

Official Proceedings of the  
Alpena Community College Board of Trustees Meeting  
September 19, 2013  
Roger C. Bauer Board Room, Charles R. Donnelly Natural Resources Center  
Alpena, MI 49707

The Alpena Community College Board of Trustees met for its regular monthly meeting on Thursday, September 19, 2013, in the Roger C. Bauer Board Room, Room 400 of the Charles R. Donnelly Natural Resources Center.

Present: John Briggs, Teresa Duncan, Marc Ferguson, Joseph Gentry II, Lisa Hilberg, and Tom Townsend.

Absent: Florence Stibitz.

Seated at the Board Table: President Olin Joynton and Board Secretary Jay Walterreit

Chairman John Briggs called the meeting to order at 7:02 p.m. and led the Pledge of Allegiance.

Approval of Agenda

Moved by Trustee Townsend that the agenda be approved; seconded by Trustee Hilberg. Ayes: 6. Nays: 0. Motion carried.

Approval of Minutes from the August 15, 2013, Regular Board of Trustees Meeting

Trustee Gentry moved to accept the draft minutes from the August 15, 2013, regular ACC Board of Trustees meeting; Trustee Duncan seconded the motion. Ayes: 6. Nays: 0. Motion carried.

Introduction of Guests and Public Comment

Guests in attendance included: Jaime Adams, WATZ News; Nicole Grulke, Alpena News; Lindsay Iadeluca, WBKB News; Kathy Marsh, ACC administrator; Don MacMaster, ACC administrator, David Cummins, ACC faculty; Mary Linton, ACC faculty; Melissa Fournier, ACC faculty; Nan Hall, retired ACC faculty; Terry Hall, retired ACC faculty; Linda Souva, retired ACC staff; Cindy Smith; Sandra Sengenberger, retired ACC staff; Jordan Sengenberger; and Andrew Sengenberger.

Communication(s)

None.

Board Member and Subcommittee Reports

No board member or subcommittee reports.

## Faculty Report

Nursing Director Dr. Mary Linton and Assistant Nursing Director Melissa Fournier gave a PowerPoint presentation on developments in the Nursing Program and Fournier's education in moulage.

## Student Report

None.

## President's Report

The President's Report follows as it was distributed at the meeting.

President's Report to ACC Board of Trustees  
August 15, 2013

### 1. Annual Report of Library and Audio-Visual Department

The Stephen H. Fletcher Library and the ACC Audio-Visual Department continue their high levels of accountability by presenting their 2012-13 academic year annual reports. In the Library, although the number of patrons went down from the previous year, the number of materials used went up from 23,311 to 29,249 items. Significant accomplishments include collaboration with the George N. Fletcher Alpena County Library on the distinguished author series, ongoing evaluation and addition to the collection, orientations for both ACC classes and individual patrons, and presentation of the Biz Center to the Board of Directors of Target Alpena Development Corporation.

In the Audio-Visual Department, two-way videoconferencing (ITV) was again offered to the community, damaged equipment was replaced on both ACC campuses, five smart rooms were installed, new software was purchased, and adjustments were made to continue service after elimination of the media technician position.

Congratulations are in order for Dean Wendy Brooks, who prepared both reports and led the work on these ways of contributing to the ACC mission and goals.

### 2. ETS Magazine

Educational Talent Search Director Bob Newton has brought me a program publication called *Access Magazine*, which provides good information on ETS objectives for school persistence, graduation, post-secondary enrollment, and degree completion. There's a feature article on the 2013 summer camp that combined an introduction to medical careers, with experiential learning – in the form of a staged car accident scene—on the dangers of underage alcohol use. The magazine also contains an interview with ACC student Savannah Fleishans, who pursues a nursing degree and works in the bookstore.

### 3. Fall Enrollment Report

This fall ACC has experienced a 12% decline in both headcount and credit hour enrollment compared with the previous fall. Over the past two years ACC has dropped an average of 6% per semester. During this period every other community college in the state saw decreasing enrollments as well. However, this fall three community colleges achieved enrollment gains, and the losses for most others were mitigated. Statewide there was a turn for the better, but at ACC there was a turn for the worse.

The explanation for our performance cannot be reduced to a single factor, as attachments to this report reveal. Of three suspected factors, none turns out to be the problem, but one stands out as probably more influential than the other two.

