

Official Proceedings of the  
Alpena Community College Board of Trustees Meeting  
May 17, 2012, 7 p.m.  
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, May 17, 2012, in the Roger C. Bauer Board Room, Room 400 of the Charles R. Donnelly Natural Resources Center.

Present: John Briggs, Teresa Duncan, Marc Ferguson, Lisa Hilberg, Florence Stibitz, and Thomas Townsend.

Absent: Joe Gentry II.

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

Chair John Briggs called the meeting to order at 7:00 p.m. and led the recitation of the Pledge of Allegiance.

Approval of Agenda

Moved by Trustee Townsend that the agenda be approved. Seconded by Trustee Stibitz. Ayes: 6. Nays: 0. Motion carried.

Approval of Minutes from the April 19, 2012, ACC Board of Trustees Meeting, and May 10, 2012 Board of Trustees Workshop Meeting

Hearing no new changes, Trustee Briggs moved to accept the amended minutes from the April 19, 2012, ACC Board of Trustees meeting, and May 10, 2012 Board of Trustees workshop meeting. Ayes: 6. Nays: 0. Motion carried.

Introduction of Guests and Public Comment

Guests in attendance included: Emily Siegmon, Alpena News; Jaime Adams, WATZ News; Nancy Seguin, ACC administration; Carol Putkamer, ACC faculty; Dick Sutherland, ACC administrator; Jim Berles, ACC faculty; Roy Smith, ACC faculty; Jackie Witter, ACC staff; Scott Ratz, ACC faculty; Amber McLarney-Vesotski, ACC faculty; Tania LaMarre, citizen; Ashley LaMarre, ACC student; George Falkenhagen, ACC administration; Lesslee Dort, ACC faculty; Matt Mousseau, ACC student; Marshall Westfall, ACC graduate; Nic Mousseau, ACC student; Audrey Julian, ACC faculty; Bonnie Urlaub, retired ACC faculty; Matt Dunckel, ACC faculty; David Cummins, ACC faculty; Dr. Mark Curtis, ACC administration; Kyle Werner, ACC student; Brent Steffey, ACC student; Charles Nowak, retired ACC staff; Bill Yaklin, Bank of Alpena.

During the public comment section of the meeting, seven people shared their thoughts about the elimination of the counselor position in the proposed FY13 budget.

Communication(s)

None.

Board Member and Subcommittee Reports

None.

Faculty Report

None.

Student Report

None.

President's Report

The President's Report follows as it was presented.

President's Report to ACC Board of Trustees  
May 17, 2012

1. Commencement

For the 2012 commencement 400 ACC students were recognized for completing a total of 432 degrees and certificates, with some students earning multiple awards. The following table places this achievement in the context of the past 10 years:

Year	Summer	Fall	Spring	Total
2011-12	39	88	273*	400
2010-11	44	63	307	414
2009-10	47	88	311	446
2008-09	25	78	282	385
2007-08	86	62	268	416
2006-07	67	49	219	335
2005-06	57	55	233	345
2004-05	62	67	214	343
2003-04	55	63	248	366
2002-03	47	69	242	358

\*pending verification of classes passed during final semester and minimum GPA attained

Congratulations to Roy Smith on receiving the Distinguished Graduate Award, Ann Burton for the Fellow of the College award, and Rachel Carlson and Emily Howard for the Besser awards. And thanks to Huron Shores Fellowship Pastor Barry Stricker for the invocation and benediction, the Alpena Public Safety Color Guard for posting and retiring the colors, Wolverine Vice President Dan DeCoeur for the address to the graduates, Besser Chorus for the fine music, and Registrar Lori Dziesinski for organizing the event.

## 2. Preliminary Summer Enrollment Count

Compared with last summer, ACC's preliminary enrollment numbers for the sessions beginning this week show a marked decline of 23% in headcount and 28% in credit hours. Two categories of biggest loss are continuing students and credits from online courses, as noted below.

Analysis of reasons:

- Removal of funding for summer Pell grants.
- Stricter enforcement of standards of satisfactory academic progress for Pell grants.
- Effect of less financial aid on number of hours per student.
- Continuing trend of population decline.
- For fourth year in a row, ACC's highest graduation rate among Michigan colleges (which lowers number of continuing students).
- Extra cost of online courses (where 67% of credit hour decline occurred).

