LEADERSHIP TEAM MEETING

Tuesday, February 18, 2014 9:00 a.m. President's Office

MINUTES

Members Present: Barbara Baker, Stanton Gartin, Sianna Gomez, Connie Henderson, Marci Henry, Renee Johnson, Tyler Kelsch, Gail LaForce, Jay Lee, Shawn Rose and Steve Smith.

Guests Present: Angela Anderson, Terry Ruch, Cyndi Vandenbark.

Jay welcomed Angela Anderson to the group and congratulated her on her new role as the Director of Human Resources. Jay also welcomed Terry Ruch to the group. Terry will join the Leadership Team Meetings once per month.

Enrollment – Jay

- o Head Count as of 2/17/2014 was 1,527. Same time last year was 1,648. Down 121 or -7.34%.
- o FTE as of 2/17/2014 was 560.9. Same time last year was 558. Up 3.4 or +.61%.

• 2013 IPEDS Data - Jay



IPEDS REPORT.pdf

• **Discovery Day & Recruiting** – Terry Ruch

- On Monday, NJC hosted the largest Discovery Day that we know of, in our college history.
 Admissions counted 106 students (120 had signed up to come) and the cafeteria received 181 lunch tickets from visitors. The evaluations received back from the prospective students at the end of the day were very favorable.
- Terry expressed concern over NJC's follow-up processes for perspective students. Terry and Erin Query attended a Ruffalo Cody Conference this summer and one fact they learned was that on average, each perspective student fills out contact cards for three or more colleges. The Recruiting Office is using "open" postcards to send to perspective students. They learned at the conference that "open" postcards are better because then the parents can see the information as well and this creates "kitchen conversations". Keeping a regular flow of these postcards is very important. They learned that each perspective student (starting when they are juniors) need to receive about 30 35 "touches" from a college.
- Terry will plan to come to the Leadership Team Meetings as least once a month. Jay noted that at these meetings Terry attends he would like to see more recruitment data.

• Request for Proposal Process for the Marketing Initiative Through CCCOnline – Cyndi Vandenbark

The Colorado Community College System put out a Request for Proposal requesting prospective
firms with proven experience to submit proposals that best understand, describe and produce
professional guidance and marketing profiles to grow enrollments in <u>online</u> associate degree
programs, expand geographic markets and increase residential student populations at six rural
CCCS colleges.

- During RFP presentations, several items were presented by various vendors:
 - o Online courses: Students have a belief that
 - Online courses give value for the money
 - There is good course variety for curriculum options.
 - O What we do not do:
 - Provide a supportive learning environment
 - Provide high quality courses
 - Provide good interaction
 - Provide credibility around grading and testing
 - Show respect for employers/job markets
 - o What student liked about Front Range Online that CCCOnline did not offer:
 - Caring faculty
 - A personal touch
 - Grading and testing that is meaningful
 - o All of our advertising (all rural colleges that were researched so far) focuses on "us" not the student or the customer
 - Need events and personal engagements
 - Word of mouth/managed word of mouth
 - YouTube videos created by students
 - Colorado Northwestern has proved they are getting students (especially online signing up because they have Colorado in their name)
 - o Our demographics show that students have low income in our areas -
 - We need to charge less
 - Highlight the ease of financial aid for students
 - Our website needs more streamlined
 - Show the benefits
 - Make it easy to find the cost of education
 - How to take the next step in a ONE STEP PROCESS
 - No clear-cut way for online information five websites feed into online none are clear (ours at NJC received the highest rating – but still not easy to enroll after receiving information).
 - Website updates way more frequently or provide a site for athletics because that is always updated with pictures and game information – more than what is available (NJC currently has a site for athletics).
 - o Directions are needed on every website. Looking for locations of buildings and events is very limited on every college's website.
 - O Lower barrier to entry for students on website application process is complicated. None of the colleges get names and emails or addresses of those trying to apply – we do not know who has started the process. After we get this first level then we can provide more assistance. The first process should be a quick name, number, email and other contact and then the student has been accepted. We would then walk them through the rest of the registration if necessary. Losing many students that do not make it past the first page on the application process but we have no way of knowing who that is.
 - Nursing was the highest requested online courses
 - O What Cindy took away from the presentations:
 - Have students doing campus visits take video of their experience instead of the scavenger hunt (this is not viewed as a desirable part of campus visits – students know about this and do not look forward to the scavenger hunt). A video taking

contest would be an activity that visiting students could do on their cell phones or we could provide a Go Camera while they are visiting.

- Positive media stories more Facebook and twitter.
- We need more of a mix of marketing with entertainment according to the three presentations.
- More free local educational events show students what they can do in education.

