

# Shared Governance Meeting MINUTES

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<b>Meeting Date:</b>	Friday, October 14, 2016 1:00 to 2:30 pm ITV N. Mankato – Room E132 Faribault – President’s Conference Room	<b>Next Meeting:</b>	Friday, November 18, 2016 1:00 to 2:30 pm ITV N. Mankato – President’s Conference Room Faribault – President’s Conference Room -
<b>In Attendance:</b>	<p><b>Present:</b> Kurt Dershem, Dave Edwards, Arlene Eliason, Mark Friedman, Ala Garlinska, Renee Guyer, Dave Hammitt, Ryan Langemeier, Diann Marten, Jennifer Ongie-Jindra, Deb Selbach, Jay Wendelberger, Dr. Annette Parker, Dr. Susan Tarnowski, David Armstrong</p> <p><b>Absent:</b> Jon Morgan, Lucinda Wells, Dawn Pearson</p>		
<b>Agenda Items:</b>	<ul style="list-style-type: none"> <li>I. Call Meeting to Order</li> <li>II. Roll Call of Members</li> <li>III. Adoption of Agenda</li> <li>IV. Approval of Minutes (September 23, 2016)</li> <li>V. Human Resources Report</li> <li>VI. Grievance Representative Report - Diann Marten / Dave Edwards</li> <li>VII. President’s Update - Dr. Annette Parker</li> </ul> <p><b><u>OLD BUSINESS</u></b></p> <p><b><u>NEW BUSINESS</u></b></p> <ul style="list-style-type: none"> <li>VIII. Class Maximum - Dr. Susan Tarnowski</li> <li>IX. Marketing / Admissions Update</li> <li>X. Process, Results &amp; Improvements (PRI)</li> <li>XI. Adjourn</li> </ul>		
<b>Attachments:</b>	<ul style="list-style-type: none"> <li>IV. Approval of Minutes – September 23, 2016</li> <li>V. Human Resources Report</li> <li>VIII. Class Maximum</li> </ul>		

## Meeting Minutes:

Agenda Item	Minutes
<b>I. Call Meeting to Order</b>	Arlene Eliason called the meeting to order at 1:03 pm.
<b>II. Roll Call of Members</b>	See above.
<b>III. Adoption of Agenda</b>	Dave Edwards moved to adopt the agenda as presented. Ala Garlinska seconded. Motion passed.
<b>IV. Approval of Minutes</b>	Renee Guyer shared a couple corrections on page 3 under the President's Update – the 4 <sup>th</sup> line should read “around” and the 5 <sup>th</sup> line the word “the” should be removed. Dave Edwards moved to approve the minutes with the changes Renee noted. Dave Hammitt seconded. Motion passed.
<b>V. Human Resources Report</b>	<p>Dr. Parker reviewed the attached Human Resources report. The following discussions here held:</p> <ul style="list-style-type: none"> <li>• Cook Supervisor – David Armstrong shared that they will be running reports to review in more detail.</li> <li>• Mechatronics Instructor – Jay Wendelberger suggested the Faribault Prison be referred to as <b>Faribault Corrections</b>.</li> <li>• OAS Intermediate - Dave Hammitt asked why the OAS is being filled in N. Mankato. Dr. Tarnowski shared that there were two openings – one from each campus - which makes for a reconfigured position. Looking at the CBI structure.</li> <li>• Reading Adjunct Instructor – Jay Wendelberger shared that this position would not have been needed if there would not have been a layoff last year.</li> <li>• Arlene Eliason asked about the Math position and when this will be posted. Diann Marten shared that there will be 1 UFT posted and in the process of getting the wording and posting ready. Dr. Tarnowski shared that there seems to be a mock form problem at this time.</li> <li>• Jay Wendelberger shared that there has been conversation about counseling positions and is there room to add a counselor to SCC. David Armstrong shared that he has had conversations with Judy Zeiger and the need for counseling. Starting to look at other school models to see how they have structured counseling</li> </ul>

