

President's Cabinet Meeting Minutes

Thursday, September 15, 2011


EGF Campus, Room 129


9 a.m.


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


Absent: Stacey Hron, Ron Dvergsten, Rocky Ammerman

Guests:

Topic	Responsible Party	Discussion/Outcome
President's Report 	Temte	<p>President Temte reported on the following topics:</p> <ul style="list-style-type: none">-Meetings held with Stan Phelps, a philanthropic businessman from Florida, which may potentially result in the development of UAS training satellite in Florida.-Northland College Trademark: She reported that she and Dan Klug had been having conversations with MnSCU General Counsel regarding the use of the name "Northland College." Northland College in Ashland, Wisconsin has trademarked the name, and in order to avoid confusion and potential legal challenges we should discontinue using "Northland College" in any form. The only exemption to this action would be areas that are permanent structures that cannot be easily changed without high cost (such as the name etched above the fireplace in the TRF Commons). A directive to receptionists and their supervisors was sent earlier, directing them to use Northland Community and Technical College when answering the phones. A broad message to all employees will be sent upon receipt of confirmation from MnSCU General Counsel. In the meantime, this topic can be discussed at departmental meetings, as a heads up. The idea of trademarking the slogan "thinkNorthland" was suggested. Dan or Jason will investigate the process for establishing trademark status.-Meeting Etiquette: In order to ensure that members are engaged in Cabinet conversations and decisions being made, she asked that members close their laptops and turn off cell phones during meetings. She wants all members to feel they can respond freely to issues discussed in meetings, and voice their concerns, opinions, and ask questions before decisions are reached. Members need to support each other, and the decisions made by the Cabinet as a whole.-Altru Gala: She shared an invitation to an Altru Hospital event and asked if any dept.

 <p>http://www.radionorthland.org/</p>		<p>was interested in sponsoring a table for the event. She will not be available to attend. Jason Trainer will look into the event.</p> <p>-Leadership Council Report: She stated that the dynamics of the presidents' group and the new chancellor are different than in previous years. The chancellor is very open and ready to discuss unusual solutions to problems; he is working on Office of the Chancellor and system reorganization.</p> <p>-Weekly Update article: President Temte asked for other members to provide weekly updates when she is gone for the next two Mondays, or any other times they are interested in doing so. Becky volunteered to write the article for the week of Sept. 26, and Kent will write one for Oct. 2nd. Photos should be included, since the current column in The Times (and potentially The Exponent) contain the president's photo. Norma mentioned she may be interested in writing an article near the end of October regarding NACEP. President Temte again asked members for ideas (and information about the ideas) for her articles.</p> <p>-Bi-Monthly Radio Show on Pioneer 90.1: President Temte asked for volunteers to sign up to be on Pioneer 90.1 on a bi-monthly Monday aft. program (approx. 20 minutes in length), hosted by Rom Ogaard (a.k.a. Ron West) to discuss topics of their choice. It was noted that the studio at the EGF Campus should be ready in approximately two months, following some minor remodeling to the space.</p>
Marketing/Communications	Hanson, Klug, Trainer	<p>Kent Hanson reported on a recent meeting regarding marketing and communications, and he and Dan reviewed five goals established in the meeting: 1) MET will develop and post a marketing plan; 2) Academics will identify priority programs for marketing efforts; 3) Establish a budget with percentages of where the dollars will be spent; 4) Establish guidelines for sub-brand logos; 5) Style Guide revisions. Jason Trainer will attend a deans and supervisors meeting in the near future to discuss marketing issues.</p> <p>Shannon Jesme noted there is still a large quantity of envelopes in stock with the old logo. It was determined that they should be recycled or destroyed after January 1st.</p> <p>Jason Trainer reported that, as part of his enrollment in the Luoma Leadership Academy, he is working with a team that is developing a three-year strategic enrollment management plan for Hennepin Tech. This project will enable him to glean ideas and best practices for Northland's plan. He reported that he, Mary Fontes, and Sherry Lindquist are attending a Noel Levitz enrollment conference next month.</p>

