

President's Council Minutes

Tuesday, October 2, 2018

9:00 a.m. to 11:00 a.m.

Location: **EGF Room 301/TRF Room 735**



Present: Dennis Bona, Brian Huschle, Mike Curfman, Shannon Jesme, Curtis Zoller, James Retka, Lars Dyrud, Chad Sperling, Mary Fontes, Jodi Stauss-Stassen, and Julie Fenning (Recorder)

Absent: Kristi Lane

1. President's Report – Dennis Bona

- a. **Presentations** – Dr. Bona shared that he has several presentations coming up.
 - i. EGF City Council
 - ii. Chamber Board Meeting
 - iii. State of the College – Chamber event
- b. **Student Appreciation Day** – Dr. Bona shared that the Student Appreciation days on the campuses were a great event for students. Great turnout and very positive feedback. We will plan to host again next year.
- c. **Radio Station Update** – Dr. Bona reiterated that the direction of the radio station has not changed at this time. It will be transitioning into a community radio station, becoming its own 5013C, on July 1, 2019.

2. Action Items

- a. **DESR Mini-Grant (\$15,000)** – Brian Huschle and Mike Curfman would like to put a proposal together for this grant. The deadline is October 15th. The President's Council approved pursuing the grant.
- b. **360 Degrees NSF ATE Grant Application** – James Retka shared a grant opportunity for a regional center. It is a 5 year, \$7.5 million dollar grant to continue the progress of the manufacturing programs. He needs a letter of support from Dr. Bona with NCTC's intention to participate in the project. NCTC will be working on goal areas three and four. This was approved.

3. Discussion Items

- a. **College Newsletter Update** – Chad, Curtis, Kelly, and Havie met to discuss the newsletter and appropriate software. Chad is researching some different software options and will provide an update at the next meeting.
- b. **Marketing Budget Proposal** – Chad Sperling requested input on an idea to dedicate a set amount of the marketing budget for program-specific marketing. He also wanted to establish a process for prioritizing projects, where the responsibility lies with the academic deans versus the marketing department. He is planning to utilize the GroupLink ticket system for all project requests. **ACTION:** Chad will create a proposal and marketing request procedure to share at the next President's Council meeting.
- c. **Budget and Vacant Positions** – There was discussion regarding the plans for the extra budget from recently vacated positions. Dr. Bona shared that there are no plans to create new positions with this budget. Even with these position savings, he shared that we will still have a loss for 2020.

4. Informational Items

- a. **Commit to Complete (C2C) Report** – Brian Huschle shared that the project was accepted by HLC. It can be viewed at the following link.
 - i. <http://www.northlandcollege.edu/about-northland/institutional-research/college-reports/>
- b. **Drug Free College Biennial Review 2018** – Mary Fontes shared this has been posted per compliance regulations.
- c. **Brand Refresh Update** – Chad Sperling shared that he is collecting survey results from the brand perception survey. On-site focus group sessions will be scheduled in November.
- d. **Budget** – Shannon provided a handout for the budget update for 2019. The system office does not currently have book ends for the 2020 budget, but expect it to be available in the next six weeks. 2018 ended with a cash positive to the reserve of \$400,000. For FY19 there is slightly more than a \$100,000 deficit projected at this time.

5. Adjournment 11:00 a.m.