

REPORT OF MINUTES

**BOARD OF TRUSTEES
REGULAR MEETING**

**BAY de NOC COMMUNITY COLLEGE
Besse Center Auditorium
Escanaba, MI**

October 20, 2021

- I CALL TO ORDER:** The meeting was called to order at 5:02 p.m. ET by Chair, Steve Davis.
- II ROLL CALL:** Roll call was taken by Laura Johnson, Assistant Board Secretary.
- Members present: Jeremy Nastoff, Terri Mileski, Joy Hopkins, Tom Butch, Steve Davis
- Members absent: Nick Chenier, Eric Lundin
- Administration: Travis Blume, Kim Carne, Cindy Carter, Laura Coleman, Amy Reddinger, Eileen Sparpana
- Faculty: Molly Campbell
- Guests: Larry Gabka, UniServ Director with MEA; Gary and Donna Nash;
- Sue Hadley and Jennifer Huotari, West Campus Advisory Board members attended remotely.
- 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 approval of the Meeting Minutes from the Regular Board Meeting on September 15, the MIOSHA CET Grant, and the Resolution of Appreciation for Gary Nash.

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

“Approve the Consent Agenda for the Board of Trustees Regular Meeting on October 20, 2021, as presented.”

No discussion. Motion carried unanimously.

VII PRESENTATIONS:

A Resolution of Appreciation for Gary Nash:

Steve Davis read and presented the Resolution of Appreciation to Gary Nash in honor of his retirement as Executive Director of the Northern Lights YMCA.

Gary responded it is well known and stated at the YMCA that they owe the College a tremendous amount for the partnership with Bay College, which made many things possible.

Gary and Donna Nash left at 5:07 p.m.

B Holistic Student Support:

Executive Director of Transfer & Advising Jeremy Belanger provided a presentation on “Holistic Student Support and Its Impact at Bay College.” The presentation slides are attached.

Highlights included:

- The Early Alert system was implemented to help students get the support they need in order to persist and finish their credential. An alert can be submitted by any employee at any time from the myBay portal.
- Faculty advisors have academic expertise but may not have the holistic awareness that co-advisors were trained to have.
- Eight co-advisors respond to alerts split by academic divisions and special populations: TRiO, Athletics, and Michigan College Access Network students. Co-advisors also contact students pro-actively in addition to being reactive to the alerts.
- A typical full-time load is 300 students for co-advisors, although a lot of those students do not need help.
- The Predictive Retention model associates risk factors for students. Students considered “at risk” receive proactive interventions that may address student needs up front.

- Outreach objectives are identified nearly every two weeks besides the early alerts and outreach from Student Services, Financial Aid, and Faculty.
- Holistic proactive outreach by service organizations is available on campus regularly to make the expectation that students will get the services they need more normal for students.
- Emergency situations (e.g., Title IX) are reported through the confidential Maxient online system which alerts the Behavioral Assessment Team.
- Success:
 - Bay is the only Michigan community college to increase enrollment two years in a row because of campus-wide efforts and enrollments from MI Reconnect and Futures for Frontliners students.
 - 96% course completion rate last year
 - Completion and transfer rate up 1% from prior year
 - Student feedback has been nearly 100% positive. Some students don't need the help and prefer not to be contacted; especially in the first semester before they understood the support system in place.

Jeremy responded to questions from trustees:

- The student emergency fund is still available to assist students with immediate needs that arise. Funding from federal pandemic grants supplemented this fund over the last year.
- All students are eligible to receive co-advising and early alert support. There is no minimum credit hour limit. A lot of communication takes place with inactive students from co-advisors and admissions.
- Hope at the Inn responds to student housing needs and the College can occasionally help with acute needs when there is availability in student housing.

Tom Butch encouraged sharing known needs so trustees can disseminate the requests to their resources or contacts.

Sue Hadley and Jennifer Huotari left the meeting at approximately 5:35 p.m.

VIII ADMINISTRATIVE REPORTS:

A President's Report:

President Coleman reported:

John Walsh, President & CEO of Michigan Manufacturers Association (MMA), was on campus October 19 to discuss how MMA can help guide dollars from the state to our area. He was very impressed with the tour of the Welding Lab, the Mechatronics/Robotics Lab, and the DSISD. He was also pleased with the results of how DSISD students transfer into Bay's technical and occupational programs and the importance of community colleges in the community.

B Academic Affairs:

Dr. Coleman introduced Cindy Carter as the new VP of Business, Technology, Allied Health, and Workforce Development and Amy Reddinger as the new VP of Arts & Sciences and Diversity, Equity, & Belonging.