- a) The declining output of Alpena High School graduates does not correlate strongly to fluctuations of headcount at ACC. For example, when AHS graduate numbers were at their highest (744 in 1979), ACC headcount was lower (1,695) than it is today (1,710). Since 2005, AHS graduate numbers have slid down a gentle slope, while ACC's fall headcounts have gone up and down sharply.
- b) The relatively high tuition and fee cost of attending ACC, now seventh among Michigan community colleges, has to be considered. Indeed, some of the largest enrollment drops this fall are seen in the seven most expensive colleges. However, two of the three colleges gaining enrollment stand at the top of the list for cost, and the college with the largest enrollment drop is near the bottom. So there's no automatic relationship between enrollment and cost.

There is, however, a known connection between our cost and reductions in dual enrollments in the southern part of our service area, where the lower tuition of Kirtland Community College motivated decision makers in three school districts to depart from long-standing relationships with ACC.

- c) It's often observed that lower unemployment tracks with lower community college attendance, due to more people working rather than going to school. We do see more correlation between enrollment and lessening of unemployment than with the other two suspected factors. Since 2009, average unemployment in ACC's five-county service area has gone from 16.4% down to 11.5%, coinciding well with the drop in ACC enrollment. So it looks more like the main cause than anything else.

This hypothesis is confirmed by the graph showing fluctuations of enrollment by age category. The most noticeable increase has been among high school students taking dual enrollment, while the sharpest decrease since 2010 has been in students 25-49 years old, in other words, students most likely to be in the workforce.

Other ongoing contributors to enrollment decline at ACC are our high graduation rate and greater restrictions on Pell grants. The latter probably accounts for a recent trend of fewer credit hours per student, as would happen when a student could afford three classes

but not four. Fortunately, there is no evidence of enrollment loss for reasons like dissatisfaction with quality of instruction, range of course schedule options, and courtesy shown in service transactions.

ACC's technical programs were the subject of special emphasis through the spring and summer, and we have evidence of good results from those efforts. The first-year entry courses for nursing and utility tech programs are full. Students registered for 15 of the 20 seats in the medical assistant program. In welding we filled 15 of 16 slots, in auto body repair 15 of 18 slots, in auto service 13 of 18 slots, and in concrete technology 29 of 36 slots. Metal Cutting I is a gateway course for several programs in the manufacturing technology cluster, and all 30 seats in it are taken. In response to vigorous promotion and extra scholarships, marine technology students took 8 of 25 places, quelling our hopes for more and owing to the newness of the program more than anything else. Our weakest technical program, CADD, attracted only four new students.

Online classes at ACC managed healthy increases over the past two years despite our overall decreases. This fall they declined only about 1%, which is much less than losses in other categories.

Finally, we're not alone in addressing the enrollment issue. "Admissions Shortfall Prompt Colleges to Revamp Strategies" appears on the cover as the lead article in this week's *Chronicle of Higher Education*. Some key quotations from the article with relevance for us are these:

- a) In speaking with prospective students and their parents, you'd better be able to talk about outcomes of attending the college.
- b) Determining cause and effect is a challenge in college admissions. Recruitment is a tangle of tactics; the impact of each one is hard to gauge.
- c) Recruiting farther away from campus, especially in a state with an abundance of high school graduates, can help shore up decline in local markets. On the other hand, persuading students to come a long way can prove difficult, expensive, and time-consuming. Colleges without a strong brand can face a wild goose chase.

# ALPENA COMMUNITY COLLEGE

## FALL ENROLLMENT ANALYSIS

AS OF - SEPTEMBER 9, 2013 - 8:00 A.M.

	% INC. (DEC.) H/C	14-1		13-1		12-1		11-1		10-1	
		H/C	CREDIT HOURS								
<b>CREDIT HOUR COUNT</b>											
EARLY REGISTRATION ENROLLMENT	-5.94%	1,220	12,782	1,297	13,742	1,416	14,937	1,337	14,854	1,412	15,656
END NEW STUDENT ENROLLMENT	-8.15%	211	2,374	261	2,642	262	2,861	295	3,223	304	3,308
END OF 1ST DAY CENTRAL ENROLLMENT	-11.43%	1,431	15,156	1,558	16,384	1,678	17,797	1,632	18,077	1,716	18,964
END OF CENTRAL ENROLLMENT	-12.76%	134	1,368	209	2,087	168	1,677	192	2,176	181	1,840
OFFICIAL COUNT	-11.96%	1,565	16,524	1,767	18,471	1,846	19,474	1,824	20,252	1,897	20,804
		8	(132)	36	41	(26)	(409)	45	223	32	10
		1,573	16,392	1,803	18,512	1,820	19,065	1,869	20,475	1,929	20,813
		137	969	150	1,209	167	1,392	212	1,568	156	1,240
		1,710	17,361	1,953	19,721	1,987	20,456	2,081	22,043	2,085	22,053
		(243)	(2,360)	(34)	(736)	(98)	(1,597)	29	993	25	833
<b>ADJ. CONTACT HOURS</b>											
			20,387		23,084		23,677		25,320		25,559

