

Albertson Foundation campaigns for colleges

Program will inform public of necessity of community school in Boise area

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TREASURE VALLEY — The J.A. and Kathryn Albertson Foundation recently launched Community College Now!, an “education campaign to raise awareness” of the need for a community college in the Boise area, according to campaign spokeswoman Stephanie Worrell.

The campaign uses a Web site and television commercials to demonstrate why a community college is critical to education and the economy of the Treasure Valley, citing examples of Idaho’s nursing shortage and a high demand for skilled workers in a variety of trades. The Web site includes a rundown of how community colleges are created and funded and a needs assessment indicating the number of nurses, medical technicians, technology specialists and office assistants — all of whom could be trained at a community college — the state of Idaho will need over the next eight years.

The J.A. and Kathryn Albertson Foundation, which donates money to benefit education in Idaho, is a supporter of a Boise-area community college and has indicated that it will eventually help fund a community college.

The only community college now serving the Treasure Valley is a branch of Ontario, Ore.,-based Treasure Valley Community College in Caldwell.

Worrell said Community College Now! doesn’t lobby for a community college, nor does the campaign have a specific end goal.

“It’s really just to educate people,” Worrell said. “We don’t know what’s going to be beyond that.”

Worrell added that the campaign is dedicated to the belief that “every deserving student has the right to high-quality, affordable post-secondary education.”

On the Web

www.communitycollegenow.org