



President's Cabinet Meeting Minutes

July 12, 2012

TRF Campus #735; EGF Campus #129, Airport Campus #13

9 a.m.

Members Present:


Rocky Ammerman, Clinton Castle, Cindy Cedergren, Steve Crittenden, Dean Dalen, Scott Fletcher, Mary Fontes, Kent Hanson, Stacey Hron, Shannon Jesme, Gene Klinke, Dan Klug, Norma Konschak, Becky Lindseth, Jim Retka, Gerry Schulte, Anne Temte, Jason Trainer, Curtis Zoller

Absent: Ron Dvergsten, Bob Gooden

Guests:

Topic	Responsible Party	Discussion/Outcome
1) Kent Hanson's appointment at Riverland Community College	Temte/Hanson	President Temte and the Cabinet congratulated Kent Hanson on his recent appointment as Interim President at Riverland, effective Aug. 2, 2012 to approx. July 31, 2013. President Temte asked members to forward their opinions and recommendations on how to proceed in filling this vacancy during his absence. She will attempt to meet with each Cabinet member individually (either in person or via phone) during the next week to seek input.
2) CareerSpots Videos	Temte	President Temte shared information regarding a company that produces videos highlighting various occupations, which could be utilized with the GPS Lifeplan program. Mary Fontes will contact the company rep and arrange for a demo before making any recommendation to purchase the product. Mary will notify appropriate members to participate in the demo once arranged.
3) Gainful Employment Data	Temte, Schulte	President Temte asked for feedback from members on an article she distributed. She reported that MnSCU is in the process of posting gainful employment data on all MnSCU college websites. New regulations set by the U.S. Department of Education will have an effect on all certificate and diploma programs, and specific criteria must be met to qualify for financial aid eligibility for such programs. At this time, all NCTC programs affected by this legislation meet the criteria.
4) Marketing and Enrollment Update	Trainer	Jason reported on website traffic analytics, online paid ads, think.northland website, web events, Google ads; he reported on the percentage of increases in traffic and return on investment. He reported on the development of several projects, such as: An integrated Marketing and Enrollment Plan; redesign of homepage; Search Engine

		Optimization (SEO); Creating a mobile website; Creating a Communication and Social Media Plan- to include 3 monthly feature stories; semesterly emagazine, Facebook page re-launch as Northland CTC; four annual social media special events. Other anticipated events: career fairs, open houses, campus visits, shadows at NCTC, Coffee and Conversation (for non-traditional audiences); counselor breakfasts, sponsor at Fargo Fest, NCTC @ the Races at the River City Speedway in Grand Forks (Sept. 14); Kent Hanson recommended continued involvement in a Chamber after Hours event on the EGF Campus.
5) Student Life Fees	Crittenden	Steve reported on a change to the student life fees since it was presented to Student Senates. Steve will draft an official communication to the Senates to be released by President Temte. The fees changed to \$6.60/credit, at both campuses, with a \$112.50 cap.
6) Taher Pre-Paid Meal Card	Lindseth	Becky shared a plan that will be utilized to process refunds to individuals who request a refund for a balance (of over \$5.00) on a pre-paid Taher meal card. Deadline to submit a request for refund is Oct. 31, 2012. All inquiries should be referred to Becky Lindseth. She will notify all students of this plan/process.
7) Food Service Vendor Update	Lindseth	Becky reported that meetings with the Regional Manager of Lancer Hospitality will occur this week; vending machines will be stocked soon; there will be site managers hired for the TRF and EGF locations. It is expected that a cost savings will be seen by users, higher quality services, a meal plan which Lancer will administer; food service committees may be formed to discuss issues on the respective campuses, to ensure quality and user satisfaction.
8) Policy Review	Konschak	<p>Norma reported on recent legislative changes, allowing tenth graders who meet specific criteria to enroll in career/technical education courses under PSEO. Changes to the NCTC PSEO policy will be forthcoming.</p> <p>Steve Crittenden reported he is waiting for feedback from MnSCU regarding accommodations made for students with Limited English Proficiency, which may warrant changes to the NCTC policy or current practices.</p>

9) Grant Proposal Intent	Huschle	Brian Huschle reported on a Leveraged Equipment grant proposal ready to submit to MnSCU, for up to \$50,000 for Rad Tech equipment. Altru Health has agreed to a dollar-for-dollar match in order to qualify for this grant.
Other Misc. Topics 	Cabinet members	<ul style="list-style-type: none"> • Budget - Shannon Jesme reported the business office is working on closing out FY12 purchase orders; • Foundation – Dan Klug reported on the Aug. 6 Foundation Golf Tournament in EGF, and thanked Bob Gooden for his assistance with the event; they are close to exceeding their sponsorship goal for the event. • Airspace – Scott Fletcher is working with State of Minnesota officials, leading to a potential airspace test site; MnSCU has granted \$50,000 to develop an RFP, which will flow-through NCTC; Office of the Chancellor officials will be on the campuses on July 31-Aug. 1 to tour and discuss all UAS-related projects. • IT – Stacey Hron requested feedback from EGF members to eliminate one B/W copier from the EGF reprographics room, (reducing one lease of \$400/month), and replacing it with one high speed color copier. This proposal was supported by EGF Cabinet members. • Cell Phones – Shannon Jesme reported she is working with Verizon to move to a government plan (for 28 college cell phones); she will be the point of contact. She asked that anyone who had already initiated a Verizon P.O. for FY13 to cancel them. The bills will be paid from a college-wide open P.O. and charged back to the appropriate cost centers. This should eliminate the issue of late payments due to delays in the approval process. • Direct Deposit – Jerry Schulte reported that all students have been notified of the direct deposit requirement for financial aid disbursement.
Meeting Adjourned @ 10:10 am		
Next Meeting Date		July 26, 2012; 9 a.m.; Polycom TRF 735; EGF 129, Airport #13