**BUDGET**      3,100,689      **ACTUAL**      2,865,750      **VARIANCE**      (234,939)      **ACTUAL**      3,088,085

**TUITION REVENUES:**      -11.69%      -7.6%      **PRIOR YEAR:**

## FALL ENROLLMENTS BY CAMPUS

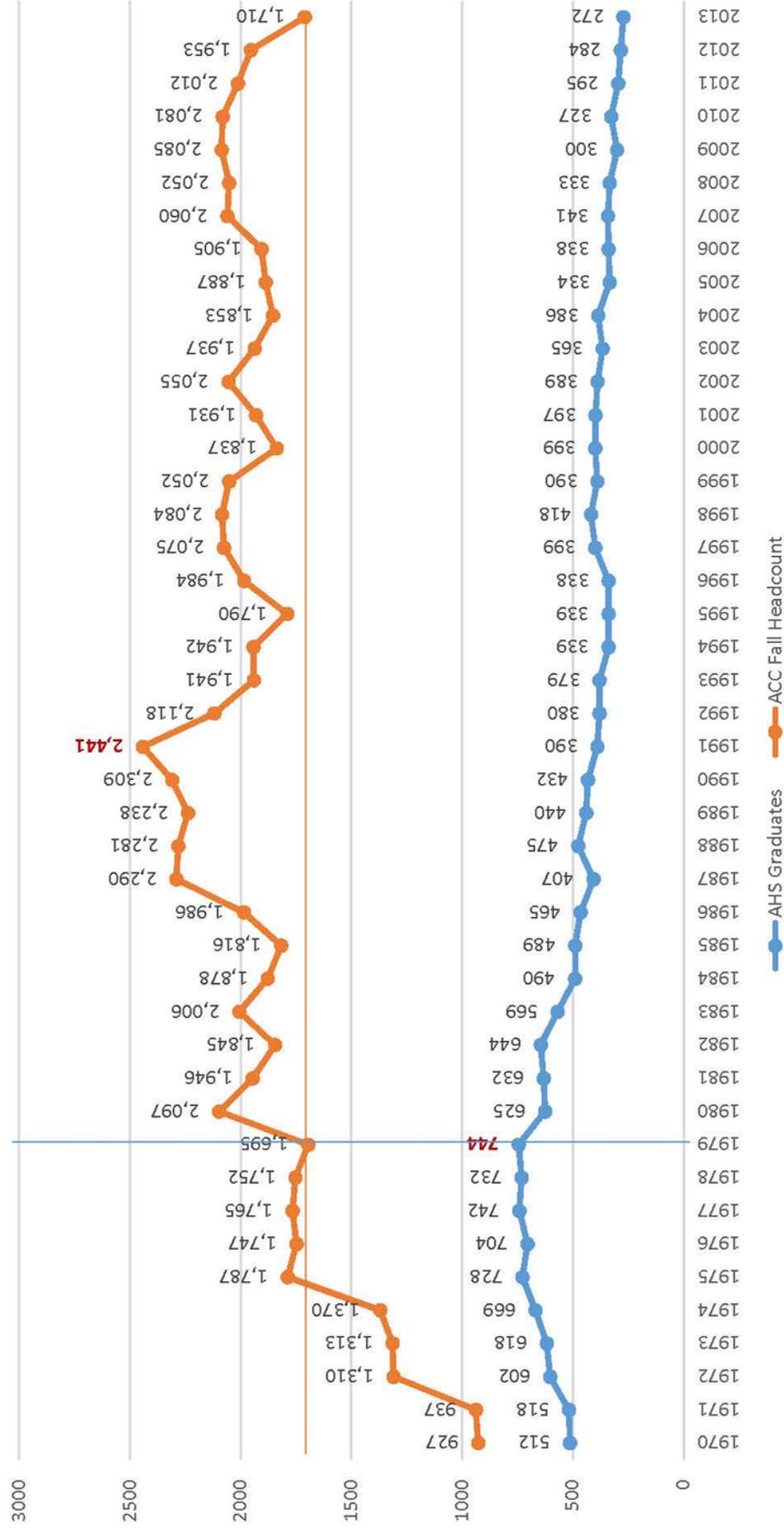
AS OF - SEPTEMBER 9, 2013 - 8:00 A.M.

