

**REPORT OF MINUTES**

**BOARD OF TRUSTEES  
REGULAR MEETING**

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

**August 15, 2018**

- I CALL TO ORDER:** The meeting was called to order at 6 p.m. ET by Chair, Joy Hopkins.
- II ROLL CALL:** Roll call was taken by Laura Johnson, Assistant Board Secretary.
- Members present: Steve Davis, Phil Strom, Eric Lundin,  
Bill Lake, Terri Mileski, Joy Hopkins, Tom Butch
- Members absent: None
- Administration: Matt Barron, Beth Berube, Travis Blume,  
Kim Carne, Cindy Carter, Laura Coleman,  
Shawn Curtin, Justin Izzard, Amy Reddinger
- Faculty: Molly Campbell, Dan Hall, Crystal Hendrick,  
Renee Strom
- Staff: Michael Klein, Melissa VanBrocklin
- Guest: Jordan Beck, Daily Press
- Recorder: Laura Johnson, Assistant Board Secretary
- III CITIZEN  
INTRODUCTIONS  
AND COMMENTS:** None
- IV APPROVAL OF  
AGENDA:** The agenda stood as presented.
- V DECLARATION OF  
INTEREST:** None
- VI CONSENT AGENDA:** The consent agenda included open and closed session minutes from the Regular Meeting on July 18, 2018 for approval. The closed session minutes were provided in the board folders with time for review.

It was motioned by Bill Lake and seconded by Terri Mileski to:

**“Approve the Consent Agenda for the Board of Trustees Regular Meeting on August 15, 2018, as presented.”**

No discussion. Motion carried unanimously.

## **VII PRESENTATIONS:**

### **A New Employees:**

#### **Cindy Carter:**

Matt Barron, VP of Academic Affairs, introduced Cindy Carter, the new Dean of Business, Technology, & Workforce Development.

Cindy returns to Bay after successfully running and owning Northern Screenprinting & Embroidery in Escanaba and working at UPCAP as the Resolution Services Program Coordinator/Public Relations. She was at Bay from 2002-2015 as the Director of Admissions. Cindy is a Bay graduate and earned a B.S. in Business from WMU and a M.A. in Organizational Management from University of Phoenix-West Michigan campus.

Amy Reddinger, Dean of Arts & Sciences, introduced:

#### **Dan Hall:**

Dan Hall, Sociology & Human Services Instructor, came to Bay from Columbia Gorge Community College where he taught Sociology. Dan graduated from NMU with a B.S. in Sociology and Wayne State University with a M.A. in Sociology. Dan will also be the Program Lead for Human Services.

#### **Crystal Hendrick:**

Dr. Crystal Hendrick earned her M.S. and Ph.D. from UW-Milwaukee and B.A. from UW-Stout. She was an Associate Professor at UW-Marinette before her hiring as the Bay West Psychology Instructor. Crystal will teach a nine credit load and advise students for ten hours per week at west campus.

#### **Renee Strom:**

Dr. Renee Strom earned her M.A. and Ph.D. in Communication from MSU and B.A. in Secondary Education from Wayne State College, Nebraska. She was an Associate Professor at St. Cloud State University for ten years prior to being hired at Bay as the Communications Instructor. Renee will also teach at west campus.

#### **Michael Klein:**

Justin Izzard, Director of IT, introduced Michael Klein, the new Coordinator of Campus User Technology. Michael was the Office Manager and a Computer Technician at U.P. Technology and a Computer Support Technician at Andex Industries before coming to Bay. Michael is a Bay graduate with CIS, CNSS, and CAD degrees and earned a B.S. in Product Design Engineering from FSU.

**B Employee in  
New Position:**

**Melissa VanBrocklin:** Beth Berube, Director of HR, introduced Melissa VanBrocklin as the Human Resources Specialist. Melissa has been a Bay employee since 2007 and worked throughout four departments. She is a Bay graduate and earned a B.S. in Business Administration from LSSU.

Trustees welcomed the new employees.

Dr. Coleman stated these employees are learning about Bay during the new onboarding process this week. Beth Berube was commended for the work accomplished to develop and organize the new process. Melissa VanBrocklin's help over the past few weeks has also been very valuable.

Cindy Carter, Dan Hall, Crystal Hendrick, Michael Klein, Renee Strom, Melissa VanBrocklin, and Amy Reddinger left the meeting.

**C New College Website:** Kim Carne, VP of College Advancement, shared statistics from the 2018 E-Expectations Trend Report that support the importance of updating the College's website.

- A website is still used as the #1 decision making tool for high school juniors and seniors in their college selection.
- Top areas of site interest include: cost, scholarships, academic programs, and how to apply.
- Links are used more than Searches
- If people don't like a website, 15% say they would never attend that school.

The new website has been launched internally to receive feedback before it goes public on August 29.

Kim introduced Shawn Curtin, Digital & Web Tech. Specialist, to showcase the new college website. Justin Izzard, Director of IT, was also present and acknowledged for his work on the project.

Shawn emphasized that the new site was developed with focus on the user's experience. Feedback from students and the community was collected during the development phase. Elimination of several levels to find information is a significant improvement. What was found in four to five clicks can now be found in two to three.

Feedback from trustees included adding testimonies from traditional students, requesting local high schools add a link to the College's site, and the recreation page include more links or information about local recreational opportunities (golf, hiking, biking, etc.).

Discussion was held about the social media feeds visible on the site. The feeds originate from college feeds and are monitored.

Trustees offered positive comments and thanked the team for their hard work on the project.

Justin Izzard left the meeting.

