

NORTHLAND

COMMUNITY & TECHNICAL COLLEGE

Meeting: Shared Governance Council

Date: Thursday, October 7, 2021

Location: Zoom Connection

Time: 2:00 p.m. – 4:00 p.m.

Present: Sandy Kiddoo, Shannon Jesme, Brian Huschle, Brent Braga, Stephen Nelson, Mary Amundson, Mike Curfman, Jodi Stauss, Linda Samuelson, Joel Ziegler, Lisa Anderson, Jeff Bell, Adam Paulson, Lynette Neppel, David Christian, Tracy Boman, Tim Gabor (for Dorinda Sorvig), Shannon Nelson, Stephanie LeDuc, and Julie Fenning (recorder).

Absent: Dorinda Sorvig

Topic	Responsible Party	Discussion/Outcome
Call to Order	Nelson	Meeting called to order at 2:00 p.m. Additions to Agenda: Old Business: None New Business: ARP Funds Update – Administration
GUESTS		
Marketing, Public Relations and Recruiting Update	Carlson/Sperling	Nicki Carlson provided an update on current recruiting events. The events included UAS Summit (Oct. 13-15), MN State Week (Oct. 25-31), Manufacturing Days (Oct. 25 & 26), College Knowledge Month application days at Lincoln/EGF (Oct. 25 & 28), program information sessions, direct mail campaigns, Northern Valley Career Expo (Nov. 27), Health, Tech, & Trades Fair (Dec. 2), and prospect and applicant calling. Recruiting for nontraditional students included the Advance TRF job fair, direct mail campaigns, and community events. There was discussion regarding possible events to bring people on campus to see what Northland has to offer. Chad Sperling gave an update on marketing efforts. Current and new activities included indoor billboards, digital marketing, digital video, geofencing, radio, digital radio, and podcasting, as well as direct mail and text messaging campaigns. Northland is a sponsor for the Minnesota Vikings and Timberwolves games, and advertised heavily during the summer Olympics. Northland will be a UND hockey sponsor this fall, as well as the title sponsor for MN high school state tournaments. He has been working on designing and order swag for general college events, as well as working with faculty on program-specific swag. He will be conducting a media preference survey of students soon. Chad also gave an update on the status of the new website. It is in the development stage, approximately two weeks away from a full review of the website. After review and revisions, they will move into site content migration. They are still planning a mid-December launch.
OLD BUSINESS		
COVID Update	Curfman/Stauss	Cases continue to rise in both Polk and Pennington counties. Mike shared that COVID testing is going well for employees who are unvaccinated. The next phase is rolling out VaxTrax for students in Foundation housing. There are still employees testing positive and quarantining, as well as a handful of students. Northland currently has the lowest vaccination rates for students in all of Minnesota State. The

<p>Strategic Planning Update</p> <p>CRM Update</p> <p>Technology Plan Update</p> <p>Committees/Work groups</p>	<p>Kiddoo</p> <p>Huschle</p> <p>Jesme</p> <p>Kiddoo</p>	<p>Chancellor has given the directive to work to improve these numbers. Currently at 33%. Northland has implemented an incentive of \$100 cash if students get vaccinated by November 10th. Sandy is planning a townhall meeting each month and requested input on when to schedule these meetings to get the most people to attend. The first meeting will focus on COVID updates. Jodi provided a reminder for the masking requirement that employees are to mask at events off campus when representing Northland. Faculty were encouraged to continue enforcing safety protocols in the classrooms.</p> <p>Northland has contracted with Michelle Landsverk from Landsverk and Associates, Inc. to facilitate the strategic planning process for Northland. It will begin on October 20 (President's Council retreat) starting the process of reviewing data that is available and what data is still needed. Landsverk will be engaging students, employees, community members, and potential students for input. Sandy is organizing a What Could Be Tour to multiple colleges in Wisconsin to benchmark new and innovative ideas to improve enrollment. She is currently working with academic deans on the participant list, so if anyone is interested, they are to contact their dean. Strategic planning will drive the academic master plan, master facilities plan, and technology plan. Future academic master planning is on hold until after the college strategic planning is complete; however, academics is still working on projects within the current plan.</p> <p>Brian shared that marketing and student services are looking at changing to a different CRM called Salesforce. The program has an advisor tool for advisors and faculty to use. There are several features within the tool to help communicate with students. Salesforce interfaces with WorkDay, which is the student information records management system Minnesota State is moving to in the future. This new program will help with marketing and enrollment but is also for student success and retention. There may be funds available to help with the upfront costs to build the system. Brian requested faculty to participate on a work group looking at different software tools. ACTION: Brian would like one faculty member from a technical program and one from liberal arts to participate on the work group. Stephen and Brent will help recruit members.</p> <p>There were no additional comments or suggestions on the current technology plan. ACTION: Shannon will post to the Northland website.</p> <p>Stephen and Brent will get the final list of faculty participants to Julie to update the master committee chart. ACTION: Julie will send out to the college community and post on the committee web page.</p>
NEW BUSINESS	ITEMS	
<p>Course Schedule Alignment</p>	<p>Nelson</p>	<p>Faculty requested to work towards aligning the campus schedules and consider some schedule restructuring in order to better serve students. One example of a misalignment given is that on Tuesdays and Thursdays, one campus begins classes at 8:00 a.m. and the other campus begins at 8:30 a.m. At sometimes, one campus has 90-minute blocks and the other has 120-minute blocks. This makes it difficult for students to take classes across campuses. There was also discussion regarding implementing blocked schedules. Faculty are requesting to start this discussion in SGC, with a work group to dive into each idea and provide recommendations. ACTION: Brian will work with faculty leadership to establish a work group to identify issues and determine</p>

Bookstore Out of State Shipping	Nelson	<p>which items can be addressed. The division chairs will look at aligning the start time for Tuesdays and Thursdays. This item can also be added to the survey for students and potential students regarding desired schedules.</p> <p>Northland and the bookstore consortium currently are not able to ship to out-of-state students, except for North Dakota due to tax reciprocity, because of sales tax laws. This makes it difficult for students to find books for Northland classes and prevents them from being able to charge to their student accounts and financial aid. ACTION: Northland will pilot a project to do a sales tax fix with a software that is already embedded in Minnesota Bookstore System. The project will take time, with the goal to implement fall FY23. Shannon will work with the Fiscal Committee on this project.</p>
ARP Instructional Equipment Update	Jesme	<p>Shannon provided an update of faculty budget requests. All requests have been reviewed and funding sources identified (ARP, Perkins, Leveraged Equipment). Shannon estimates that all priority ones from last year, plus new requests could be funded. ACTION: The requests will be sent to division chairs for their meeting on Monday to review and prioritize.</p>
ON-GOING	ITEMS:	
Policy/Procedure Budget Update	Curfman	<p>None</p> <p>None</p>
MN State Update		<p>Time did not allow for item.</p>
MSCF Update		<p>Time did not allow for item.</p>
Org Chart Update		<p>An academic coordinator position was built into the FY22 budget. This position has been changed to an Institutional Research/Grants Coordinator position. It is currently being reviewed by the system office and will be under the Academic Affairs umbrella.</p>
Off Record		<p>No discussion was held.</p>
Adjournment		<p>4:00 p.m.</p>