	% INC. (DEC.) H/C	14-1		13-1		12-1		11-1		10-1	
		H/C	CREDIT HOURS								
<b>ALL STUDENTS</b>											
MAIN CAMPUS	-11.18%	1,454	15,269	1,637	17,155	1,672	17,815	1,804	19,632	1,828	19,872
HURON SHORES	-6.25%	195	1,478	208	1,741	203	1,634	193	1,517	181	1,417
OTHER SITES	-24.75%	149	614	198	825	209	1,008	183	894	148	764
ON-LINE - Not included in total	0.58%	345	1,533	343	1,557	322	1,457	264	1,103	235	906
<b>TOTAL COLLEGE</b>	-11.99%	1,798	17,361	2,043	19,721	2,084	20,456	2,180	22,043	2,157	22,053
<b>HUSH &amp; OTHER COMBINED</b>											
		344	2,092	406	2,566	412	2,642	376	2,411	329	2,181

**Fall 2013 Michigan Community College Enrollment and In-District Cost**

<b>Community College</b>	<b>Head Count</b>	<b>Δ Head Count</b>	<b>Credit Hours</b>	<b>Δ Credit Hours</b>	<b>Full Year T/F Cost</b>	<b>Rank in Cost</b>
Gogebic	1,108	+6%	12,922	+3%	\$4,680	1
Southwestern	2,831	+6%	28,788	+7%	\$4,538	2
Jackson	5,593	-11%	51,682	-11%	\$4,380	3
Bay De Noc	2,385	-7%	23,661	-11%	\$4,140	4
Lake Michigan	3,770	-5%	33,519	-7%	\$3,930	5
St Clair	4,397	-5%	41,866	-4%	\$3,900	6
Alpena	1,710	-12%	17,361	-12%	\$3,870	7
Mott	10,042	-2%	89,568	-2%	\$3,719	8
Glen Oaks	1,032	-4%	10,409	-9%	\$3,600	9
Kalamazoo Valley	10,379	-8%	94,948	-9%	\$3,540	10
Muskegon	4,885	-4%	42,730	-6%	\$3,485	11
Kirtland	1,752	-2%	16,560	-2%	\$3,345	12
Oakland	26,250	-3%	225,073	-4%	\$3,342	13
North Central	2,678	-2%	21,269	-5%	\$3,270	14
Wayne County	18,192	+1%	161,355	0%	\$3,270	15
Grand Rapids	15,709	-5%	143,403	-6%	\$3,255	16
Mid Michigan	4,624	-3%	40,228	-3%	\$3,180	17
Northwestern	4,727	-3%	45,622	-2%	\$3,159	18
Montcalm	1,949	-4%	16,782	-2%	\$3,150	19
Monroe	3,777	-7%	32,814	-8%	\$3,120	20
Schoolcraft	12,337	-2%	113,599	-2%	\$3,060	21
Delta	9,958	-4%	94,196	-6%	\$3,015	22
Henry Ford	13,914	-21%	124,604	-24%	\$2,970	23
Washtenaw	12,174	-1%	104,842	-2%	\$2,940	24
Kellogg	5,910	-6%	49,346	-6%	\$2,925	25
Macomb	23,403	-1%	209,595	-1%	\$2,820	26
West Shore	1,493	+4%	13,901	+3%	\$2,760	27
Lansing	17,397	-5%	160,811	-6%	\$2,670	28