	<p>on campus. Dr. Tarnowski shared that they recognize there is a need for crisis counseling. Suggested that contracting with another agency may be a good direction with the smaller campus as there may not be a need for a full-time counselor. May be able to utilize a part-time counselor on the Faribault Campus and/or trading office space for counseling services. David shared his experience in another state with the idea (I believe Arlene put it forward) of trading office space for counseling services on campus, which would also be open to the public. He does not think it's a good idea because it brings non-SCC-affiliated individuals onto campus, who may have issues that cause security concerns.</p>
<p><b>VI. Grievance Representative Report</b></p>	<p>Dave Edwards shared that he now has access from Dawn Pearson on the workload sheets and will begin the workload calculation checking. Will start with nursing and then the sciences and then will spot check. Should check credit/contact loads. RCE's need to get counted as credit and contact hours. Credit and contact equivalency is very important to look at. Should be checking this Fall and the state is reviewing if last year and the year before should be checked. From this point on it is important that it is done correctly. Diann Marten referred to the language in the MSCF contract on pages 25 &amp; 31.</p>
<p><b>VII. Presidents's Update</b></p>	<p>Dr. Parker shared:</p> <ul style="list-style-type: none"> <li>• Global Conference a success on Thursday, October 13. It was amazing! Good media coverage. Good opportunity for faculty, staff, students and community. Thank you to Amy Magnus and her team!</li> <li>• Thank you to all who supports the Internal Fund Drive and attended the Thank You event.</li> <li>• Will be kicking off the External Fund Drives within the next few weeks.</li> <li>• Narren Brown begins October 24 – Executive Director of Research and Institutional Effectiveness.</li> <li>• Met with Student Senates <ul style="list-style-type: none"> <li>○ Monday, September 26 – N. Mankato Campus</li> <li>○ Monday, October 3 – Faribault Campus</li> </ul> </li> <li>• September 27 met with the Faribault Foundation Strategic Planning Group.</li> <li>• SCC hosted the Mexican Delegation <ul style="list-style-type: none"> <li>○ Wednesday, October 5 - Advanced Manufacturing group of 10 delegates</li> <li>○ Thursday, October 6 - Agriculture group of 5 delegates</li> <li>○ Visited various other colleges/universities across the state</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Presented to the CAEL Business Champions at the McDonald’s Hamburger University on October 5 in Chicago. Some of the company participants included McDonald’s, Walmart, Pepsi, etc.</li> <li>• Presented to the National Academies of Sciences - Committee on Developing Indicators for Undergraduate STEM education in Washington DC on October 6.</li> <li>• Toured the Mayo Clinic Health System Mankato Lab with our Medical Lab Technician faculty to continue to build our partnership. Dr. Parker serves on the Mayo SE Board.</li> <li>• Upcoming HLC AQIP Pathway Strategy Forum on November 2-4 will be attended by a SCC team. Thanks Renee Guyer and Dr. Tarnowski for their work.</li> <li>• Noell Levitz Strategic Enrollment Planning Executive Forum on December 6 &amp; 7 will be attended by a SCC team.</li> </ul>
<p><b>VIII. Class Maximum</b></p>	<p>CRTK100 – Dave Edwards moved to approve. Dave Hammitt seconded. Motion passed.</p>
<p><b>IX. Marketing / Admissions Update</b></p>	<p>Anthony Riesberg was present to help better understand the Program Enrollment Report that is distributed. Anthony distributed the report and went through it in detail. It was felt that this report should be sent to faculty on a monthly basis. If there is faculty that would like this weekly Anthony should work with them individually. Faculty asked about a comparison view of the information. Anthony suggested that he could work with research and gather historical information that could give us trends by major. Dr. Parker suggested that Narren Brown work with Anthony and see if he could put together something for the December meeting.</p> <p>Dr. Parker shared information on marketing initiatives:</p> <p><b>September - October</b></p> <ul style="list-style-type: none"> <li>• Program Webpages and Sell Sheets Updated, with a focus on website Search Engine Optimization (SEO)</li> <li>• External Marketing and Communications Campaign targeting Prospective Students: “Apply: -to college -for financial aid -for scholarships for FREE in October” (October one of the 2 biggest recruiting months)</li> <li>• Internal Marketing and Communications Campaign targeting Current Students: “Register, Apply, Win!”</li> <li>• Marketing support of Admissions Recruitment Events (e.g. Program Information Sessions, Career Fairs, MEA, Manufacturing Day)</li> <li>• FastTRAC Campaign (feeder program to our manufacturing, healthcare and truck driving programs)</li> <li>• Marketing and Communications support for Global Connections</li> </ul>

	<p>Conference</p> <ul style="list-style-type: none"> <li>• “Minnesota State” Brand Integration</li> </ul> <p><b>November - December</b></p> <ul style="list-style-type: none"> <li>• Career Focus Magazine – National membership – we will release in November – LAS and Fine Arts will be the focus in November.</li> <li>• Marketing and Communications support for Admissions and Educational Partner Career Exploration Events</li> <li>• Professionally-produced program area videos</li> <li>• Other “authentic” smartphone videos for testimonials and interesting happenings in programs</li> <li>• Social Media optimization</li> <li>• Website Enhancements to 3 most impactful prospective student pages - Admissions, Cost &amp; Aid, Campus Life (new)</li> <li>• Marketing and Communications Campaign for Liberal Arts and Sciences AA degree</li> <li>• Marketing and Communications Arts and Communications programs - includes “launch” of Associate of Fine Arts in Visual Arts, as well as Graphic Communications and Multimedia Technology</li> </ul> <p><b>January – February</b></p> <ul style="list-style-type: none"> <li>• Marketing and Communications Campaign for Career and Technical programs in the areas of advanced manufacturing, building &amp; design, transportation, business and human services</li> <li>• National Letter of Intent Signing Day Marketing and Communications Support</li> <li>• Diverse population outreach to drive enrollment of students of color</li> <li>• Veteran outreach to drive enrollment of current and former military and families</li> <li>• Internal and External Brand Awareness Campaign</li> </ul> <p><b>March - April</b></p> <ul style="list-style-type: none"> <li>• External Marketing and Communications Campaign targeting Prospective Students (April is one of the two biggest recruiting months)</li> <li>• Marketing and Communications Campaign for Allied Health and Nursing programs</li> <li>• Internal and External Brand Awareness Campaign (continued from January – February)</li> </ul> <p>Shared the brand roll-out information from Minnesota State: Following are steps taken to date to roll-out the brand to external audiences:</p>
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- Access to Excellence Scholarship Campaign kick-off event at the Twins game
- Renewed State Fair booth and presence
- Pilot collaborative media campaign:  
Throughout the month of October, the Minnesota State campaign encourages prospective students and parents to visit campus, inquire about a college or university in which they are interested, and promotes the application waiver available through all 37 colleges and universities at the end of the month.

