

President's Cabinet Meeting Minutes

Thursday, September 18, 2014, at 2:00 PM

TRF 735; EGF 290, via video conference

Members Present:

Rocky Ammerman, Michelle Bakken, Clinton Castle, Steve Crittenden, Mary Fontes, Stacey Hron, Shannon Jesme, Sheila Bruhn, Kristi Lane, Becky Lindseth, Anne Temte, Kirsten Michalke, Jim Retka, Karl Ohrn, Gerry Schulte, Jodi Stauss-Stassen, George Bass, Bob Gooden, Chad Sperling, and Julie Fenning (Recorder)


Absent: Curtis Zoller, Brian Huschle, Carey Castle

Guests:

Topic	Responsible Party	Discussion/Outcome
Call to Order:	Temte	President Temte called the meeting to order at 2:04 p.m.
Discussion Items:		President Temte introduced the new Director of Learning Services. Welcome Heather Meng!
1) Marketing Update	Sperling	<p>Chad Sperling reported on current marketing activities. He shared that website traffic spiked 30% in June during the "Love What You Do" radio campaign. New billboards have been placed in Fosston and Crookston promoting general college information, with one in Thief River Falls promoting the welding program. Chad and the marketing team are currently working on rebuilding online ads that will have a program-specific focus. Chad will begin working with the academic deans for program highlights for the upcoming online ads.</p> <p>NCTC is advertising on the Grand Forks city electronic billboard. We will also be advertising on the Grand Forks Demers overpass.</p> <p>The marketing team is working with enrollment to enhance marketing materials for the NCTC booth at career expos and other enrollment activities.</p> <p>Chad shared details about the Northland booth at the races in Grand Forks. There was great representation from NCTC and the CVOP program. Davis Hamilton presented general college information as well as his program information. Kudos to Chad and Katie Jurvelin for the great presentation at short notice!</p> <p>President Temte shared that there has been several requests for program-specific marketing materials. If a large amount of requests come in, requests will be returned to the academic deans for prioritization.</p>

2) Football Consultation	Temte	<p>Chad requested assistance in gathering student success stories to feature in advertising materials. When submitting stories, please complete a MarCom ticket with as much information is available. Marketing will follow up with the student as necessary.</p> <p>President Temte provided a handout created by the committee who researched information and provided recommendations for the future of the NCTC football program. This handout is being used in all discussions with the campus student senates, Shared Governance Council, Staff Advisory Committee, as well as Cabinet.</p> <p>The handout was reviewed the pros and cons were discussed for each of the three options.</p> <ol style="list-style-type: none"> 1) Reinstate the football program Fall 2015 2) Reinstate the football program Fall 2016 3) Do not reinstate the football program <p>Overall the recommendation has been to reinstate the program. Below are the results to date:</p> <ul style="list-style-type: none"> • TRF Faculty – Reinstate Fall 2015 • EGF Faculty – No results at this time • EGF Student – Reinstate Fall 2015 • TRF Student – Reinstate Fall 2016 • Staff Advisory Council – Reinstate Fall 2016
3) FY2016 Deficit Reduction Information	Temte	<p>President Temte distributed a packet of information members of the executive committee had compiled to use when sharing information regarding budget deficit discussions. This information is being shared when budget discussions and consultations take place throughout this budgeting process.</p> <p>The executive summary outlines the content of each handout in the packet.</p> <ol style="list-style-type: none"> 1) Executive Summary 2) Frequently Asked Questions 3) Enrollment Data 4) Budget Data 5) Personnel Data 6) Academic Program Data <p>Information was presented and discussion followed.</p>

4) College Knowledge Month	Fontes	Mary Fontes shared that the week of October 27 – 31, is Application Fee Waiver Week. Mary shared that this is a nice incentive for potential students. Cabinet approved the request to waive the application fees during this week.
5) Status of GED in TRF	Meng	Heather Meng shared that she has received several questions about the status of GED services in Thief River Falls. Brian Huschle shared that the Aerospace site is set up with the required testing vendor Pearson Vue. Remodeling is complete and once staff are certified as Pearson Vue proctors, the center will be open for the GED exam. ACTION ITEM: Curtis Zoller will provide an update and communication will be distributed as appropriate. Questions include: (1) do we have a signed contract with Pearson Vue, (2) do we have certified proctors, and (3) when will the center be open for testing.
6) Support Staff In-Service Update	Lindseth	Becky Lindseth provided an update on the staff in-service scheduled for Friday, September 26 th . The agenda has been distributed. College vehicles have been reserved and facilities staff have agreed to be drivers. Kristi Lane will facilitate the in-service program as Becky will be out of town for meetings. Refreshments, lunch, and ice cream social will be provided.
7) MnSCU Mandatory Training Calendar	Lindseth	Becky Lindseth shared that NCTC has implemented the MNSCU annual training calendar starting September. She shared that several employees have not completed their required training to date. She asked supervisors to stress the importance of completing the required training by the MnSCU deadlines. ACTION ITEM: President Temte will send an email to all employees emphasizing the importance of meeting these deadlines.
8) StarAlert	Lindseth	Becky Lindseth shared that the new emergency notification system, StarAlert, has been implemented and WENS is no longer available. All students and employees are automatically uploaded into the system, however, everyone is encourage to create an account to review and update their information. Additional numbers and emails can be added at that time as well.

9) Facilities Master Plan Update	Lindseth	<p>Julie Fenning provided a short StarAlert demonstration. Instructions will be distributed to all Cabinet members. At this time, only Julie Fenning or Colleen Kukowski are able to send messages.</p> <p>Becky Lindseth gave an update on the Master Facility Plan. Becky has met with the architect from Hay Dobbs to begin working on the master plan. Updates will be provided as the project progresses.</p>
10) Student Housing Update – Lindseth	Lindseth	<p>Becky Lindseth provided an update on the current housing project. We are still waiting on the final Request for Proposal from MnSCU. She has been notified that MnSCU is understaffed and no progress has been made at this time. An update will be provided as new information becomes available.</p>
11) Aerospace Capital Project	Lindseth	<p>Becky Lindseth provided an update on the redesigning of the aerospace project to fit the current project budget. She is estimating that NCTC will be sending it out for bids the first part of November, with an award date being first part of December. Becky also shared that there is not a signed lease agreement at this time. The Airport Authority is still reviewing. ACTION ITEM: Becky will follow up with Joe Hedrick (Airport Manager) for status. An update will be provided as new information becomes available.</p>
12) Presidential Search Process	Lindseth	<p>Becky Lindseth reported on the status of the presidential search process. Nominations of committee members were solicited and sent to the system office for final consideration. Chancellor Rosenstone will make the final decision and contact selected members. Chancellor Rosenstone will be on NCTC campuses to meet with students, employees, and community members:</p> <p>EGF – Monday September 29th TRF – Tuesday, September 30th</p>
 <u>On-going Items:</u>		No on-going items discussed.
Adjournment:	4:29 p.m.	
Next Meeting:	Thursday, October 16, 2014 from 2:00 to 5:00 p.m.	