### ACC Fall Headcount vs. AHS Graduation Numbers

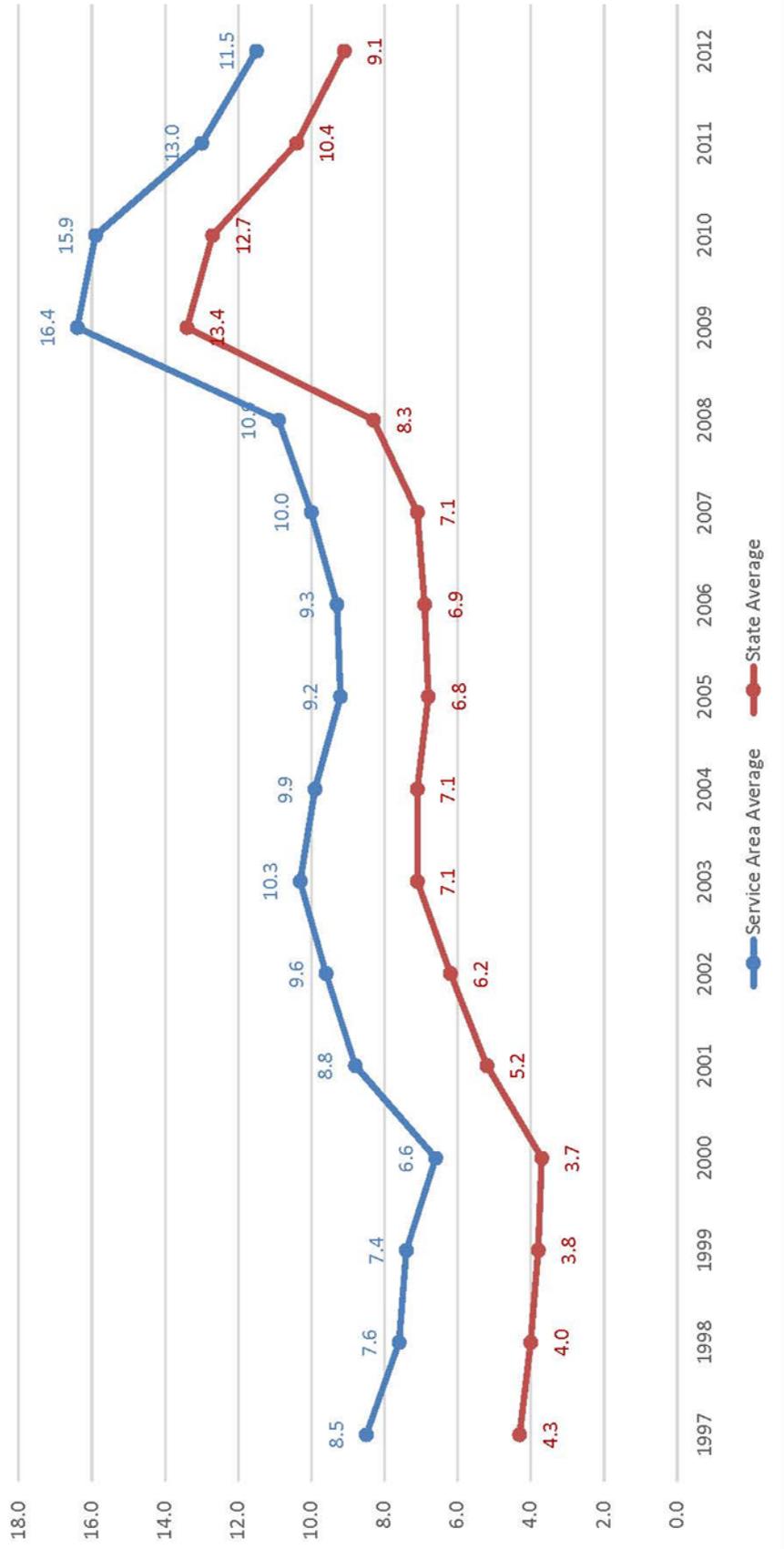


# Fall Semester 2013 Dual