

REPORT OF MINUTES

BOARD OF TRUSTEES REGULAR MEETING

BAY de NOC COMMUNITY COLLEGE
Catherine Bonifas Board Room (201D)
Escanaba, MI

January 17, 2018

- I **CALL TO ORDER:** The meeting was called to order at 4:30 p.m. ET by Chair, Joy Hopkins.
- II **ROLL CALL:** Roll call was taken by Laura Johnson, Assistant Board Secretary.
- Members present: Philip Strom, Steve Davis, Terri Mileski, Bill Lake, Joy Hopkins
- Eric Lundin and Tom Butch entered at 4:32 p.m.
- Members absent: None
- Administration: Travis Blume, Kim Carne, Laura Coleman, Shawn Curtin, Justin Izzard, Christine Williams
- Faculty & Staff: Molly Campbell, Carrie Oney
- Guest: Jordan Beck, *Daily Press*
- Recorder: Laura Johnson, Assistant Board Secretary
- III **CITIZEN INTRODUCTIONS AND COMMENTS:** There were no citizen introductions or comments.
- IV **APPROVAL OF AGENDA:** The agenda stood as presented.
- V **CONSENT AGENDA:** The consent agenda included minutes from the board meetings on December 20, January 3 and 5, and acceptance of the Perkins Local Leadership Grant.
- It was motioned by Phil Strom and seconded by Bill Lake to:
- “Approve the Consent Agenda for the Board of Trustees Regular Meeting on January 17, 2018, as presented.”**
No discussion. Motion carried unanimously.

VI PRESENTATION:

**A New College
Website Preview:**

Kim Carne, VP of College Advancement, and Shawn Curtin, Digital and Web Tech Specialist, previewed the new college website slated to go live on June 4, 2018. The presentation is attached. Highlights included:

- Results from the national Noel Levitz E-expectation Survey 2017 provided information about the channels that influence student interest and how students explore colleges online. These results influenced the new website design.
- Discussion was held about channels that influence teen opinions. Campus visits/tours was rated the most important. Social media was not chosen in the top five channels.

Kim Carne and Travis Blume, VP of Student Services, explained that campus tours at Bay are provided by many areas on campus. A standard template is used to train student ambassadors who conduct many prospect tours.

- One of the many enhancements is simplified forms; particularly the admission application, which was recently revised and is under continual scrutiny by our Director of Admissions.

Phil Strom left the meeting at 4:59 p.m. and returned at 5:04 p.m.

**VII ADMINISTRATIVE
REPORTS:**

A President's Report:

President Coleman responded to a question about how the announcement of Gladstone's and Rapid River's Early College suspension is affecting students.

The Superintendent of the K12 system took away permission for Gladstone and Rapid River to pursue Early College and is encouraging 5th year students to look at Bark River-Harris's Early College and Escanaba's future Early College.

An announcement was sent to all Bay employees to prepare them for questions. Student Services will send extensive information to the Early College juniors and seniors to assist them. The College is hosting a meeting on campus on February 7 to assist those students and parents with applying for scholarships and financial aid. Information will also be sent to freshmen and sophomore students at Gladstone and Rapid River.

The State will release a statement on Friday.

Jay Kulbertis (Gladstone and Rapid River Supt.) and Doug Leisenring (DSISD Supt.) are meeting with their students on January 30 and 31 at each school.

Eric Lundin suggested Bay representatives also attend those meetings.

Tom Butch requested an information sheet be provided to trustees that could be shared when they receive questions.

Phil Strom suggested trustees share questions they've received with Dr. Coleman to include in the document.

Justin Izzard and Shawn Curtin left the meeting at 5:08 p.m.

B Academic Affairs:

Matt Barron, VP of Academic Affairs, was absent. There were no questions or comments on the report.

