

COLLEGE COUNCIL

MEETING INFORMATION

TITLE	College Council		
DATE	February 14, 2025	TIME	9am – 11am
LOCATION	EGF 290, TRF 662	RECORDER	Shari Olson
TRI-CHAIRS	Brent Braga		
PARTICIPANTS	Present: Shari Olson, Kirsten Michalke, Maureen Monson, Brian Larson, Lars Dyrud, Ron Dvergsten, Shannon Nelson, Lynette Neppel, Amanda Johnson, Heather Koland, Katlyn Tamaalii, Absent: Kristianne Borowski, and Adam Paulson		

I = Info, **D** = Discussion, **A** = Action

MINUTES

TYPE	AGENDA ITEM	ACTION TAKEN
I	Check-In	
D/A	Current Proposal Requests: 1 st Reading – Strategic Enrollment Management Plan Proposal submitted by John Fields	John F. and Chad S. will be present for this item 1. Title: Strategic Enrollment Management Plan 2. Align with System Strategic Enrollment Management Approach 3. Create categories and measurable goals within the SEM Plan 4. Align with the work completed the Fall of 2024 – Grow Enrollment by 10% in the Next Three Years – utilize emerging themes/strategies/activities in the creation of Northlands SEM Plan. (SEE NOTES ON PAGES 3-5) 5. Support a paid facilitator 6. Co-Lead Chad S. and Sara J. Shari will work in the design of next steps and support the activities to facilitate the completion of a SEM Plan for Northland. 7. First meeting of team that met in the Fall, pre-March 17 th
D/A	4 th Reading: • Follow-up on Faculty Caring Campus <ul style="list-style-type: none"> Do faculty want to participate? Lead Faculty? 	ACTION: Add 6 Faculty Caring Campus Commitments to the new faculty on-boarding process and the faculty handbook
D/A	3 rd Reading of Maintenance of Faculty Handbook /Employee Handbook <ul style="list-style-type: none"> Update on process and next steps 	ACTION: Katlyn will lead the Employee handbook (see attachment) process and will call a team to meeting. Team: Katlyn, Heather, and Chad. Shari will ask Michelle B. to join the work group.

		Who is the holder of the document, once it is created? -- HR TRF Faculty Rep – Check with Adam to see if there is a TRF faculty that would serve on this work group.
I/D	Information Items Guest Speaker Spring Semester: Linsey McMurrin from Peacemaker Resources as guest speaker on both TRF and EGF campuses	<ul style="list-style-type: none"> • Advancing Equity Committee reviewed and approved presentation summary provided by Linsey. • Dates and locations of presentations approved by committee: • Tuesday, April 15 in East Grand Forks and • Thursday, April 17 in Thief River Falls: *EGF Student Senate approved April 15 th . *Thief River Falls Student Senate is having discussion about time of event and will report back by Tuesday, February 11. Recommendation: Start with Lunch from 11:30 – 12:00; 90-minute presentation from 12:00 – 1:30 pm Suggestion was made to invite school district officials, community members from the region to the presentation. ACTION: 1) Develop and implement marketing strategies and outreach materials for students, faculty, and staff as soon as details are finalized in February. 2) Kirsten will send marketing information to Brent and he will post it to D2L 101. 3) Question – Will it be available via ZOOM? – Kirstin with talk with the speaker regarding strategies for on-line students.
I	Committee Updates: 1. Advancing Equity	See Advancing Equity minutes provided by Kirsten via email to all employees.
I	2. Well-Being Work Group	Becca volunteered to chair this work group.
I/D	Open Agenda:	1. Ron D. - Agcentric Meeting – attended by Ron D. and ADawn N.; possibility of being an NSF grant applicant within the northern region Ag Center of Excellence; \$7.5M over five years; Keith Olander, director of the COE, would like an on-site visit to Northland. 2. Expect to add 10-15 more FYE in FBM 3. Shannon – Athletics <ol style="list-style-type: none"> Feb. 27th – hosting sectional for girls BB at NCTC March 1-2 – hosting NJCAA Region XIII Women's Basketball Tournament at NCTC March 6th – hosting sectional for boys BB at NCTC. Opportunity to provide recruiting materials on marketing tables near the gymnasium in TRF. 4. Lars D. – Pioneer Pantry <ol style="list-style-type: none"> North Country Food Bank orders have been placed. Lars will get communication out to the college Adding 1 more fridge/freezer per campus.

		<div>d. Option to have a student monitor in space in EGF</div> <div>e. Foundation Board is challenging its' members to raise \$2,500.</div> <div>f. Question – has a fund been set up to do payroll deductions? Lars will add to the communication piece.</div> <div>5. Other donors:<div>a. Will be receiving a \$150,000 bequest for Farm Op. Mgmt.</div><div>b. Excel Energy is interested in supporting Construction Elec. Scholarships.</div><div>c. Nelson Motors in GFK is interested in supporting Automotive Tech. Scholarships.</div></div>			
I	Check Out				
NEXT MEETING					
DATE	March 21, 2025	TIME	9am – 11am	LOCATION	EGF 290, TRF 662
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Strategic Enrollment Management Plan – To be continued**GROW ENROLLMENT BY 10 PERCENT IN THE NEXT THREE YEARS, SEPTEMBER 12 & OCTOBER 2, 2024 CONTINUOUS IMPROVEMENT EVENT**

Conditions to ground our actions:

- *Create and maintain strong retention and graduation rates*
- *Maximize current staffing to achieve our goals*
- *Stay within the current budget*
- *Enrollment growth is everyone's job*
- *There is urgency to grow enrollment...we must move now!*

Directions: Please review the emerging themes and activities below, and be prepared to share the TOP 3 activities **you** believe will be the most impactful to help achieve the enrollment goal.

