

RETREAT MEETING AGENDA
ALPENA COMMUNITY COLLEGE BOARD OF TRUSTEES
Thursday, January 8, 2015, 12:30 p.m.
Community Foundation of Northeast Michigan Conference Room
100 N. Ripley, Alpena, MI 49707

- 1) Call to Order – 12:50 p.m.
- 2) Pledge of Allegiance
- 3) Approval of Agenda – Motion: Hilberg. Second: Townsend. All ayes.
- 4) Introduction of Guests and Public Comment: Nicole Grulke, Alpena News
- 5) Key Performance Indicators Discussion (Don MacMaster)

MacMaster started with an outline of the new TAACCCT grant. He pointed out the grant is comprised of four areas: Cybersecurity, Aerospace, Advanced Manufacturing, and Smart Grid/Green Energy. He listed a number of possible training opportunities related to parts of the grant.

He then touched on the subject of the Michigan Skilled Trades Equipment fund and listed several outlined ways the College might be able to get money from the fund.

On the subject of key performance indicators, MacMaster started with a brief review of what key performance indicators are: quantifiable measurements that reflect the critical success factors of an organization. There is also a relation to SMART Goals (Specific, Measurable, Attainable, Realistic, Timely).

Three KPIs were suggested by MacMaster:

- Recruitment for tech programs: maintain list of occupational programs studied last year (Concrete Tech, Auto Body, Marine Tech, Auto Service, and CAD/CAM) and add Business Management.
- Graduation and retention: graph past five years of baseline on ACC graduation and retention using IPEDs; document trend lines in occupational and transfer; access Student Data Clearinghouse to track ACC transfer student performance and status of noncompleters; incorporate longitudinal data from Student Services survey of graduates.

Trustee Gentry suggested a way to learn the academic goals of each student as a way to better understand retention results be on registration forms.

Trustee Ferguson asked MacMaster how the suggested KPIs were identified, and

wondered if ACC staff have interacted with other schools who have done well with retention (best practices). Dr. Joynton said there were a number of interactions with other schools. He also mentioned remedial education as an area that has an effect on retention.

- Learning assessment: document and disseminate impact of Student Learning Committee work on Core Component 1 (How to Learn Effectively) and Core Component 2 (How to Solve Problems).

MacMaster noted that student learning is one of the College's most important activities, and assessing student learning is also very important. He suggested the KPI could leverage work started through the Student Learning Committee.

Trustee Townsend asked if College staff was actively working with the Higher Learning Commission to keep track of the changes that will need to be dealt with during the next accreditation cycle in 2018. Dr. Joynton noted staff has continued to keep track of changes.

Trustee Hilberg asked what the next steps were for KPIs. MacMaster asked the question back to the trustees.

Trustee Ferguson suggested that KPIs should be integrated in a variety of aspects of the College operation. He cited Grand Valley State University's strategic goals as an example. He suggested adding specific goals to goals statements. Trustee Briggs suggested specifying the purpose of areas and creating goals based on that purpose. Trustee Townsend said he thinks the College should think bigger so that our actions reflect our larger goals. He noted the concept of giving a discounted Wellness Center membership to ACC alums.

MacMaster asked the trustees if they had an appetite for more research on student housing. The trustees expressed an interest in seeing an in-depth assessment. Ask what the students think and parents think.

6) On-Campus Housing Info (letter from Dr. Joynton)

MacMaster then turned the conversation to a letter Dr. Joynton wrote which states the results of his research on Gogebic CC and Southwestern CC and their addition of student housing. His conclusion was there was no short- or medium-term impact to their enrollments. Trustee Townsend wondered if those schools had academic programs which attract students from outside their service areas. Dr. Joynton mentioned that Southwestern has a very robust program monitoring the students in the student housing, along with additional on-campus activities, buildings, etc. Trustee Ferguson noted he would like more in-depth information considering a variety of factors and a business plan to better understand the impact of student housing on enrollment and on the institution.