C Student Services:

Travis Blume, VP of Student Services, reported:

W18 Enrollment:

- Escanaba is about the same compared to last year's final winter enrollment.
- Large shift to Online
- Persistence goal of 83.56% will be met with 7 additional students
- A small loss is expected after the No Payment and No Attendance drops take place early next week

Phil Strom stated the numbers were encouraging even though the economy is doing well.

Dr. Coleman attributed the enrollment strength to the Board's decision to reestablish Athletics.

Travis Blume shared that the overall student body cumulative GPA for last semester was 2.77 compared to 2.97 for student athletes.

Travis responded to Eric Lundin's question about comparison to the national persistence rate. Bay is above average for fall to winter persistence but then drops from winter to fall due to students

getting jobs and other life events that prevent them from returning to school.

D Operations: Christine Williams, VP of Operations, had nothing additional to report.

E College Advancement: Kim Carne, VP of College Advancement, reported:

Foundation Annual Campaign:

Overall, the Foundation Annual Campaign was well received. The Employee Campaign brought in \$9,400; down 10% from last year. The Community Campaign was up compared to last year. High interest in new areas resulted in the food pantry receiving almost \$2500 and \$500 to Athletics.

Spring Production: Efforts toward a spring production are underway. Position postings for a production tentatively on April 5, 6, 7 will be out soon.

Art Exhibits: New art exhibits are up in the Besse and Hartwig galleries.

MSO Concert: The Marquette Symphony Orchestra will present pianist, Rong Sui, at the Besse Center Theater on Sunday, February 11, at 12 p.m.

Joy Hopkins thanked the College for hosting the event on Human Trafficking on January 22. It meets the community need for professional development required of community health providers and student awareness.

F Finance, Training & Development: Kevin Carlson, VP of Finance, Training & Development, was absent. There were no questions.

VIII BOARD COMMITTEE REPORT & REQUIRED ACTION:

None

IX BOARD ACTION:

A Transaction Report:

There were no questions or comments on the Transaction Report ending December 31, 2017.

On a motion made by Phil Strom and seconded by Eric Lundin:

“The Financial Transactions for the month ending December 31, 2017, stand approved as presented to place on file.”

Roll Call:

Ayes: Terri Mileski, Philip Strom, Steve Davis,
Eric Lundin, Bill Lake, Tom Butch, Joy Hopkins
Nays: None
Abstentions: None

No discussion. Motion carried unanimously.

Dr. Coleman summarized each financial report for the benefit of the new trustees. She explained December is a low month financially due to the timing of when state appropriations are received and that tuition is recognized in January when classes begin.

**B 2018 BOT
Committees:**

Joy Hopkins requested discussion on the recommendations for the Board of Trustees committee membership appointments for 2018.

It was motioned by Tom Butch and seconded by Bill Lake to:

“Approve the Board of Trustees Committee assignments for 2018 as set forth on the memorandum on page 39 of the Board Report.” No discussion. Motion carried unanimously.

**C MCCA BOD
Alternate Trustee
Director:**

Joy Hopkins advised the MCCA Board of Directors Alternate Trustee Director position must be filled due to Steve O’Driscoll’s resignation.

Bill Lake indicated interest in filling the vacancy.

Phil Strom explained the position receives information about legislative initiatives and setting state policy as a MCCA Board of Director in the absence of the Trustee Director.

It was motioned by Tom Butch and seconded by Terri Mileski to:

“Appoint Bill Lake as the 2017-2018 Michigan Community College Association Board of Directors Alternate Trustee Director.” No further discussion. Motion carried unanimously.

**D Dark Store/Menards Tribunal Case
Cost Sharing:**

Dr. Coleman shared the updated amount (\$25,453.92) provided by Escanaba City Manager, Patrick Jordan, of the College’s proportional costs for the Menards Tribunal Case.

The City is asking the local taxing entities who benefited from the tax tribunal case to pay the remaining share of their proportional defense expenses. If those funds are appropriated, downstate municipalities will also be approached to support the defense.

The City is hosting a meeting with the local taxing entities on Friday for further discussion.