## VIII ADMINISTRATIVE REPORTS:

### A President's Report:

President Coleman reported:

#### *CQIN/AFIT*

#### *Summer Conference:*

The book, *Blue Ocean Shift*, recommended reading for the CQIN/AFIT Summer Conference, was given to trustees. The book surrounds the idea and strategies of how to make major shifts for success focused on at the conference. The College has made major shifts with students in the classroom, the admissions process, and the culture for employees.

The team that attended the conference in early August had a great experience. Bay was an "early adopter" of the Business Innovation Factory (BIF) program which began last year. The summer conference was the kick-off for over 20 schools new to the BIF program. The Bay team successfully presented the College's BIF project and received numerous requests for information. It was impressive to see our team's progress over the last year.

#### *New Onboarding Process:*

Human Resources has spent a lot of time and energy to fill vacant positions timely and provide a positive experience during the onboarding process. New hires participated in the new onboarding process last month and this month. It has been very productive and received good reviews by those participating and those presenting to the individuals.

Tom Butch complimented the new process and enjoyed meeting the new employees and hearing about the onboarding experience during the lunch for new employees with trustees.

Dr. Coleman shared that requests for improvement in this area were made on employee satisfaction surveys. Human Resources shadowed the program at Jackson Community College last year and adopted it for Bay College. It has been a good experience for everyone, creates a cohort group for the new employees, and connects the two campuses through activities at each campus.

**B Academic Affairs:** Matt Barron, VP of Academic Affairs, reported:

***EMT/Paramedic  
Program Approval:***

The State of Michigan reviewed the EMT/Paramedic program and granted approval for an additional three years. Site reviewers were very impressed with the program. Congratulations and thanks were extended to LaVerne Smith, EMT/Paramedic Director; Linda Lewandowski, Dean of Allied Health; Amy Anderson, EMT/Paramedic Instructor; and the entire team, for their hard work.

**C Student Services:** Travis Blume, VP of Student Services, reported:

***Fall Enrollment:***

Students are moving into the apartments. Student athletes will be on campus and move in next week.

Contact hours for fall semester are down 4% overall. Historically, registration will increase over the next two weeks after students attend SOAR and Rapid Enrollment Days.

Travis responded to questions from trustees about the comparisons reflected on the enrollment report.

**D Operations:** Christine Williams, VP of Operations, was absent. There were no questions on her report.

**E College  
Advancement:**

Kim Carne, VP of College Advancement, reported:

***Golf Outing Results:***

The Foundation Golf Outing had another record year raising over \$30,000 for student scholarships. This will add another \$1500 student scholarship and increases the number of scholarships from the golf outing to 15.

***Anatomy Table Move:***

The anatomy table will be moved to the HUB to provide open access and increase student utilization.

**F Finance:**

No financial reports were available this month due to the audit review underway.

**IX BOARD COMMITTEE REPORT & REQUIRED ACTION:**

None

**X BOARD ACTION:**

**A Transaction Report:**

There were no questions or comments on the Transaction Report ending July 31, 2018.

On a motion made by Phil Strom and seconded by Terri Mileski:

**“The Financial Transactions for the month ending July 31, 2018, stand approved as presented to place on file.”**

**Roll Call:**

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

No discussion. Motion carried unanimously.

**B 2018-2021 Part-Time Faculty Contract:**

A summary of the 2018-2021 Part-Time Faculty Contract changes approved by the Association was provided in the Board Report on pages 51 & 52. The contract for 2018-2021 was presented for board approval.

Trustees stated appreciation for the three-year contract.

It was motioned by Tom Butch and seconded by Steve Davis to:

**“Approve the Part-Time Faculty Contract for 2018-2021 as summarized and presented.”** No further discussion. Motion carried unanimously.

**C Resolution Authorizing Bonds for College Facility Improvements:**

A resolution authorizing issuance of bonds to finance \$3 million for improving and equipping the College’s gymnasium building for board approval was provided to trustees in their folders. Time was provided for review.

Dr. Coleman stated the resolution was drafted by Thrun Law Firm Attorney, Chris Iamarino; Paul Stauder from Stauder, Barch & Associates Municipal Bond Consultants; and Scott Herioux, Hannahville Indian Community CFO. The resolution must be

accepted to have the money in hand before going out for the General Contractor RFP.

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

**“Approve the Resolution Authorizing Issuance of Bonds for the purpose of financing \$3 million for improving and equipping the College’s gymnasium building as presented.”**

**Roll Call:**

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

No discussion. Motion carried unanimously.

**XI UNFINISHED BUSINESS:**

None

**XIII NEW BUSINESS:**

None

**XII MCCA UPDATE:**

Joy Hopkins reported the significance of the upcoming legislative changes and the huge loss of knowledge in Michigan government was emphasized numerous times at the MCCA Summer Conference.

Bill Lake shared there will be 26 to 38 new Senators, 40 new representatives in the House, besides a new Governor, Lt. Governor, and Attorney General.

Dr. Coleman stated she is planning to spend more time in Lansing this winter educating legislators about Bay and has extended services with Public Affairs Associates, the College’s lobbyist. Community colleges will lose Sen. Booher as a big advocate.

**XIV OTHER:**

Birthday greetings were extended to Joy Hopkins for August 25 and Steve Davis for August 29.

**XV ADJOURNMENT:**

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

**“Adjourn the meeting.”** No discussion. Motion carried unanimously. The meeting adjourned at 6:57 p.m. ET.

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Laura L. Johnson Assistant Board Secretary	8/16/2018 Completion Date	Approval Date
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Joy E. Hopkins Chair	Approval Date
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