

# Strategic Planning Committee

October 7, 2019

3:00 p.m. – 4:00 p.m., Rooms 149/601

## Minutes

**Present:** Dennis Bona, Brian Huschle, Tony Sorum, Mary Fontes, Jodi Stauss-Stassen, Chad Sperling, Anton Bergee, Mike Curfman, Stacey Hron, and Nicki Carlson, and Julie Fenning (recorder).  
**Absent:** Deb Beland, Don Fischer, Paul Peterson, Amanda Johnson, Ben Hoffman, Kelly Jordet, and Terry Wiseth.

### 1. Enrollment/Retention Idea Survey Results Review

The committee reviewed the top three ideas from each category and after a vote, narrowed it down to a total of five initiatives. These ideas will be forwarded to President's Council to determine the resources and personnel needed for each initiative. This committee will be suspended until we return to the large list of ideas for next year's initiatives. **Important Note:** Each idea will be reviewed and the rationale for or against implementing the idea will be documented. The top initiatives are highlighted in yellow below.

- **Recruiting Activities Including Athletics**
  1. Incentives – Refer a friend – **Prohibited activity by the Department of Education.**
  2. Targeting students, and recruiting, like athletics
  3. Increase community awareness, more internal marketing/posters.
- **Academic Programming**
  1. **In process in standard process for academic program exploration.**
- **Marketing/Advertising Promotion**
  1. New College Web-site – Happening – IT working on infrastructure and marketing working on web planning.
  2. Marketing to people who work and want school also & Increase promotion of liberal arts as a program. - Z Degree – **This idea has been funded and is in process.**
  3. Increase program-specific advertising. Need resources for individual programs.
- **Student Engagement**
  1. After classes beginning, have a follow-up session to remind them how to access information.
  2. Livelier student life on each campus.
  3. New student Orientation – Look at best date to hold this event.
- **Student Support Services**
  1. Older than average student “come back to school” session
  2. Students are always in need of food. More activities where food is provided.
  3. Parent Sessions – What you can do to help your child succeed.
  4. Culture of Hospitality. Re-examine how we welcome perspective students.
- **Academic Support Services**
  1. Create college-wide initiative to promote the services of the academic Success Center to students.
  2. Support professional development for faculty on Closed Captioning and accessible design. **Currently in progress.**
  3. Continue to grow OER adoption. **Currently in progress.**

- **Intake Process**
  1. Update Communication Content and Style
  2. MKTG or EM Explore Virtual Tour process to take students through intake process.
  3. Web Usability Exercise – **This will take place during the new website discovery phase.**
- **Financial Assistance**
  1. Streamline Foundation Scholarship Application Process. Very few applicants in general. Timeline Correspondence.
  2. Replicate Ignite (CHS) program in other communities.
  3. Establish a scholarship for online Students. Currently not eligible for any scholarships.

## **2. Next Steps**

- a. **President's Council Retreat – October 9 and 10, 2019**

## 2019 – 2020 STRATEGIC INITIATIVES

STRATEGIC INITIATIVES	LEADERSHIP	RESOURCES	STRUCTURE	ACCOUNTABILITY	RESULTS/IMPACT
<b>INCREASE COMMUNITY AWARENESS, MORE INTERNAL MARKETING/POSTERS</b>	Campus Management	As needed to the extent existing budgets allow. Exceptions go to President's Council.	Campus Management, inviting other guests as necessary.	President's Council – Standing Agenda Item	
<b>INCREASE PROGRAM-SPECIFIC ADVERTISING. NEED RESOURCES FOR INDIVIDUAL PROGRAMS.</b>	Academic and Student Affairs leadership	As needed to the extent existing budgets allow. Exceptions go to President's Council.	ASA Leadership and Marketing/Enrollment Management and other guests/establish a set schedule.	President's Council – Standing Agenda Item	
<b>CULTURE OF HOSPITALITY - RE-EXAMINE HOW WE WELCOME PROSPECTIVE STUDENTS.</b>	College-Wide Leadership Each Department All Employees	None. Philosophy/Attitude	College Committee with all employee groups represented	President's Council – Standing Agenda Item	
<b>UPDATE COMMUNICATION CONTENT AND STYLE</b>	Marketing and Enrollment Management	As needed to the extent existing budgets allow. Exceptions go to President's Council.	Marketing and Enrollment Management and guests	President's Council – Standing Agenda Item	
<b>ESTABLISH A SCHOLARSHIP FOR ONLINE STUDENTS.</b>	Foundation	Slow to build up funds for a new scholarship. Donations	Northland Foundation Board/President's Council	President's Council – Standing Agenda Item	