Strategies to counter enrollment decline during next five weeks before start of second summer session:

- Increase of mid-summer enrollment events from one to three – two on Main Campus and one on Huron Shores Campus to capture enrollment for both second half of summer and fall.
- Engagement of industry partners for recruiting in specialized programs like concrete technology.
- High school visitations between now and end of public school year (Hale, Petoskey, Onaway, Alcona).
- Enhanced advertising in Oscoda for Huron Shores Campus.
- Introduction of new programs like marine technology.
- Consideration of online course fee reduction.

## 3. Bank of Alpena Marketing Project

During the spring semester ACC students in two business courses, Principles and Personal Selling, competed for two \$1,000 scholarships offered by Bank of Alpena for marketing plans geared to the much-studied Millennial Generation customers

(those born mid-1970s through late 1980s). In his approach to ACC, Bank of Alpena Vice President Bill Yacklin, who is present this evening with President Craig Kus, wanted to know about the motivations of Millennials in selecting a financial institution, the products that would interest them, and the role of social media in communicating with them.

Instructors Lesslee Dort and Michael Bitler encouraged their students to enter the competition, and a total of five responded by preparing presentations delivered during two separate sessions to Bank of Alpena officers. The winners were Janice Ciarkowski from the marketing class and Ashley LaMarre from the selling class. At the event's conclusion Mr. Yacklin commented:

I could not be more pleased with the outcome of the project. I have a much better understanding of how young adults are influenced and communicate. I believe the students got a real taste of how we think and make decisions in the business world, and I know the Bank of Alpena has received some very positive publicity. Overall, it was a success by every measure in my opinion.

In turn ACC wishes to thank him for conceiving and bringing forward such a triple-win proposal for students, the college, and the bank; the bank for supporting it, the instructors for organizing implementation of it, and most of all the students for competing so well. Recognition for assistance is also due to Department Chair Mary Jane Thomson, Director of Marketing/Public Information Jay Walterreit, and Communications Technician Betsy Silver. Now for the real test – watching the Bank of Alpena put the winning entries to work and hearing about the results!

#### 4. Florida Keys Memorial Designs

In a similar vein, instructor David Cummins is present this evening with students who accepted a commission from National Marine Sanctuary System Director Dan Basta for design work on a memorial for NMS staff members and friends who have perished in the line of duty. The memorial is to be located at the Florida Keys NMS headquarters in Key West, and design specifications called for use of EConcrete materials produced by our visitors from Israel last February. Responding to the commission were three CAD students of Mr. Cummins: Kyle Werner, Samantha Foster, and Brent Steffey. The plan is for Mr. Basta to select one of the designs, or perhaps a blend of elements from all three, for use in constructing the memorial. He offered these words about what the project means to him:

This memorial is of great significance to past, present, and future employees, volunteers, and partners of our National Marine Sanctuary system. It is a permanent testimony to those individuals who over the past 40 years have given above and beyond in the pursuit of a sustainable ocean and future for all Americans through the use of marine sanctuaries and have now passed from our lives. The memorial will give everlasting value and remembrance to those few who gave their utmost serving the public's best interest!

Again, it's great to acknowledge work of our students and their instructor that will be put to use far beyond the perimeter of our campus.

5. Educational Talent Search Summer Camp at Thunder Bay National Marine Sanctuary

In another instance of ACC-NMS collaboration, Educational Talent Search Director Bob Newton has organized a week-long summer camp for students in June mostly based at the Thunder Bay National Marine Sanctuary and capped by a trip to Whitefish Point at the end of the week. Activities include snorkeling around wrecks, mapping of wrecks, history and archaeology instruction, a lighthouse tour, and a glass-bottom boat tour. Also partnering in the venture is District Health Department #4 for the healthy choices workshops. Education and Outreach Coordinator Sarah Waters is the Sanctuary staff member with primary responsibility for the project.

Action Items

**2.521 Resolution of Appreciation for Vice President Mark Curtis**

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

NOW, THEREFORE, BE IT RESOLVED, that the Board of Trustees of Alpena Community College unanimously extends its sincerest appreciation to Dr. Mark Curtis and commends him for his outstanding contributions to both the College and the community.