Emerging Themes and Activities from Improvement Activities on 9/12/24:

(think 1 to 3 years!)

1) THEME: Strategic Enrollment Management Plan**ACTIVITIES:**

- a) Who is NCTC? What's our identity? Who are target audiences?
- b) Recruiting strategies/targeted recruitment
- c) Communicate the college wide recruiting schedule and encourage cross-college recruiting
- d) Scholarship strategy and timing
- e) Strategic events (and better coordination)
- f) Leverage connections in OCHS and PSEO
- g) International students
- h) Help make it easier for recruitment to be part of everyone's job

2) THEME: Marketing and Public Relations**ACTIVITIES:**

- a) Targeted Marketing
- b) Social Media
- c) Strategic Events (and better coordination)
- d) Promote overall value and strengths (i.e. – student housing in TRF, strong facilities, great instructors, great coaches)
- e) Broader awareness of Northland (sports/programs/impact stories/etc.)
- f) Leverage and expand alumni network
- g) Better INTERNAL communication

3) THEME: Student Life

ACTIVITIES:

- a) Create a “college experience”
- b) Student ambassador program
- c) Expand low-cost sports
- d) Provide evening and weekend hours for student use of college amenities
- e) Create a calendar of student events with organized planning behind the scenes

4) THEME: Admission Processes**ACTIVITIES:**

- a) Improve clarity and speed...faster responses to applicants
- b) Review overall process, then document and train to the standard
- c) Identify and break down enrollment hurdles
- d) Convert more students from application to registration
- e) Simplify communication to reduce confusion for students (what does it look like from being a prospective student all the way through graduation?)
- f) Eliminate Accuplacer
- g) Better tours/on-boarding processes
- h) Focus on/create welcoming environment
- i) Weekend and evening access for tours and one-stop services

5) THEME: Systems/processes**ACTIVITIES:**

- a) Better coordination and communication of programs, course offerings and class schedules
- b) Leverage Salesforce
- c) Internal training
- d) Documented/repeatable processes
- e) Cross functional teamwork – eliminate silos

6) THEME: Academic Affairs: Program/class offerings**ACTIVITIES:**

- a) Assess current program and class offerings/campus mix – review philosophy
- b) Involve a cross functional team for building the academic schedule i.e. - advisors have first-hand experience with challenges
- c) Identify which classes/programs can have more enrollment now...and if they had more space
- d) Develop new program offerings/unique programs
- e) Grow Summer offerings to feed NCTC as well as other colleges
- f) Grow/develop more adjuncts to teach summer and alternate schedules since many faculty are maxed out at 140%

- g) Design and deliver an 8-week course option

7) THEME: Working Adults

ACTIVITIES:

- a) Conducive class schedules
- b) Targeted audiences (i.e. – industry, military, etc.)
- c) Implement credit for prior learning as a strategy to grow enrollment

8) THEME: Partnerships

ACTIVITIES:

- a) Build/Mend Relationships
- b) K-12 (OCHS and PSEO courses)
- c) Higher Education
- d) Industry
- e) Outside resources – grants/donations/etc.

October 2, 2024 event:

Process we will use to refine the selection of our top 4 priorities to start with:

- Vote individual Top 3 ACTIVITIES
- Sort/group
- Discuss/Work some initial details
- Vote Top 3
- Sort/group
- Work more detail
- Refine and select the top projects to begin outlining project charters
- Discuss and prioritize
- Finalize selections...and move!!!

Finalize Selections: Large group voting results – FIRST FIVE PROJECTS/ACTIVITIES

What are the most **important/impactful activities** to accomplish our enrollment growth goal?

- Priorities and Team Identification/Champion, Executive Sponsor
- 1) Implement Northland CRM Salesforce – Stephanie/Shari**
 - a. TEAM: Stacey Hron, Andrea Moses, Becca Johnson, Lindsay Kuntz
 - 2) Establish Targeted Recruiting Strategies – Chad/Shari**
 - a. TEAM: Kirsten Michalke, Linda Samuelson, Don Fischer, Alyssa M.
 - 3) Northland's Identity - Who are we? Dorinda/Shari**
 - a. TEAM: Jon Beck, Lynette Neppel, Lisa Gunderson
 - 4) Review and Improve Northland's Enrollment Process – Sara/John**
 - a. TEAM: Lisa Bottem, Bobbie Taylor
 - 5) Eliminate Accuplacer Barrier – Sara/John**
 - a. TEAM: Sarah Dorn, Maureen Monson, Adam Paulson, Mike Simmers