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## **CWI, BBB address Nampa business community**

NAMPA — Business leaders in Nampa were given a progress report from College of Western Idaho president Bert Glandon at the monthly Nampa Chamber of Commerce luncheon Wednesday.

In an address to chamber members, Glandon noted the college's integral role in the local business community, providing education that promotes industry and workforce development.

Glandon announced that the college, which opened its doors to students in January, is on track to deliver dual college and high school credit courses in every high school in Ada and Canyon counties by fall 2010.

Glandon also emphasized unprecedented enrollment growth at the community college. The college opened with 1,208 students in its first semester and has tripled in size the past nine months to 3,618 students today. The college is on track to double its enrollment next semester, Glandon said.

"It's amazing the amount of growth we've had and the programs we've been able to put in place," Glandon said. "No community college has ever tripled in size in nine months."

Dale Dixon, president and CEO of the Better Business Bureau of Southwest Idaho, encouraged business leaders to take advantage of online social networking tools.

Sites like Facebook and Twitter can encourage communication and build trust between businesses and consumers, Dixon said.

"It's really about how you can create a conversation," Dixon said. "Three-hundred million people are on Facebook and Twitter today – that's the population of the United States. E-mail is going bye-bye."

Possible benefits of implementing a social networking strategy for businesses include reputation management, building a "tribe" of followers or loyal customers, and attracting talented and passionate employees.

"You can build your own media through this process," Dixon said, "but it's not a substitute for a marketing strategy plan. And you can't succeed without your buy-in – you have to care."

Dixon also said using social media can't be a short-term project, and won't guarantee sales.