Enrollment Stats Comparison by Day

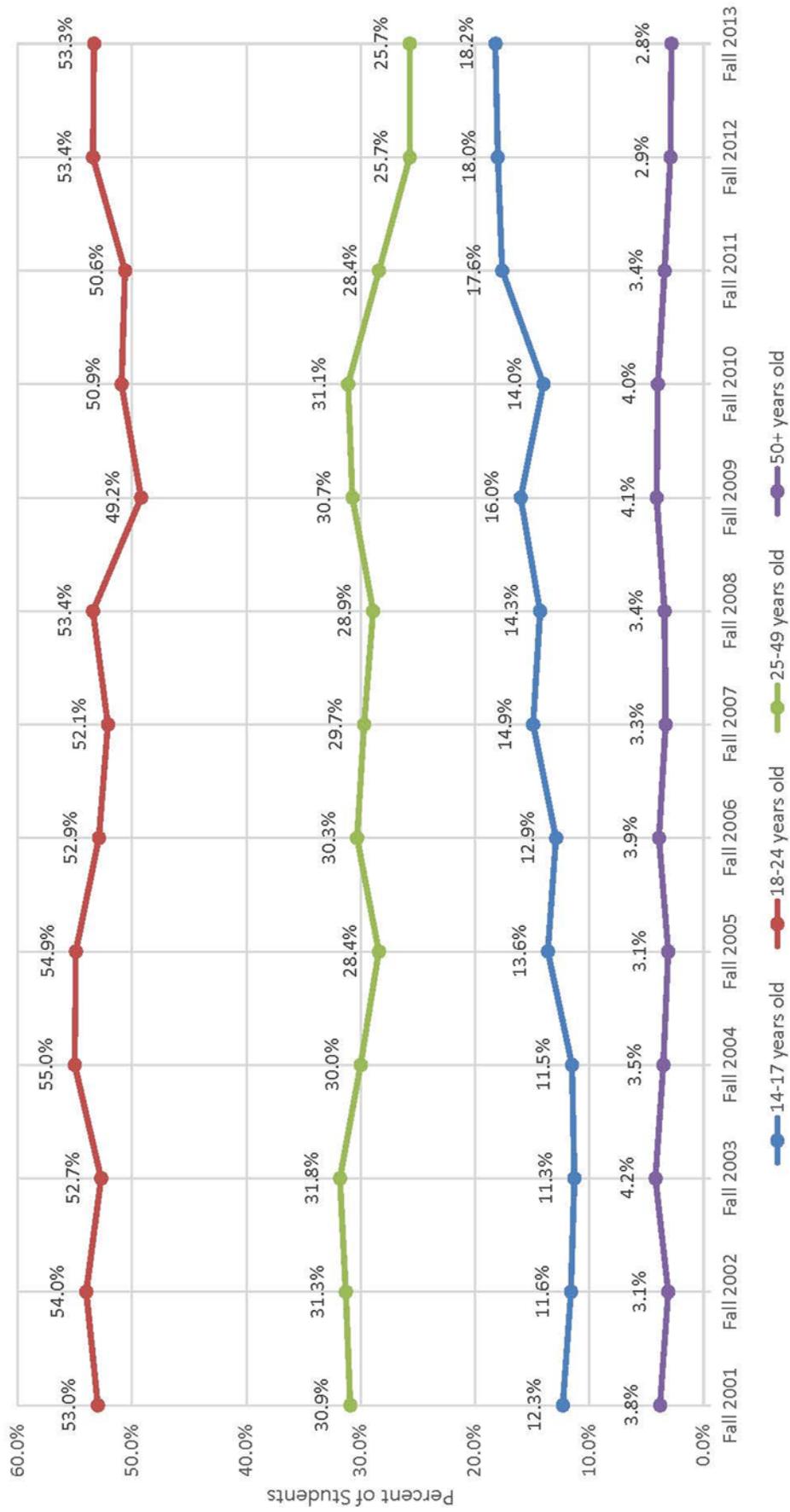
As of September 9, 2013, and September 10, 2012

