

NORTHLAND

COMMUNITY & TECHNICAL COLLEGE

Meeting: Shared Governance Council

Date: Thursday, April 29, 2021

Location: Zoom Connection

Time: 10:00 a.m. – 12:00 p.m.

Present: Shannon Jesme, Brian Huschle, Mary Amundson, Stephen Nelson, Mike Curfman, Jodi Stauss, Linda Samuelson, Joel Ziegler, Justin Berry, Lisa Anderson, Brent Braga, Jeff Bell, Adam Paulson, Lynette Neppel, Jennifer Dahlen, Shannon Nelson, Ralph Cox (for Dorinda Sorvig), Tracy Boman, and Julie Fenning (recorder).

Absent: Dorinda Sorvig

Topic	Responsible Party	Discussion/Outcome
Call to Order	Nelson	Meeting called to order at 10:00 a.m. Additions to Agenda: Old Business: None New Business: 21-22 SGC Calendar, Class Capacity Update - MSCF
OLD BUSINESS	ITEMS	
Marketing Update for Upcoming Academic Year /Enrollment Numbers	Sperling/ Carlson/ Huschle	<p>Chad provided an update on current marketing initiatives and plans for over the summer. They included informational sessions, social media campaigns, and digital advertising. Several good ideas came from the business and marketing program information sessions. Marketing is working to make templates available to all programs. Chad announced that Northland was the title sponsor for local high school hockey and basketball tournaments, as well as the title sponsor for the XL93 Grad party give away. In addition to several television ads, there are several marketing activities promoting general brand awareness in radio and billboards in both communities. Chad shared that Northland is also participating in retargeting. These are targeted digital ads for prospective students who have visited the website but did not complete a call to action. Scott DCamp and Kelly Jordet are working on updating the athletics marketing to ensure the community and prospective students are aware athletics is being offered again at Northland.</p> <p>Nicki provided a brief update on the joint efforts with marketing. There is an upcoming texting campaign planned for students who are registered for spring but have not yet registered fall semester, and those who have applied for fall, but have not yet registered. They are also working on direct mailing campaigns utilizing the ACT mailing lists. These are both general marketing and program specific target mailing. Recruiting is wrapping up the virtual college fairs they have been participating in this spring where over 600 prospective student leads were generated and entered into the CRM. The Northland Career Expo went well. They will continue to improve the event if we choose to offer in this format again.</p> <p>It was agreed that Chad and Nicki would provide a more in-depth update at the September meeting, with shorter updates throughout the year. Marketing/Enrollment will participate.</p> <p>Brian reviewed current enrollment numbers from this year compared to same day for FY2020 and FY2019. We are currently up in enrollment compared to last year, but still down significantly from two years ago, at</p>

Growth Opportunities Work Group Update	Jesme/ Nelson	pre-pandemic status. The numbers do show that we are in recovery stage. ACTION: Julie will email the report to SGC. The work group has begun to prioritize ideas with a high, medium, or low, based on if the idea can be accomplished in six to twelve months. They have a final meeting scheduled for May 6 th . The goal is to choose five to ten specific ideas to explore and make a recommendation to pursue to the new president. Shannon has reviewed all the past ideas to determine if any qualified for CRRSAA funds. She did not find any that met the criteria.
COVID-19 Update	Stauss	MDH has approved three feet social distancing in classrooms. The pandemic team is working with facilities to identify rooms where capacity can be increased. COVID cases are currently low for employees and students testing positive or in quarantine; however, high school level cases are increasing in both communities. Vaccines are available locally for students and employees. The State of Minnesota does not require vaccines for employees or students. MDH is trying to incentivize students and employees. Clinical sites may require the vaccine in the future, but not at this time. Vaccine hesitancy is being addressed by MDH and information will be shared with students and employees.
Stimulus Funds	Jesme	Budget requests have been reviewed to determine which can be covered by CRRSAA, Perkins, leveraged equipment, and other grant funds. IT requests and faculty requests will be purchased first, with facilities and staff requests next. If there are any additional ideas, send them to your academic dean and they will work them into the prioritization process. ACTION: Shannon is researching if CRRSAA funds can be used to purchase software. (Turn it in)
Division Chair MOU Update	Huschle	The MOU has been signed by Northland and forwarded to Labor Relations and the State MSCF for final signatures. Division chairs need to be chosen by May 15. Each chapter has submitted names to Shannon for consideration. Faculty are requesting to have the discussion regarding revising the RCE for division chairs. There has been some discussion regarding what revisions they would like to see. ACTION: Stephen will forward the list of ideas for suggested changes to Brian.
Fall In-Service Planning	Huschle	Brian shared the draft agenda with preliminary topics and schedule. The event will be on campus, with virtual option. No additional suggestions or comments from faculty.
Faculty Handbook	Amundson	The faculty handbook is open for review and edits. It is located on SharePoint. Mary will encourage faculty to review and provide input. Deadline for edits is May 31 st . ACTION: Brian will share the link with Stephen and Mary to share with faculty. UPDATE: Brian is looking into moving the handbook location, so all faculty have access to modify.
NEW BUSINESS	ITEMS	
Academic Master Plan Updates	Huschle	The AASC has reviewed the AMP and made recommendations for priorities for FY22. These ideas were also forwarded to the Growth Opportunities work group. The spreadsheet of ideas and priorities is in SharePoint and available for all employees to review.
Budget Update	Jesme	

