

Northland Community and Technical College

President's Cabinet Meeting Minutes


Thursday, October 21, 2010


Airport Campus; 10:30 a.m. – 1:15 p.m.


Attendees: Clinton Castle, Cindy Cedergren, Steve Crittenden, Dean Dalen, Ron Dvergsten, Scott Fletcher, Mary Fontes, Bob Gooden, Kent Hanson, Stacey Hron, Shannon Jesme, Dan Klug, Norma Konschak, Becky Lindseth, Jim Retka, Gerry Schulte, Anne Temte, Jason Trainer

Absent: Rocky Ammerman, Gene Klinke, Scott Godfrey

Guests:

Topic	Responsible Party	Discussion/Outcome
1. Board Chairman Visit	Temte	President Temte summarized the visit from MnSCU Board of Trustees Chair Scott Thiss on Oct. 20-21. She stated that approximately 12 employees attended the open forum at EGF on Oct. 20, a dinner meeting was held that evening in TRF, and an informational meeting regarding UAS was held on Oct. 21. Good discussions were held at all of the meetings.
2. Marketing/Logo Update 	Trainer	<p>Jason Trainer shared two TV ads that are ready for airing and asked for feedback. Cabinet supported both commercials. He shared several samples of print ads being considered, some for restroom ads. A lengthy discussion of the ads resulted in the replacement of two of the male restroom ads. Jason shared information about the new NCTC Facebook page, which resulted in a discussion about employees using Facebook on employee computers, and the restrictions that were placed on Facebook use last academic year. A member suggested that faculty establish their own program facebook page. Jason stated that once the number of Facebook friends builds up, they will add more pages. It was suggested that individual employees who wish to create their own dept./program facebook page should first seek their supervisor's approval.</p> <p>Jason shared information about Campaign Activity Reports that tracks specific hits on the website, which in turn will assist in determining how marketing dollars are best used and the customer base we are attracting.</p> <p>Jason shared samples of MarketPlace ads (postings restricted to students only). That site will also link to the college events calendar/news/announcements, where employees may post brief info about a college event or activity to promote or inform students and employees. Jason will share this communication process with all</p>

		<p>employees via demos on each campus at various times and days, and at the Nov. All-Employee meetings.</p> <p>Jason presented the top four logo choices that were selected by both student bodies. Discussion was held on the logo and text style used on the Marketplace site. The next steps in the logo development process were discussed. It was suggested that advisory committee, employee and student feedback be sought to indicate their favorite. The Cabinet will make the final decision.</p>
3. President's Work Plan	Temte	President Temte thanked all who contributed to the work plan, and reported she will be finalizing the document next week.
4. Capital Budget Advisory Team	Lindseth	Becky Lindseth reported that Bob Gooden's and Shannon Jesme's names were submitted to the OOC as interested in participating in this year's advisory team. (deadline to submit was 10/19).
5. Policy Review 	Lindseth	<p>The following policies/procedures were presented for review:</p> <p>New: #4030 & 4030P Emergency Response, Notification, and Evacuation Policy & Procedure</p> <p>Revised: #7022 & 7022P Accounts Receivable Policy and Procedure</p> <p>Revised: #5072 Tuition and Fees Policy</p> <p>Members were asked to submit questions or comments to Becky Lindseth by the date listed on Virtual Office/Proposed Policies/Procedures.</p>
6. Arbitration Decision	Lindseth	Becky Lindseth reviewed an arbitration decision via a statewide communication regarding filling AFSCME vacancies. Based on this communication, Becky recommended the college post AFSCME vacancies internally as "bid only opportunities". If the vacancy is not filled by bid, then the AFSCME position will be posted competitively in the State system. The Cabinet supported these changes to the AFSCME vacancy process.
7. Dept. of Labor Grant	Fletcher	Scott Fletcher reported on a potential \$3-5 million grant from the Dept. of Labor for new and emerging industries, with a dislocated worker focus. He is working with Fox Consulting on preliminary steps to apply in December. Kent noted that Fox Consulting also should be looking for potential health care grants.
8. Smarthinking	Dalen	Dean Dalen explained an online tutoring service (accessed through D2L) which students can access for a limited number of hours. He stated that if individual students exceed the time allotted for them, they will receive a message to contact the

		"Student Support Center". Dean asked that anyone who receives inquiries about this service should forward the calls to him.
9. Employee Telecommuting Information	Lindseth	Becky Lindseth reviewed information from the MMB regarding state withholding procedures and reporting for employees who reside in a different state and are on a telecommuting agreement. The college currently has three employees (in COI) that have telecommuting agreements in place, all of whom reside in Minnesota.
10. Managed Printing 	Jesme, Hron	Shannon Jesme shared a summary of the plan and processes for charge-backs for printers and copiers. She stated that this new tracking system will determine a baseline for subsequent years for budgeting purposes. No program or dept. will be denied printing/copying rights if the pre-set budgets are exceeded this year. Jason expressed concerns about current processes the Creative Services/Marketing Dept. uses for printing, often using higher quality paper and needing better color quality. Jason requested that the Creative Services/Marketing Dept. be exempt from the process. It was decided that Jason, Shannon, Stacey and Dan meet and further discuss the matter. (Subsequently, the request was approved for Creative Services/Marketing Dept. to be exempt from the established process.) Shannon will present information about printers & copiers/leases and locations at the next Cabinet meeting.
11. Shared Governance Council	Hanson	A special Shared Governance Council meeting is scheduled for Oct. 29, when administration will present a proposal for academic reductions. This information will be shared with Cabinet prior to the next Cabinet meeting.
Meeting Adjourned at 1:15 p.m.		
Next Meeting Date		Wednesday, November 10, 2010; EGF Campus, Room 115; 9 a.m. – 12 noon