Last year, 1,923 applications were submitted to Minnesota State colleges and universities during the month of October. The campaign includes:

- **Digital Ads**
  - ✓ Running statewide on many different digital platforms (newspapers, social media, retail sites, etc.) – retargeting, geofencing, display ads
- **Radio:**
  - ✓ iHeart Radio & KFAN Network – Running statewide with regional customization
  - ✓ Pandora – Running statewide with regional customization
  - ✓ KFAI – Running in Twin Cities, spots running in seven languages
  - ✓ Minnesota Public Radio – running statewide with regional customization
- **Print**
  - ✓ Star Tribune ad running Sunday before MEA, digital ads running all week
- **Out of Home**
  - ✓ Gas station toppers and indoor advertising throughout state
- **Billboards** (primarily digital to highlight various colleges in each of these regions, as well as to be more cost efficient)
  - ✓ Rochester, Albert Lea, Austin, Worthington, Owatonna, Faribault, Mankato, Duluth, St. Cloud, and in the Twin Cities

Dr. Parker shared the recruitment efforts as follows:

- Program Information Sessions throughout fall and spring semester
  - Ag in NM – Oct, Nov & Dec
  - Advance Manufacturing – 2 in NM & FB - Nov & Dec
  - Allied Health & Nursing – 3 in NM & FB – Oct, Nov &

	<p>Dec</p> <ul style="list-style-type: none"> <li>○ Arts &amp; Communication – 3 in NM – Oct, Nov &amp; Dec</li> <li>○ Building &amp; Design – 2 in FB &amp; NM – Nov &amp; Dec</li> <li>○ Business – 3 in FB &amp; NM – Oct, Nov &amp; Dec</li> <li>○ Human Services Professions – 2 in FB – Nov &amp; Dec; 3 in NM – Oct, Nov &amp; Dec</li> <li>○ Liberal Arts &amp; Sciences – 2 in FB – Nov &amp; Dec; 3 in NM – Oct, Nov &amp; Dec</li> <li>○ Transportation – 2 in NM – Nov &amp; Dec</li> </ul> <p>There will be more in spring.</p> <ul style="list-style-type: none"> <li>● Financial Aid and accuplacer training for high school counselors</li> <li>● Two days at the National College Fair in St. Paul</li> <li>● Invited high school students to both campuses for Tour of Manufacturing (NM) and Made in Faribault</li> <li>● During MEA we will have many high school students visiting both campuses</li> <li>● Staff will be attending the MEF (MN Educational Fairs) in Faribault (hosted on campus) and in Willmar</li> <li>● Career exploration events on both campuses in fall <ul style="list-style-type: none"> <li>○ 1 in Faribault and 3 in NM</li> </ul> </li> <li>● Staff will be visiting over 25 high schools</li> <li>● Jayne will be giving Financial Aid presentations at 10 different high schools</li> <li>● Perkins will be bringing over 1200 9<sup>th</sup> grade students to campus twice for exposure to Perkins careers (Career Navigator program)</li> <li>● Once again, host a letter of Intent Signing Day.</li> </ul> <p>Jay Wendelberger asked about the visibility of the President on campus and would like to see her more. Dr. Parker shared that October seems to be a very busy month and will continue to be as visible as possible on campuses.</p> <p>Jay Wendelberger asked about the Nursing accreditation. Jennifer Ongie-Jindra shared that she and two other faculty members returned from Baltimore after learning about the new 2017 process and are reviewing the application process for candidacy. They will be presenting to nursing faculty and will have a mini self-study. Will have one year to complete and two years to be accredited. The process has been streamlined. SCC is definitely on track. The test scores have improved. The earliest for site visit would be fall of 2017 and then would hear within 6 months. Dr. Tarnowski shared that the stage we are in now – application candidacy is much smaller than what was expected. On track for the full information to be submitted.</p>
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	<p>Dr. Tarnowski shared that the Dental Accreditation was held last week and was a success.</p> <p>Jay Wendelberg asked about ULA's and Dr. Parker shared that they will not be talking about ULA's.</p>
<b>X. Process, Results &amp; Improvements (PRI)</b>	Discussed the process of the New Program Enrollment Report and shared feedback.
<b>XI. Adjourn</b>	Dave Hammitt moved to adjourn at 2:08 pm. Jay Wendelberger seconded. Motion passed.

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