Debrief from Presidents' Council/State Board Meetings – Jay

- The Presidents' Council Meeting was held in Denver on February 11th. Agenda items included:
 - o Leadership Development for Presidents given by Linda Bowman
 - o Budget Update given by Mark Superka
 - o Legislation Issues:
 - Senate Bill 001 would cap tuition increase at 6%
 - Adjunct Faculty Legislation would increase pay for adjunct faculty. Would cost CCCS \$117 million to implement. CCCS's told budget is \$120 million. CCCS is testifying against this legislation as it would negatively impact CCCS. This bill would only affect two year colleges, not four year colleges.
 - BAS Legislation has made it out of the Senate. Dr. McCallin has asked community colleges to start identifying programs that have BAS potential.
 - CSU Global would like to get into the two year market. CCCS in concerned about this, they have testified against it.
 - o Healthcare Reform
 - Nursing Accreditation Changes
 - o Controlled Maintenance NJC is on the list for electrical infrastructure updates. Currently it is two or three below the cut off line.
 - o Classified Staff of the Year and Admin/Professional Technical Employee of the Year Luncheon.
- State Board Meeting held on February 12th
 - o Faculty of the Year Luncheon
 - o Morgan Community College Welding/Storage Building Approval
 - o Front Range Community College Equipment Purchase for Precision Machinery **Technology Program Approval**

Advisory Council Prep – *Jay*

The next NJC Advisory Council Meeting will be held this Thursday, February 20th at 1:30 p.m.



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CCCS Audit Reporting Requirement – *Jay*

Jay received an email from Dr. McCallin reminding all presidents of State Board Procedure 2-10. All audits, reviews and investigations must be reported to CCCS.

Rounding Idea – Jay

A college in Michigan takes all names of benefit eligible staff and puts the names in basket. Each administrator takes turn picking out names until all the names are gone. Then each administrator visits and talks with each person that they picked. They ask them three questions: 1) What is going well? 2) What isn't? 3) Employees deserving of recognition. Jay asked if the Leadership Team would like to do something like this. The Leadership Team all agreed that this would be beneficial and would be a good way to get information from college staff.

Jay is also working on online administration evaluations again.

• Resident Hall Occupancy and Retention – Steve

- NJC is currently at 88% occupancy rate.
- There were 90 students who resided in the halls that did not return to the halls in the spring.
 - o 15 students are still full-time and 7 students remained part-time. These students either moved home or were sophomore students who decided to move off campus.
 - o 11 students either graduated or were very close to graduating (3-9hours).
 - o Of the other students:
 - 44 students had GPAs below a 2.0. Most were well below a 2.0.
 - 30 students had active Finance Holds or FACTS holds.
 - Of those students, 21 students had both a GPA below 2.0 AND an active finance hold.
 - 13 students who had above a 2.0 GPA and no finance holds left the halls. Several listed reasons for us on their intent forms and they included:
 - a. Going back home
 - b. Ecotech
 - c. Moving in to live with brother
 - d. Transferring to a 4 year (2)
 - e. Need to get a full-time job
 - f. Transfer to another 2-year (4)

• Good of the Order/Rumor Control

- Gail told the group that the invitations for the Foundation "Benefit" are being mailed out today.
 The "Denim and Diamonds" Benefit will be held the evening of Saturday, March 22nd in the
 Hays Student Center Ballroom. The event will include an Action Station Dining Experience with
 three different meal options for guests to choose from. Gail noted that volunteers are still
 needed to help with the event.
- Tyler noted that the Community Solar Garden Agreement has been signed by CCCS. He still waiting for the Ecoplexus Agreement to be signed by CCCS. Marketing will begin to try to sell the Plainsman Grill and NE 18. There will be a meeting for prospective buyers. Marketing material will be sent out soon for the sale of the NJC Ag Farm. Reck Agri Realtor & Auction will be the realtor for the college for the Ag Farm.
- Stanton expressed appreciation for the article in the South Platte Sentinel about NJC's Wind Tech Program. Barbara commented that Jim Lenzen wrote the article and she edited it. It was originally submitted to a national trade magazine.
- Sianna commented that more rally towels will be given out this Saturday at Hoops Homecoming. An ASG election will be held on March 4th for the ASG 2nd Vice President election. Interested students can pick up applications in the Housing Office.
- Terry told the group that follow-up postcards will be sent out to Discovery Day attendees. Also, post-cards will be sent out to students who have signed up for the April Discovery Day.
- Steve thanked Angela Anderson for her ten years as the Registrar.
- Marci commented that high school wrestling tournaments were held on campus last week.
 This Thursday night a high school basketball game will be held at NJC. Hoops Homecoming will be held this Saturday. The girls play at 4:00 and the boys play at 6:00. Also, home baseball

games will be played this Saturday at noon and 3:00 p.m. Next Monday will be the last home women's basketball game. They have sent invitations to all the families who put up athletes during the flood to show their appreciation to them. Marci asked if she should pursue and research the idea of a Group Student Insurance plan that would cover all students not just athletes. Jay approved Marci doing research on this subject.

- Next Leadership Team Meeting Tuesday, February 25th 9:00 a.m. 10:30 a.m.
 - The Leadership Team will be meeting with Linda Bowman, CCCS Vice President of Executive Leadership Training and Development. She is visiting all the colleges this spring to gather information for the CCCS Strategic Plan.