Phil Strom advised other entities want a seat at the table during these discussions and suggested the College have more representation on what the ultimate outcome is; especially when the College is being asked to pay substantial money.

Tom Butch suggested Steve Davis assist Dr. Coleman in monitoring the Menards tax tribunal case and general dark store legislative activity and attend the meeting with her.

Steve Davis accepted and added that because the case never came through his courtroom there would be no conflict of interest.

Phil Strom stated the difference of \$17,108.62 the College is requested to pay, should be viewed and interpreted as a one-time payment to bring us current with the City. If additional expenses are incurred we may assist. It’s a relative thing and the question is what the tribunal will do.

It was motioned by Phil Strom and seconded by Steve Davis to:

“Approve \$17,108.62 in payment to the City of Escanaba as the College’s proportional expenses for the difference of the legal fees in the Menards’ tax tribunal case not to be interpreted as an obligation into the future.”

Dr. Coleman added that DATA approved the difference of their proportional share last night. Discussion will be held at the meeting on Friday about the position each is considering for their proportion.

Tom Butch requested Dr. Coleman stress at the meeting that every time the City has asked the College for money to support the defense, it has been paid.

Roll Call:

Ayes: Philip Strom, Steve Davis, Eric Lundin, Bill Lake,
Tom Butch, Terri Mileski, Joy Hopkins
Nays: None
Abstentions: None

No further discussion. Motion carried unanimously.

**X UNFINISHED
BUSINESS:**

None

XI NEW BUSINESS:

None

XII MCCA UPDATE:

Phil Strom reported the budget and economic projection in the legislature for education budgets is pessimistic.

An email from the Ethics Committee came out today proposing millage elections could only be conducted in November instead of two opportunities in a year. The MCCA is working to keep it at the committee level.

Dr. Coleman will meet with legislators on this issue in Lansing in early February.

Dr. Coleman stated for the benefit of the new trustees, that the Michigan Community College Association (MCCA) is a great organization. Phil suggested taking advantage of the New Trustee Institute in November and the Summer Conference.

XIII OTHER:

The Conflict of Interest questionnaire trustees must complete annually was discussed.

Phil Strom suggested the agenda include a standing item to acknowledge known conflicts of interest at each meeting. Laura Johnson will add the agenda item.

Birthday greetings were extended to Christine Williams for January 24.

XIV ADJOURNMENT:

It was motioned by Eric Lundin and seconded by Bill Lake to:

“Adjourn the meeting.” No discussion. Motion carried unanimously. The meeting adjourned at 5:47 p.m. ET.

	1/18/2018	
Laura L. Johnson Assistant Board Secretary	Completion Date	Approval Date

Joy Hopkins Chair		Approval Date
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www.baycollege.edu

The 24/7 window into Bay College



Channels Teens Seek College Info

Noel Levitz E-expectation Survey 2017

Multiple channels a must for information gathering

The college decision-making process has flipped. It's not as much about controlling information anymore; it's about providing a multichannel experience. When you look at the top five influencers below, they represent **a diverse array of influential channels**, and their impact is spread across all student classes, as well as parents.

TOP 5 INFORMATION RESOURCE CATEGORIES THAT INFLUENCE STUDENT INTEREST



1 WEBSITE
top pick for
all classes

College & Search Sites



2 CALCULATOR
2nd for
seniors,
3rd for juniors

Total Costs, Tuition & Fees



3 EMAIL
2nd for juniors
and sophomores,
3rd for seniors

Texting on the rise



4 VIDEOS
(authentic
classroom,
campus)—
4th for
all classes

YouTube, TV



**5 PRINTED
BROCHURES**
3rd for
sophomores

5%> for 1st Generation

Student's Search Priorities Change

Noel Levitz E-expectation Survey 2016



HOW STUDENTS EXPLORE COLLEGES ONLINE

80% use
mobile or
laptop

Shifting buying motives.

