confident it will only further solidify DMACC's role in the community.

"We are here to train the people in this community who are going to remain in this community," DeHart says. "And right now we are in the sweet spot."

"When Maytag left, the community took a hit," he continues. "But we got through that and we don't talk about the past. We only look to the future. DMACC is a catalyst in helping to diversify the skill base and ensure this community and its residents are well served for years to come."

Bennett, who has been intimately involved with the Newton Campus since its inception, could not agree more.

"We can talk all we want about all that went into getting it started," he says. "But the true testament to its value to the community of Newton is to look at what it has done."

"I think it has been a huge asset to the community," Bennett continues. "And it has exceeded expectations, far beyond anything any of us could have imagined when it was first getting started."



"We feel like we are poised to serve as an economic engine by meeting the region's demand for advanced education."

-Dr. Joe DeHart

Fast Fact

At the announcement of the establishment of the Newton campus in 1992, DMACC President Joseph Borgen remarked: "This is the first time in Iowa where a nationally-recognized community college, a world-class research university, and a Fortune 500 international corporation have pooled their individual talents and resources in such a mutually-beneficial and far-reaching project."