

# NORTHLAND

## COMMUNITY & TECHNICAL COLLEGE

**Meeting:** Shared Governance Council

**Date:** January 24, 2024

**Location:** Zoom

**Time:** 2:00 0.m. – 4:00 p.m.

**Present:** Sandy Kiddoo, John Fields, Stephanie LeDuc, Jeff Pool (for Monty Johnson), Lynette Neppel, Linda Samuelson, Brent Braga, Joel Ziegler, Erin Bulger Jeff Bell, Adam Paulson, Stephen Nelson, Tracy Boman, Trisha Stromsodt, Lisa Olson, Caleb Curfman, Heather Koland, Rick Simon, and Julie Fenning (recorder).

**Absent:** Monty Johnson

Topic	Responsible Party	Discussion/Outcome
Call to Order	Neppel	<p>The meeting was called to order at 2:01 p.m.</p> <p><b>Additions to Agenda:</b>  <b>Old Business:</b> None  <b>New Business:</b> None</p>
Student Services Update	Guest: Pool	<p>Jeff Pool, Dean of Student Affairs, provided an update on Student Services. He had recently presented during a town hall meeting and provided an update on several items. The new director of advising and enrollment was hired in December. Heidi Kippenhan is working with the student services employees and getting settled into her role. Jeff had to make some staff adjustments with an employee out on maternity leave. There was a backlog of applications and transcript processing. They are back to full strength but do have another employee leaving soon for maternity leave, which will cause another disruption to some processes. Student Services is very lean, so any change disrupts the flow within the departments. Jeff is working with Heidi to plan for this employee's upcoming absence. In the past, the admissions coordinator was also student-facing, answering questions and providing support. Now the recruiters are trained in this area and are providing this support. This allows our admissions coordinator to process applications more efficiently. Heidi will also be working with student services staff to ensure students are aware of telework schedules and assist students in connecting with employees who are teleworking. Jeff is also working on a customer service audit, to make sure everyone is comfortable with staffing. Student Services is adding a financial aid employee to help with serving students on the East Grand Forks campus. Jeff is working with faculty groups on various activities. He has a meeting with the liberal arts faculty to discuss an open house.</p> <p>Faculty questioned the value of the hospitality room. Jeff informed them that the room is critical to creating a welcoming experience for prospective students. Jeff is working to train staff on providing the experience on utilizing the room appropriately. He is planning on creating one on the TRF campus as well. They are currently working on adding video conferencing capability.</p> <p>Faculty shared examples of not being aware when there was a tour scheduled for their programs/areas and they were either not</p>

		<p>there or unprepared to spend time with a potential student. They are requesting to be notified when a tour is scheduled when it is for their program. Heidi is working on improving the tour/visit process to create a connection with prospective students and their families. Faculty requested to be involved in the tour process creation, including assisting with drafting the script with talking points for each program. Heidi will be reaching out to faculty groups when that project begins and Jeff indicated they will begin to notify faculty when a student schedules a tour.</p> <p>Chad shared that the old website was set up to send automated emails to faculty when a tour was scheduled. He will investigate something similar when he works with Heidi to improve the process.</p>
<b>Marketing Update</b>	Guest: Sperling	<p>Chad Sperling, Director of Marketing and Communications, gave an update on current projects:</p> <p><b>Web Search Tool</b> - Working with the vendor on fixing the current search tool. If they cannot get that to work, he will look at purchasing an add-on search tool, with a final plan of using the Google search tool.</p> <p><b>Web Program Costs Pages</b> – Creating a program with one place to enter all tuition and fee data. This will allow us to build “program cost” pages and allow prospective students to easily see the cost per program and even compare up to four programs.</p> <p><b>Advertising</b> – Working on three new direct mail campaigns. They will focus on affordability, liberal arts, and building trades. Recently sent out one on affordability. Contracted with Garden Valley, KROX, and KNOX to advertise during area high school games and activities. Also purchased the front cover of <i>Teaching Minnesota Today</i>, which distributes 60,000 copies across the state of MN.</p> <p><b>Event Support</b> – Currently working to support the Altru career fair, health career fair, branding the study rooms, and other environmental branding projects.</p> <p>The faculty reported pages with broken links and missing information. Faculty were reminded to use the form for reporting website issues so that Chad can work on fixing them promptly. Faculty had concerns about the mobile app. This is something that IT supports, and faculty are to direct questions to Stacey Hron.</p>
<b>Foundation Update</b>	Guest: Dyrud	<p>Lars Dyrud, Executive Director of the Foundation provided an update on several items:</p> <p><b>Scholarships</b> – Recently completed spring scholarship selection; scholarships will be coming out soon with financial aid disbursements. This semester students were awarded \$105,759.34, which is the largest amount ever given in any semester. The total the Foundation funded for the year was over \$245,000. Lars reviewed his handout regarding amounts.</p>