The information students seek when they arrive on your website hasn't changed—in decades! Their questions include: *Do you have my major? What's the cost? Can I get in? How do I apply?* It's essential to understand, however, **what's most important, and when.**

TOP THREE WEB CONTENT TARGETS AT EACH POINT IN TIME

SPRING JUNIORS

1. Program listings
2. Program details
3. Cost/tuition

FALL SENIORS

1. Cost/tuition
2. Application process
3. Program details

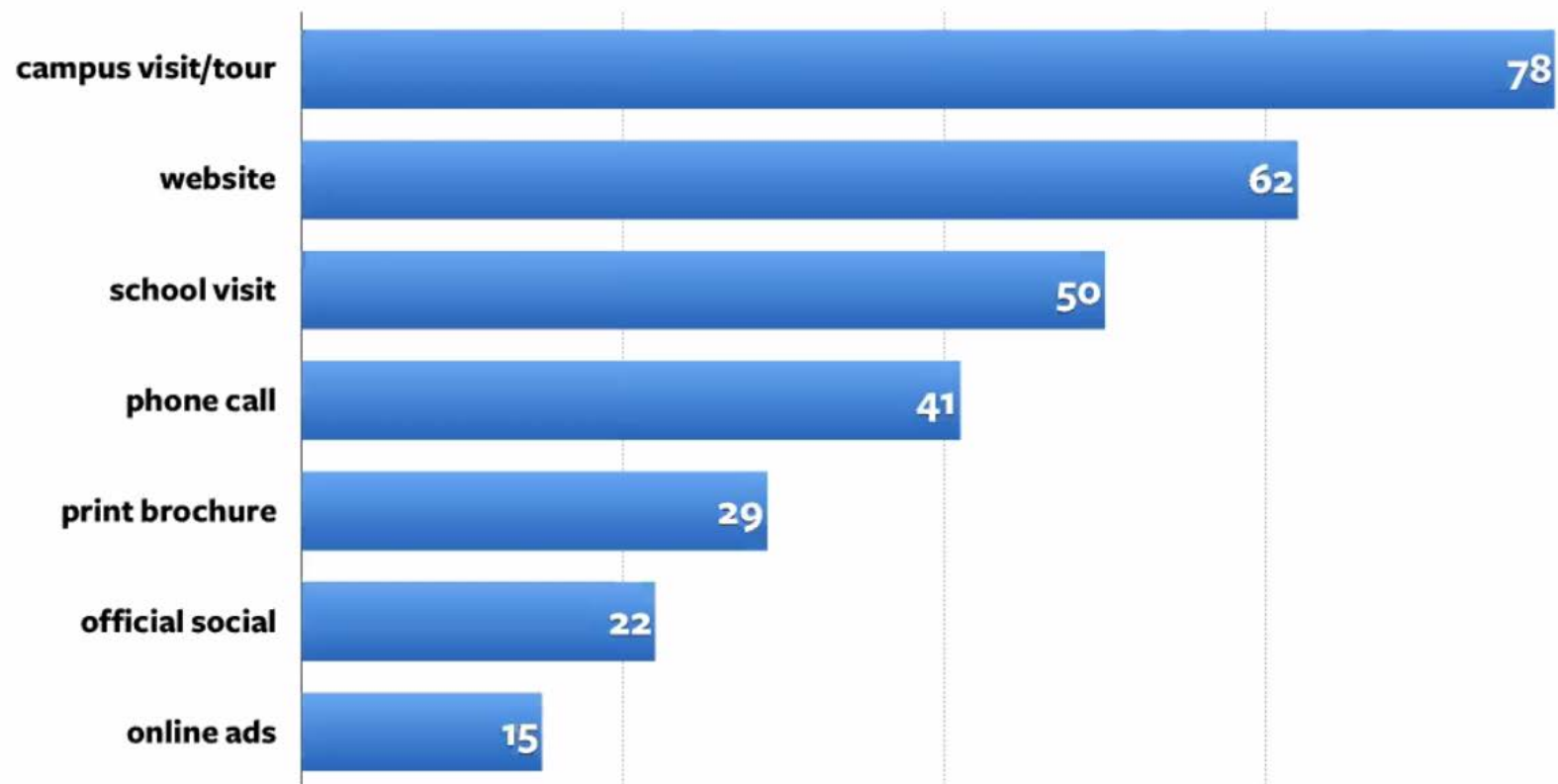
SPRING SENIORS

1. Cost/tuition
2. Application/scholarship/
aid process
3. Course catalogs

Human Interaction Critical!