Summer Meeting?	Nelson	<p>Shannon provided a budget handout for review. Currently, there are too many unknowns to create a realistic budget projection, but she continues to watch the negotiations within the legislature and will adjust the budget as more details are confirmed. Shannon has built a 3% increase in benefits and pay. She has consulted with students regarding the current budget projections, sharing that it will likely change. Students were supportive and understanding of the budget issues we are currently facing. Shannon has not received any communication regarding the third round of stimulus funds. The Corporation for Public Broadcasting has released stimulus funds for the radio station. We received \$190,000. Currently exploring how the funds can be used. Shannon is currently working with the Distance Minnesota presidents to find a standard tuition rate. This is pending approval by Minnesota State. Shannon plans to meet with Dr. Kiddoo in May regarding the budget process and how it is likely to unfold.</p>
Facilities Master Plan Update	Jesme	<p>It was determined to schedule a summer meeting if the final budget directly impacts faculty. More concrete budget information will be known by the end of May, into June. ACTION: Shannon will communicate with Mary and Stephen regarding a possible summer meeting.</p> <p>Northland is due for a new Facilities Master Plan. They are required by the system office every five years. All bonding and HEAPR requests need to be a part of this plan to even be considered for funding. Shannon shared that over the summer, the directors of facilities will be engaging a firm to create this new plan for the college. The firm will begin meeting with faculty, staff, students during the fall semester.</p>
Delegate Assembly Resolution Discussion	Nelson	<p>Stephen shared an MSCF resolution that was recently passed by the MSCF union. The resolution... "THEREFORE BE IT RESOLVED, that the Minnesota State College Faculty (MSCF) supports that the date of the November general election each year be declared a non-class day (by, for example, making it a campus holiday, a professional development day, etc.) and for this to go in effect in time to avoid scheduling classes on the date of the November 2022 general election (Tuesday, November 8, 2022)." Northland faculty do not wish to pursue for 2022, as there is already an imbalance of class days in the fall. This will be discussed at various levels across the state, but not requested at this time.</p>
21-22 SGC Meeting Calendar		<p>The 21-22 SGC calendar was approved. ACTION: Julie will create appointments and Zoom connections; rooms will not be reserved.</p>
Class Capacities Update		<p>Class capacity changes will be made in January 2022. Karleen Delorme and Lori Johnson are working together to make the updates for the January 2022 class schedule.</p>

ON-GOING	ITEMS:	
Policy/Procedure		None.
Budget/Facility Update	Jesme	Update given above.
Minnesota State Update	Jesme	Shannon reported that budget is being discussed. There was a significant amount of time spent on concurrent enrollment and College in the High School. There was discussion on intricacies of border schools offering services; how it is different in metro regions versus rural. There were also concerns regarding uneven relationships with high schools. Some high schools are willing while others see it as a loss of revenue and are discouraging participation. Stephen shared that there is also discussion by MSFC regarding this topic. A resolution was recently passed... "THEREFORE BE IT RESOLVED, that the Minnesota State College Faculty (MSCF) opposes the expansion of concurrent enrollment; discourages members from participating in concurrent enrollment mentorship agreements; and encourages members instead to support dual enrollment through traditional PSEO enrollment on their campuses and/or MSCF faculty teaching courses on high school campuses." Shannon will continue following this topic at the system level.
MSCF Update	Nelson/ Amundson	Stephen shared that concurrent enrollment is also being discussed at Meet and Confer, where faculty have requested information regarding the financial status of these programs. They are also discussing developmental education. There is an MSCF resolution supporting the faculty-led model versus a staff tutor model. Currently Northland has a faculty-led model. The EGF chapter concluded the election for this year. Voting ended last night. The leadership group will be meeting next week to validate the election results. TRF chapter elections also took place, with no change in leadership.
Org Chart Update	Curfman	Mike reported that an EGF PN/Nursing Assistant instructor position opening will be posted on Monday. This position is vacant due to a retirement.
Off Record		Short discussion was held.
Adjournment		11:59 a.m.