Ayes: 6. Nays: 0. Motion passes.

**2.522 Emeriti Status for George Falkenhagen**

Trustee Stibitz 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 his distinguished attributes, confers upon George Falkenhagen 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 his noteworthy accomplishments and dedication, wishes to convey its deep appreciation to George Falkenhagen.

Ayes: 6. Nays: 0. Motion passes.

**2.523 Emeriti Status for Dr. Philip Jordan**

Trustee Stibitz 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 his distinguished attributes, confers upon Dr. Philip Jordan 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 his noteworthy accomplishments and dedication, wishes to convey its deep appreciation to Dr. Philip Jordan.

Ayes: 6. Nays: 0. Motion passes.

**2.524 Emeriti Status for Charles Nowak**

Trustee Stibitz 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 his distinguished attributes, confers upon Charles Nowak 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 his noteworthy accomplishments and dedication, wishes to convey its deep appreciation to Charles Nowak.

Ayes: 6. Nays: 0. Motion passes.

#### **2.525 Emeriti Status for Jane Speer**

Trustee Townsend made the motion and Trustee Stibitz 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 Jane Speer 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 Jane Speer.

Ayes: 6. Nays: 0. Motion passes.

#### **2.526 Emeriti Status for Phyllis Tippman**

Trustee Hilberg 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 Phyllis Tippman 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 Phyllis Tippman.

Ayes: 6. Nays: 0. Motion passes.

#### **2.527 Bids: Various Roof Replacements**

Trustee Ferguson 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 Universal Roofing, Inc. to replace various portions of roofing as described above at a price not to exceed \$74,250.

Ayes: 5. Nays: 0. Motion passes. (Trustee Briggs was not at the table and did not vote on this item.)

**2.528 FY13 Tuition and Fees Increase**

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

That the Board of Trustees increase tuition at the College effective with the Fall 2012 Semester as per the following plan:

	FROM	TO
In-District	\$99.00	\$106.00
Out-of-District (the rest of Michigan, all other states, and international)	\$154.00	\$166.00
Out-of-State	\$198.00	Eliminated

Ayes: 6. Nays: 0. Motion passes.

**2.529 FY13 Budget**

Vice President for Administration and Finance Dick Sutherland submitted a revised version of the 2012-13 Capital Equipment/Building Maintenance Fund page, which was to replace the information on page 34 of the meeting agenda.

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

That the Board of Trustees accepts the budget as presented for FY2013.

Trustee Briggs called for a roll call vote.

Duncan: Aye  
Ferguson: Aye  
Briggs: Aye  
Hilberg: Nay  
Stibitz: Aye  
Townsend: Aye

Ayes: 5. Nays: 1. Motion passes.

## Information Items

### 3.729 Financial Report

Dr. Joynton reviewed the Financial Report with the Board.

### 3.730 Personnel Report

#### New Hires:

Greg Hurd, FT Custodian effective 4/30/12 (C. Nowak's retirement)

#### Terminations:

Charles Nowak, FT Custodian, retired 5/1/12

#### Status Changes:

The following faculty members were taken off probationary status:

1. David Cummins, Industrial Technology/CAD
2. Peter Eastwood, Auto Service
3. R.C. Olsen Laugal, Math/Science (HUSH)
4. Margaret Ricker, Social Science (HUSH)

### 3.731 Gifts and Grants Report

The Gifts and Grants Report showed 103 donors gave gifts or pledges totaling \$142,295.56 for the time period of April 13, 2012, to May 14, 2012.

#### New Business

None

#### Suggested Future Agenda Items

Chairman Briggs solicited times and dates for a June site visit to the Huron Shores Campus. The trustees agreed on June 13 and agreed to meet at the Alpena Campus at 7:30 a.m. and to drive to Oscoda in their own vehicles. They plan to arrive at the HUSH campus at 8:30 a.m. to tour the facility and talk with students and staff.

#### Next Regular Meeting

June 21, 2012, 7 p.m.

Adjournment

The meeting was adjourned at 8:47 p.m.

Jay Walterreit  
Secretary of the Board of Trustees