		<p><b>Student Housing</b> – 70 students out of 144 beds. The top priority is leasing to students, then employees of the college, and then temporary housing for the local workforce (Textron, Digi-Key, DNR).</p> <p><b>Donations</b> – Payroll donations are down significantly. The Golden Ticket early incentive scholarship was heavily used as a recruiting tool in the past. It is one free class for a student who agrees to attend Northland. Just a couple of years ago the Foundation awarded 45 but was not able to offer any this year due to low contributions. Lars would like to make a push to employees to increase payroll contributions. Faculty supported this effort. They suggested Lars follow up with HR to ensure the payroll donation form is going to new employees. Also, share with employees how to establish a scholarship.</p> <p><b>Resource Development Team</b> – Lars is leading a team to identify needs and resource opportunities. They are also tracking the grants the college receives.</p> <p><b>Northland CARES Emergency Fund</b> - The Foundation Board established the fund to meet a need for students. The legislature also gave funds for student emergency needs. This is not widely advertised. Faculty can connect with Lars, Lisa, Jeff, or Becca to refer students.</p> <p>The faculty asked what marketing is being done for student housing. Lars shared that there is a flyer that is given to all prospective students.</p> <p>The faculty asked how Northland's numbers of scholarships compare to other scholarships. While it is hard to compare apples to apples, Lars felt our numbers were healthy compared to like-sized foundations.</p>
<b>OLD BUSINESS</b>	<b>ITEMS</b>	
<b>Course Schedules on Website</b>	Kiddoo	No update from MSCTC regarding providing a quote for this work. The course PDF was last updated on December 11 <sup>th</sup> . <b>NOTE:</b> An updated schedule has been posted.
<b>Ways to Improve</b>	All	None
<b>HLC Update</b>	Kiddoo	<p>Still waiting to hear the final decision from the audit process on repayment of financial aid.</p> <p>HLC work is on track for the upcoming visit. John Fields has started to look at our information and prepare. The Assessment and Program Review Committee hasn't met this semester. John is meeting with the chair tomorrow to schedule the meeting. Faculty are waiting for directions regarding which programs need the 5-year review. They are asking for an email to faculty with the process and people to contact for assistance. Dr. Kiddoo shared that non-academic assessment is being done as well.</p>
<b>Policy Updates</b>	Kiddoo	Continuing working through updating all policies through the Policypalooza's.