School District	Number of Students			Credit Hours			Contact Hours		
	Fall 2012	Fall 2013	Change	Fall 2012	Fall 2013	Change	Fall 2012	Fall 2013	Change
Alcona HS	29	35	6	138.00	167.00	29.00	139.00	168.00	29.00
Alpena HS	103	88	-15	440.00	394.50	-45.50	455.50	408.00	-47.50
Arenac Eastern HS	5	3	-2	15.00	16.00	1.00	15.00	16.00	1.00
Atlanta HS	2	11	9	17.00	48.00	31.00	17.00	49.00	32.00
Au Gres-Sims	4	5	1	15.00	15.00	0.00	15.00	15.00	0.00
Hale HS	17	0	-17	134.00	0.00	-134.00	134.00	0.00	-134.00
Hillman	22	28	6	121.00	175.00	54.00	130.00	179.00	49.00
Onaway HS	30	36	6	116.00	145.00	29.00	116.00	147.00	31.00
Oscoda Area Schools	33	14	-19	181.00	96.00	-85.00	192.00	100.00	-92.00
Rogers City	43	58	15	187.00	286.50	99.50	187.00	293.25	106.25
Tawas Area Schools	5	0	-5	15.00	0.00	-15.00	15.00	0.00	-15.00
Whittemore-Prescott	17	1	-16	126.00	3.00	-123.00	126.00	3.00	-123.00
Unknown/Closed/Blank	12	7	-5	59.00	32.00	-27.00	63.00	33.00	-30.00
<b>Total</b>	<b>322</b>	<b>286</b>	<b>-36</b>	<b>1,564.00</b>	<b>1,378.00</b>	<b>-186.00</b>	<b>1,604.50</b>	<b>1,411.25</b>	<b>-193.25</b>
<b>Southern Region Total</b>	<b>110</b>	<b>58</b>	<b>-52</b>	<b>624.00</b>	<b>297.00</b>	<b>-327.00</b>	<b>636.00</b>	<b>302.00</b>	<b>-334.00</b>

# Service Area and State Unemployment Rates by Year



Percentage of Fall Students by Age Group



## Action Items

### **2.571 Resolution of Emeritus Status for Monica Bushey**

Trustee Gentry made the motion and Trustee Townsend seconded the motion that reads as follows:

*NOW THEREFORE, BE IT RESOLVED* that the Board of Trustees of Alpena Community College unanimously applauds this dedicated staff member and, recognizing her distinguished attributes, confers upon Monica Bushey the title of EMERITUS, as appropriate with all the rights and privileges appertaining thereunto; and

*FURTHER, BE IT RESOLVED* that the Board of Trustees of Alpena Community College, in recognition of her noteworthy accomplishments and dedication, wishes to convey its deep appreciation to Monica Bushey.

Ayes: 6. Nays: 0. Motion passes.

### **2.572 Resolution of Emeritus Status for Nan Hall**

Trustee Townsend made the motion and Trustee Hilberg seconded the motion that reads as follows:

*NOW THEREFORE, BE IT RESOLVED* that the Board of Trustees of Alpena Community College unanimously applauds this dedicated staff member and, recognizing her distinguished attributes, confers upon Nan Hall the title of EMERITUS, as appropriate with all the rights and privileges appertaining thereunto; and

*FURTHER, BE IT RESOLVED* that the Board of Trustees of Alpena Community College, in recognition of her noteworthy accomplishments and dedication, wishes to convey its deep appreciation to Nan Hall.

Ayes: 6. Nays: 0. Motion passes.

### **2.573 Resolution of Emeritus Status for Marjorie Hoppe**

Trustee Gentry made the motion and Trustee Townsend seconded the motion that reads as follows:

*NOW THEREFORE, BE IT RESOLVED* that the Board of Trustees of Alpena Community College unanimously applauds this dedicated staff member and, recognizing her distinguished attributes, confers upon Marjorie Hoppe the title of EMERITUS, as appropriate with all the rights and privileges appertaining thereunto; and

*FURTHER, BE IT RESOLVED* that the Board of Trustees of Alpena Community College, in recognition of her noteworthy accomplishments and dedication, wishes to convey its deep appreciation to Marjorie Hoppe.

Ayes: 6. Nays: 0. Motion passes.

#### **2.574 Resolution of Emeritus Status for Sandra Sengenberger**

Trustee Ferguson made the motion and Trustee Hilberg seconded the motion that reads as follows:

*NOW THEREFORE, BE IT RESOLVED* that the Board of Trustees of Alpena Community College unanimously applauds this dedicated staff member and, recognizing her distinguished attributes, confers upon Sandra Sengenberger the title of EMERITUS, as appropriate with all the rights and privileges appertaining thereunto; and

*FURTHER, BE IT RESOLVED* that the Board of Trustees of Alpena Community College, in recognition of Sandra Sengenberger's noteworthy accomplishments and dedication, wishes to convey its deep appreciation to her.

Ayes: 6. Nays: 0. Motion passes.

#### **2.575 Resolution of Emeritus Status for Linda Souva**

Trustee Ferguson made the motion and Trustee Hilberg seconded the motion that reads as follows:

*NOW THEREFORE, BE IT RESOLVED* that the Board of Trustees of Alpena Community College unanimously applauds this dedicated staff member and, recognizing her distinguished attributes, confers upon Linda Souva the title of EMERITUS, as appropriate with all the rights and privileges appertaining thereunto; and

*FURTHER, BE IT RESOLVED* that the Board of Trustees of Alpena Community College, in recognition of her noteworthy accomplishments and dedication, wishes to convey its deep appreciation to Linda Souva.