		<p>Jason reported on a “ Fargo Movie event ” on Sept. 29, sponsored by the Fargo Chamber, of which Northland is one of four sponsors. Anyone interested in manning the booth anytime between 4:30-10 p.m. should contact Jason.</p> <p>Dan Klug reported on the Pioneer Run, scheduled on Oct. 1st in TRF, in conjunction with NCTC Homecoming. Jason mentioned he had received an invitation to participate in a community parade in conjunction with TRF’s Lincoln High School Homecoming. Anyone having an interest should contact Jason.</p>
TRF Campus brainstorming follow-up	Lindseth	Becky Lindseth reported that approximately 25 people attended the first brainstorming session held on Sept. 6 th . From that meeting, a list of concerns and ideas were generated. Within that group, a subgroup was formed and met recently to sort and categorize the concerns/ideas. The next step is to form task groups that will focus on specific areas and make recommendations to administration that could be implemented at minimal cost.
Campus receptionist coverage	Fontes	Mary Fontes reported that it has become more difficult to staff the receptionist desks from 8 a.m. – 5 p.m., due to additional tasks assigned to those who back-up the primary receptionist. On the TRF Campus, the employee previously assigned to back-up the receptionist for absences retired this summer. Mary and Rocky will convene a meeting of a subgroup to discuss solutions for additional back-up receptionists at both campuses. Becky reported briefly on the status of utilizing a Campus Service Cooperative for payroll functions. The decision to move in this direction is still on hold.
Perkins site visit	Dalen	Dean Dalen reported that a 4-5 person team from the Dept. of Education, Office of the Chancellor and Perkins partners will conduct a site visit on January 24-25, 2012. They will be requiring numerous exhibits on the college’s processes and financial records pertaining to Perkins, and will visit with administration, faculty and most likely students. Members were asked to place these dates on their calendars.
Policy review	Lindseth	Becky Lindseth reported that changes being brought forth reflect changes in MnSCU policy, and are scheduled for the Board of Trustees’ second reading in October.
Grant proposal updates	Klug, Retka	<p>Dan Klug reported that the Foundation applied for a \$125,000 grant to implement a student leadership/peer model/mentoring program on the campuses, targeting first generation and students at risk. Jason Pangariella was actively involved in writing the grant. If received, the Foundation would serve as the fiscal agent.</p> <p>Jim Retka reported that the National Science Foundation grant proposal is due on October 19. He is working with Fox Consulting on a preliminary budget and narrative</p>

		outline. The Dept. of Labor grant proposal for Community Pathway Innovation should be announced in September.
Shared Gov. Council agenda	Temte	The agenda was reviewed by President Temte. She commented that one of the agenda items related to employee support of scholarship programs. She encouraged all Cabinet members to continue to (or start) contributing to scholarship programs. A brief discussion followed regarding the scholarship awarding process and timelines.
Budget – FY11 & FY12 	Jesme	Shannon Jesme stated that FY11 books are still not closed with MnSCU. She reviewed and explained the FY11 budget reconciliation report, which indicated a “true” cash surplus of \$1,458,535. But with accrual costs still pending, she projected a net operating loss for FY11. In the General Fund Budget for FY12, she projected total revenue of \$24,496,273; Total expenditures \$24,330,433; Surplus of \$165,840. She projected that with the decrease in enrollment, that surplus will quickly become a deficit. We need to maintain a higher percentage of reserves every year in order to cover a portion of the accruals/depreciation costs and to maintain a healthy composite financial index (CFI).
Bookstore profit expenditure	Cedergren	Cindy Cedergren reported on an expenditure from the bookstore profits food service budget – a pizza warming unit costing \$1,394 for the TRF Campus.
Enrollment Update	Fontes	Mary Fontes reported we are 4% down overall in FYE compared to this date last year: Fall semester headcount: EGF – 1763; TRF 1405; Distance Ed-1025; Regional Distance Ed-201.
Housing loan update	Crittenden	Steve Crittenden reported that 21 loans were made to students for housing assistance and all have been paid back in full. Good news!
Meeting Adjourned at 12:00		
Next Meeting Date		Thursday, September 29, 2011; Polycom EGF 115; TRF 735; 9 a.m.