MacMaster asked for suggestions on how to gather feedback from the community and interested entities. The current system for finding housing for students was discussed; Trustee Ferguson talked about different ways of providing more housing, like partnering with current organizations, concentrating students of particular programs together in places, etc. Trustee Townsend suggested ACC staff regularly screen locations that are provided to students. Trustee Gentry suggested more study about student needs for housing. Also suggested was surveying local landlords.

7) Unstructured Conversation Time

Dr. Joynton mentioned his perception of the board's growing enthusiasm for ACC emphasizing tech programs. Trustee Townsend suggested ACC emulate other universities which have grown through offering high-grade tech programs. All the trustees expressed enthusiasm for growing tech programs.

Trustee Briggs noted that ACC would still be a hybrid college with transfer and general ed programs and courses. Trustee Ferguson noted online courses is a good way to offer the general ed courses. Dr. Joynton noted the College's online offerings have declined a bit after years of growth. MacMaster noted the online Concrete Tech courses are a hard sell right now. Trustee Gentry related a story which suggests the College focus on the things we're good at and not try to be something we're not.

Trustee Hilberg asked about the developments in nursing since the board retreat last year. Dr. Joynton noted the program now admits 20 students a semester, up from 16 students last year. The College has discussed what would have to happen to double the program. Trustee Townsend suggested the College analyze the pace at which programs can be expanded; he thinks we need to do a better job of addressing waiting lists.

The topic of local students on the athletic teams came up. Trustee Ferguson noted that having local students on our athletic teams is a good way of building public interest and support. MacMaster mentioned his opinion that athletes are additional students that may not have come to ACC without athletics, and that they sometimes bring other students with them. Trustee Gentry noted the public relations and marketing value of having athletics teams.

Trustee Ferguson then asked MacMaster if there were plans to replace his current position. MacMaster noted he works with two good people and is turning over work to them. Trustee Ferguson noted MacMaster has done an awesome job in the grant writing role.

Trustee Briggs brought up the topic of a forum for MacMaster and the public. MacMaster suggested a format for the forum. He wants it to be an opportunity for the public to ask questions that are one their minds. Trustee Briggs noted the board's support for MacMaster and thinks it's appropriate for people to ask questions.

Trustee Stibitz suggested the forum have a moderator. Secretary Walterreit will promote the event. Dates for the event were discussed; in February... after the board meeting? March 5 at 7 p.m. in Granum Theatre. Refreshments afterward. Trustee Duncan suggested ACC alums be contacted and invited to the forum. The event could be expanded to include campus tours led by the Student Ambassadors prior to the event.

Dr. Joynton asked the trustees if there was anything missing from MacMaster's mentoring plan. Trustee Gentry asked if MacMaster was participating in all of Dr. Joynton's community activities; yes, he has been attending meetings and has been appointed to groups. Trustee Gentry encouraged Joynton and MacMaster to maintain relationships with local employers including ARMC.

Trustee Duncan asked about the status of the mutual gains bargaining process which was implemented last year. There were two instances in the last year where the College used the process. The College was able to address the situations in mutually amicable ways. MacMaster noted Trustee Duncan's participation in implementing the mutual gains process and asked her if she had any comments; she noted she hopes the College continues to support the process and she'd be happy to participate.

Trustee Briggs brought up the topic of board officer positions; he said he, Townsend, and Gentry were willing to continue to serve in their current positions. He also noted there are other appointments that can be reshuffled if desired.

Briggs noted the name of the College and how it may limit the perception of the institution. Some suggest representing ACC as "northeast Michigan's community college."

The topic of alumni who are reaching retirement age came up; Trustee Ferguson noted this demographic represents a large amount of money. MacMaster noted there is a large potential for outreach for ACC alums. Trustees mentioned several technologies which could be used to facilitate contact with people. MacMaster suggested researching graduates in particular areas as the basis for new outreach activities. Trustee Briggs wondered what activities have been provided for local alumni.

- 8) Suggested Future Agenda Items: None.
- 9) Next Regular Meeting: January 15, 2015, 7 p.m.
- 10) Adjournment: 4:10 p.m.