Ayes: 6. Nays: 0. Motion passes.

#### **2.576 Amendment of Local Incentive Policy (Second Reading)**

Trustee Duncan made the motion and Trustee Townsend seconded the motion that reads as follows:

That the Alpena Community College Board of Trustees approves on second reading an amendment to Policy 5009 as shown below with change in **boldface**:

**Unless restricted by federal regulations,** the Board of Trustees approves a 3% local incentive for qualified vendors seeking to provide goods and services through the competitive bidding/quotation process, who have a valid and permanent business address within the College tax district at least six (6) months prior to the solicitation date for providing such desired services.

Ayes: 6. Nays: 0. Motion passes.

#### **2.577 Bid for Side Scan Sonar Equipment**

Trustee Gentry made the motion and Trustee Hilberg seconded the motion that reads as follows:

That the Alpena Community College Board of Trustees authorizes College officials to purchase side scan sonar equipment meeting specifications from Dune Technologies, LLC., of Grand Rapids, Michigan, at a cost not to exceed \$35,150, using funds from the TAACCCT grant for the purchase.

Ayes: 6. Nays: 0. Motion passes.

#### **2.578 Bid for Bus Transportation**

Trustee Townsend made the motion and Trustee Hilberg seconded the motion that reads as follows:

That the Board of Trustees authorizes appropriate College officials to contract with Coastal Charter and Tours, Inc. to provide bus transportation for the scheduled College travel and any other bus transportation needs that may arise during the next 12 months.

Ayes: 6. Nays: 0. Motion passes.

#### **2.579 WCCT Conveyance of Property and Lease Agreement**

Trustee Townsend made the motion and Trustee Gentry seconded the motion that reads as follows:

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF ALPENA COMMUNITY COLLEGE THAT:

1. The College authorizes the conveyance of the Excess Property from the Authority to the College for the consideration of One Dollar (\$1.00).
2. The College authorizes and approves the Lease Amendment in substantially the form attached as Exhibit B, and any two of the following then seated officers of the College: President Olin H. Joynton and Vice President Richard Sutherland (each an "Authorized Officer") are hereby authorized and directed

- to execute and deliver the Lease Amendment in substantially the form attached as Exhibit B for and on behalf of the College.
3. The Authorized Officers are severally or jointly authorized and directed to take or cause to be taken all other actions, including, without limitation, making requests of and approving requests from the Authority and the State and signing certificates, documents or other instruments, each on behalf of the College as they deem necessary or desirable under the circumstances to accomplish the purposes of the transactions authorized in this Resolution.
  4. The College agrees that the Rental for the Facility will not be reduced by the transfer of the Excess Property.
  5. This resolution shall be effective immediately upon its adoption.

Adopted September 19, 2013.

YEAS: Duncan, Ferguson, Gentry, Briggs, Hilberg, Townsend.

NAYS: None.

Ayes: 6. Nays: 0. Motion passes.

#### Information Items

##### 3.771 Financial Report

Dr. Joynton reviewed the Financial Report with the Board.

##### 3.772 Personnel Report

New hires, terminations, and status changes as of August 30, 2013.

#### New Hires:

Chris Lubiato, FT Faculty – Auto-body, effective August 19, 2013.

#### Terminations:

N/A

#### Status Changes:

N/A

##### 3.761 Gifts and Grants Report

The Gifts and Grants Report showed 105 donors gave gifts or pledges totaling \$164,359 for the time period of August 8, 2013, to September 10, 2013.

New Business

None.

Suggested Future Agenda Items

None.

Next Regular Meeting

Due to a conflict with the October Michigan Community College Association Board of Directors meeting, the ACC Board of Trustees decided to reschedule their regular October meeting for Wednesday, October 23, 2013, at 7 p.m. in the Roger C. Bauer Board Room, Room 400 of the Charles R. Donnelly Natural Resources Center, 665 Johnson Street, Alpena, MI 49707.

Adjournment

The regular meeting was adjourned at 8:04 p.m.

Jay Walterreit  
Secretary of the Board of Trustees  
(989) 358-7215