

Northland Community and Technical College

Shared Governance Council

September 9, 2010

Administrative Responses to Questions Raised at SGC Agenda Setting Meeting

Marketing

- 1) New View Book – Question related to the cost of production of the old view book (done “in-house”) vs. the cost of production of the new view book (designed and printed externally)

The cost of the new view book must be considered more broadly. The former view book had costs associated with the employee time associated with designing and developing the piece as well as the costs of printing. Additionally, the view book should be considered along with the catalog. The new catalog has been condensed – offering primarily academic and policy information. Instead of printing several thousand catalogs, only 1,000 have been printed, with most access to the catalog begin directed online. The cost of the “package” (view book and catalog) has been reduced from \$16,400 to \$15,900. The costs of employee time expended on the former view book and the opportunity costs have not been calculated.

- 2) New Tag Line – Some faculty members have expressed concern about the new tag line “Be Something.”

The new tag line is being used for a fall recruiting campaign. It was vetted through student focus groups who indicated that that is the tag line that they remembered and responded to. It will be part of a broader campaign of radio and television ads that will encourage prospective students to remember their dreams as children when they said “When I grow up, I’m going to be a ………” Jason Trainer, Director of Marketing, will be available at the next All-College meetings on September 29 and 30 to give a preview of the campaign.

IT Services

- 1) A question regarding the “e-academy” store that is available to students through the student portal on the college web site

e-academy store is available to students to purchase Microsoft products online and receive huge discounts on academically priced software, such as Windows 7 or Office 2007. In the past, students had to buy software through the bookstores to receive the discounts. This is a service and convenience to our students.

- 2) How can faculty members at EGF be assured that they will get the service and help they need, with the reduction of the ITS-1 position on that campus?

An ITS-1 position at the EGF campus was eliminated due to budget reductions. However, actual time available for ITS work college-wide has not been reduced. In prior years, ITS employees had responsibility for test proctoring and creative services work. ITS employees will no longer be deployed to these duties, freeing them for technology work. During the first several weeks of the semester, three temporary ITS employees have been hired to help with the initial work needed to assure that student and faculty computers are compatible with our systems and are serviced adequately. Stacey Hron, Director of Technology, is monitoring the workload and demand on services and will make adjustments as needed. Faculty members are encouraged to direct their concerns to her.

- 3) Are work study students in IT working on faculty and staff computers? Faculty have expressed the belief that only IT staff members should work on faculty computers. As standard practice work-study do not work on employee equipment or have access to employee offices without IT supervision. However, if faculty members hand their laptops to work-study students or ask them for help, they will provide service as requested. Repairs conducted in IT by work-study are usually supervised by IT staff. Key access is also restricted to student areas. The temporary positions that have been added in EGF, however, have access similar to full-time staff members.

Faculty Support Positions

- 1) There are questions about who is providing faculty support.

With the reduction of the one ITS-1 position, the responsibility for test proctoring has been returned to the responsibility of academic affairs. On both campuses, the duties of a faculty support position have been redefined to incorporate test proctoring. Kent Hanson and Norma Kenschak have worked with the employees in these positions to determine what adjustments need to be made in position duties and expectations to accommodate the scheduled hours for proctoring. It is possible for proctors to do other work while proctoring is going on.