

# PRESIDENT'S COUNCIL

Wednesday, September 22, 2021

9:00 a.m. – 12:00 p.m.

Location: **Zoom**

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## MINUTES

**Present:** Sandy Kiddoo, Brian Huschle, Shannon Jesme, Mike Curfman, Jodi Stauss, Lisa Bottem, Curtis Zoller, Shamani Shikwambi, Lars Dyrud, Chad Sperling, and Julie Fenning (recorder).

### 1. President's Report

#### a. Upcoming Events

- i. Trike Wars Recap – 9/9/21 Northland won the best costume contest. It was a great event to participate in to spread community awareness.
- ii. Potato Bowl Parade Recap – 9/18/21 Great event! Had students participate, great to get Northland's name out in the community.
- iii. East Grand Forks Showcase – 9/22/21 This evening at the Civic Center in EGF. Lars, Brian, Sandy, Chad, and Maura plan to attend.
- iv. GooseFest – 9/25/21 Read to go!
- v. UND Breakfast – 9/28/21
- vi. EGF Chamber State of the College – 10/21/21 Sandy will present similar to in-service, invite the college community, explain strategic planning process, and how we are going to tap the community members. Lars would like a slide about the foundation. **ACTION:** Lars will send talking points to Sandy.
- vii. Manufacturing Days – 10/25 & 10/26 187 Ready to go!
- viii. Norski's Night – 10/30/21 Chad will confirm tickets with new ownership.

### 2. Action/Decision Items

- a. **MN State Math Pathways Grant** – Shamani requested approval for Northland to participate in this grant opportunity. Approved.
- b. **IR/Grants Analyst Position** – Position description was approved. **ACTION:** Mike will begin the process to classify the position at the system office.

### 3. Discussion/Clarification Items

- a. **SalesForce** – Brian is leading a work group to look at replacing Northland's existing CRM. Brian, Lisa, Chad, Nicki Carlson, Ben Hoffman, and Lindsey Kuntz have been participating in meetings with SalesForce. Many Minnesota State institutions are using SalesForce. **ACTION:** Brian will bring more details to the next meeting.
- b. **Strategic Planning Retreat** – Sandy requested any additions to the binder by the end of the week. Sandy is working to get quotes for the facilitation of the strategic planning process.
- c. **What Could Be Tour** – Sandy is working on the details for the bus trip to tour colleges in Wisconsin. She is inviting faculty, administration, staff, and community members.
- d. **Minnesota Future Together** (<http://www.ohe.state.mn.us/mPg.cfm?pageID=2468>) – Sandy shared details about grant opportunities for Northland.
- e. **TAACCT Grant Possibilities** – Sandy shared that details about grant opportunities that are intended for colleges to get people back to work by strengthening programs for the next generation workforce. <https://eda.gov/arpa/good-jobs-challenge/>



- i. Ideas Generated: Finding ways to collaborate with secondary/post-secondary relationships. Precision manufacturing, K-12 partnership, healthcare fields. Look at projects to submit with partners. Look at partnerships with K-12 with career academies. Career academies.

**4. Informational/Insight Items**

- a. **Budget Update** – Shannon provided a budget update. We will be using some fund balance for some strategic investments to turn increase enrollment.

**5. Individual Updates (limited to two minutes)**

- a. **Lisa Bottem** – GooseFest participants include the volleyball and women's basketball teams, Maura, and Chad. There is a volleyball game tonight at home, please attend if you are able. MN State week and College Knowledge Month coming up in October. Working with Marketing to update the website, create a welcome video. This year will be a hybrid model. Will participate at Lincoln manning 2-year college room. Will have staff for registration and swag for participants. Asked if anyone has any new ideas for the week, please contact Lisa. Started athletic testing this week. The SENSE survey is going out to students this week or next week.
- b. **Brian Huschle** – GF public schools is promoting their Career Academy. Working on HLC Assessment Academy activities. Working on the Warroad project so it is ready for students in January. Distance Minnesota is going through strategic planning process soon.
- c. **Shamani Shikwambi** – Working on the spring semester schedule. Advance TRF is having job fair. Nicki will have a Northland table at the event.
- d. **Curtis Zoller** – Working on the Warroad project, getting the final agreements in place. Working through details for advising services on-site.
- e. **Lars Dyrud** – EGF fall scholarship ceremony today at 2:00 p.m. It will be a hybrid event for those who would rather not attend in person. TRF ceremony is next Wednesday at noon. Housing students do need to be vaccinated or testing. Working on a process for that. Spring scholarship applications will be open in the next few weeks. Asked everyone to encourage students to apply.
- f. **Chad Sperling** – Ramping up marketing efforts for next fall enrollment. New things this year, Geofencing, digital radio, podcasting, indoor billboards (restrooms). Working on a student media preference survey. Plans to push out the survey in the next few weeks.
- g. **Jodi Stauss** – Cases are increasing in the communities. Receiving pushback from students regarding quarantining. Encouraging faculty to insist on social distancing in the classrooms.
- h. **Mike Curfman** – Sent information sent out regarding student VaxTrax. Still need to determine who will manage VaxTrax for student housing. Employee testing next week. Monday in TRF, Tuesday in EGF. Participated in the Staff Advisory Council. They are re-energizing the group to have all bargaining unit staff to have a voice. Meeting twice a semester.
- i. **Jodi Stauss** – Preparing for the Northern Valley Career Expo and working on an A&P course.
- j. **Shannon Jesme** – Will be sending letters to all vendors regarding vaccination and testing requirements by the end of the week. Reminder that purchasing swag needs to go through marketing or the president's office.
- k. **Sandy Kiddoo** – She will be working on the description for dean of student affairs. Lisa has agreed to keep the interim position for another semester. Faculty leadership is asking to recognize Jeff Bell for his work on the pandemic committee.

**6. Adjournment 12:00 p.m.**