Higher Ed 2017

How channels influence teen opinions



Students remember being helped more than sold!

HELP THEM NAVIGATE THEIR PATHWAY & PROCESS

Web Advancement Team Goals

Based on trend studies, students & user feedback

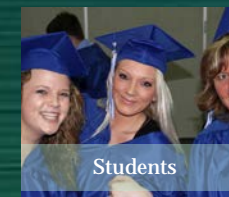
- Improve User Experience (UX)
 - Student recruitment, testimonials, engaging video, ...
 - Call to action, search, program consistency, self-serving, ...
- Mobile Responsive 1st
- Accessibility Compliance Built-in
- Modern Consistent Design
 - Full width, long page scroll
 - Modular
- Google Analytics
- Higher Ed Partner
 - Over 7500 sites
 - Expand with needs



Core Team



Web Advancement Team



Web Project Schedule

Future State Analysis

- Website goals
- User feedback
- Product selection

Product Development

- Design
- Develop
- Host
- Test

Migration Planning

- Content cleanup
- Define structure
- Process reviews

Website Creation

- Develop content
- Training
- Migration
- Validation

SNEAK PEAK

**GO LIVE!
JUNE 4th**

Jan-Apr 2017

May-Dec 2017

Nov-Feb 2018

Jan-May 2018

<http://webdev.baycollege.edu>

A Sneak Peak... all images & content subject to change!



Tax Tribunal Costs Paid to Date 1/18/18

Miles Anderson (Appraiser/Consultant)	\$	8,575.00
Bieienstock (Appraiser)	\$	621.22
Bloom Slugget Moran (Attorney)	\$	79,511.56
Oetzel Hartman Group (Appraiser)	\$	20,500.00
LoopNet (Sales Comps)	\$	81.65
Foster Swift (Attorney formerly Bloom Slugget)	\$	146,958.53
Genzink Appraisal Company	\$	2,888.80
Edward Vandervries	\$	9,364.50
Total	\$	268,501.26

Cost Sharing Paid by Other Entities as of 1/18/18

Based on tax split, each entity should have paid:

			difference	
Delta County	\$	30,654.48	\$ 52,599.40	\$ 21,944.92
Escanaba Schools	\$	4,086.09	\$ 36,569.87	\$ 32,483.78
Bay College	\$	8,345.30	\$ 25,453.92	\$ 17,108.62
DSISD	\$	2,051.73	\$ 18,365.49	\$ 16,313.76
DATA	\$	516.14	\$ 4,618.22	\$ 4,102.08
Total	\$	45,653.74	\$ 137,606.90	\$ 91,953.16

Net Cost to City of Escanaba to Date **\$ 222,847.52**

Tax Tribunal Costs Paid to Date 1/18/18

Menards	\$	157,018.44
AutoZone	\$	2,098.84
Escanaba Country Club	\$	16,213.98
O'Reilly Auto Parts	\$	405.00
Advance Auto	\$	948.00
K-Mart	\$	400.00
UP Enterprises	\$	10,765.85
Delta Plaza	\$	20,055.98
MGH Medical Center	\$	10,548.73
Shopko	\$	37,571.44
FirstMerit/Huntington Banks	\$	1,422.60
Dial	\$	278.60
Northland Centers	\$	2,049.30
General Work on All Cases	\$	8,724.50
Total	\$	268,501.26