<b>2024-2025 draft schedules</b>	LeDuc	<p>Stephanie shared that the fall schedule is almost finalized, and they are working on the spring schedule. The team has also been looking at ideas to help attract more students like a Maymester. They are looking at ways to attract regional students in classes that they have historically taken from us like UND students taking science classes, as well as looking into a winter semester. Dr. Kiddoo shared that there is special allocation for enhancing and expanding programming. The team will provide updates as details are available.</p> <p>The faculty asked if students could use PSEO money to take these classes. <b>ACTION:</b> Jeff and Stephanie will look into this idea. Faculty questioned how they were determining which courses to offer, how long the courses will run, etc. Stephanie said it is in the early discussion stage and any input is welcomed. There will be limited options for this summer but looking at next year to add offerings. The faculty asked when courses will be assigned for the summer semester. They are actively working on that, and they will be assigned in the next two weeks.</p>
<b>NEW BUSINESS</b>	<b>ITEMS</b>	
<b>Spring In-Service Follow-Up on Poverty Session</b>	LeDuc	The faculty and administration agreed that great things came out of the in-service presentation on poverty. Stephanie is looking into having Chad Dall provide a workshop on poverty for interested faculty. The Student Success Committee is working on several of the ideas shared in the presentation. Stephanie invited anyone to participate in the committee subgroup if they were interested. The faculty asked if some of this work could be given to student groups. Student groups have expressed an interest. Yes, this work is open to everyone. John Fields shared that Northland is also participating in NAPE, student members are participating in programs working towards equity goals, etc. stemming from the in-service presentation and continuing that work.
<b>Annual Budget Request Process</b>	Kiddoo	Kalen Wiseth's email went out to all employees regarding the budget planning process. There was the instructional equipment request push in the fall and this push is for cost center increases, new projects, etc.
<b>25-26 Academic Calendar Planning</b>	Neppel	<b>ACTION:</b> Lynette will work with Julie to schedule a planning meeting. Faculty participants include Linda, Jeff, Joel, and Lynette.
<b>Capitol Bonding Projects and HEAPR Projects</b>	Kiddoo/LeDuc	The planning team met last Friday with the architects for the EGF classroom and lab project. The architects met with the faculty included in the project. They are on track to start the project next fall. The HEAPR project is ready to bid out for aerospace roof replacement, working on the bid for nursing labs for the next bonding project.
<b>Report Agenda Items</b>		HR Position Updates – No additional questions or discussion.

ON-GOING	ITEMS:	
<b>Presidential Transition Update</b>	Kiddoo	No new updates.
<b>Recruiting and Enrollment Updates</b>	Kiddoo	<p>Enrollment Update – Dr. Kiddoo reported that system colleges are seeing random AI students, which is affecting their enrollment numbers. This is rampant across higher education right now. So far Northland has not been affected. The system office will notify colleges if they see these students.</p> <p>The faculty shared they are struggling to read the enrollment reports. There is confusion with gen studies and liberal arts. Faculty want to see the final data sets used when decisions are made.</p> <p>Faculty asked what are we doing as a college to benchmark other colleges that have increases in enrollment? Jeff is constantly asking other colleges how they are handling processes and sharing ideas. Heidi will also be researching new ideas and practices as she begins her role. If faculty have any ideas, please forward them to Jeff, Chad, or Heidi. Input is appreciated.</p>
<b>Policy/ Procedures</b>	Kiddoo	Second reading of Children on Campus policy. Changes were made. This draft will go to the President's Cabinet for final approval.
<b>Budget Update</b>	Kiddoo	Faculty are requesting a summary document for the budget in addition to the list of all cost centers. This is something that Kalen is working on and will also be available in Workday in the near future.
<b>MN State Update</b>	Kiddoo	Dr. Kiddoo recently attending the Leadership Council/BOT joint meeting in St. Paul. They focused on Workday updates, Equity 2030 updates, Developmental education. There was discussion on the direct admissions program and that certain high schools were signing up. Red Lake County is the school in our area so far. The New American Indian scholarships is a program that was funded. We were able to provide funding to several Northland students. This will be a great marketing tool next year. It is a first dollar scholarship. <b>ACTION:</b> Dr. Kiddoo will send out more information on the New American Indian scholarship. Dr. Kiddoo learned that we have reciprocity with Manitoba. Jeff will be looking into how we can leverage that.
<b>MSCF Update</b>	Neppel/Ziegler	No MSCF update.
<b>Organizational Chart</b>	Kiddoo	Provided in a handout.
<b>Open Discussion</b>		Short discussion was held.
<b>Adjournment</b>		4:16 p.m.