Amy Reddinger reported that a 25 person discussion was held today about the book ,“Beyond your Bubble” with the author from Santa Barbara, CA. The book is about how to talk across the political divide.

Tom Butch added this topic and any academic enrichment with dialogue is very important.

C Student Services:

Travis Blume, VP of Student Services, reported:

Final Fall 2021

Enrollment Report:

Final fall 2021 enrollment compared to budget ended up 2% in contact hours and up 5% in headcount. Futures for Frontliners and Michigan Reconnect students account for the increase in students taking fewer credits. Growth was noticed within healthcare, business, and career and technical programs.

Geographical maps illustrated the locations of students around the U.P. and globally. Travis responded to the question why students outside the area are interested in Bay, that there is great interest in some of our programs and athletics.

Winter 2022 registration opened this week. Enrollment updates will be available as registration progresses.

Leadership

Opportunities:

Matt Johnson has been named the NJCAA Regional Director for Region 13 and Jessica LaMarch has been named the President of

the Michigan Community College Admissions Directors organization.

D College Advancement:

Kim Carne, VP of College Advancement, reported:

Although September is typically a slow advertising month, an advertising presence was continued. One thousand dollars spent on advertising resulted in 105,931 impressions for September. Twenty-five high schools were geofenced. Digital display ads on digital devices also continued. The College received an impressive 25% click through rate from search advertising.

E Operations & Business Office:

Eileen Sparpana, VP of Finance & Operations, reported:

Operating Revenues: Total operating revenues of \$4.400 million for the last three months compared to \$4.357 million for the same period last year. Operating revenues are ahead of last year due to the tuition rate increase partially offset by the timing of federal grant dollars received behind schedule.

Operating Expenses: Total operating expenses were \$4.515 million for the last three months compared to \$4.679 million for the same period last year resulting in a 4% favorable variance. Salaries and Benefits, Supplies and Materials, and Minor Equipment expenses were down from last year. Advertising and Professional Services, Rent, Utilities, Professional Development, Travel, and Depreciation were up slightly. There were more COVID-19 related expenses last year.

Non-operating Revenue (Expenses): Total net non-operating expense of \$446 thousand for the last three months compared to the prior year revenue of \$510 thousand resulted in almost a \$1 million swing. This resulted from a timing difference in receiving Delta County property taxes of \$218 thousand on October 1. If receipt was on September 30, non-operating revenue would have been on course with last year. Also contributing to the swing was the timing of financial aid (Pell Grant) draw-downs, restricted donations from the Hannahville Indian Community and related disbursements to the YMCA for their capital project, and the \$139 thousand received in the prior year as one-time money from the MI Coronavirus Relief Fund.

The year-to-date result is a decrease in Net Assets of \$561 thousand compared to an increase in the prior year of \$188 thousand.

The audit review will take place at the November 10 board meeting. As of June 30, 2021, the College showed a positive balance of \$24,461 for operations. An additional \$1.161 million was received in CARES Act funds used for new air handling units and coronavirus related expenses. The funding requirements were very specific about how the funds could be spent. The ending balance of \$1.186 million profit will be seen in the audit presentation and compares to the \$1.550 million loss last year.

IX BOARD COMMITTEE REPORT & REQUIRED ACTION:

None

X BOARD ACTION:
A Transaction Report:

There were no questions or comments on the Transaction Report ending September 30, 2021.

On a motion made by Joy Hopkins and seconded by Terri Mileski:

“The Financial Transactions for the month ending September 30, 2021, stand approved as presented to place on file.”

Roll Call:

Ayes: Jeremy Nastoff, Tom Butch, Terri Mileski, Joy Hopkins, Steve Davis

Nays: None

Abstentions: None

No discussion. Motion carried unanimously.

B Five-Year FY 23 Capital Projects:

A list of capital projects must be submitted to the State as part of the annual Capital Outlay report due October 31. The list of projects presented for approval were provided in the Board Report.

It was moved by Tom Butch and seconded by Joy Hopkins to:

“Approve the Five-Year Capital Outlay Plan FY23 Capital Projects as presented.” No discussion. Motion carried unanimously.

XI UNFINISHED BUSINESS:

None

XII NEW BUSINESS:

None

XIII MCCA UPDATE:

Terri Mileski attended the October MCCA Board of Directors meeting in Joy Hopkin’s absence.

Joy Hopkins reported the State has \$2.2 billion additional revenue for the current and next years’ operating budget to be distributed to k12s and community colleges. Bay will likely receive additional appropriations after more conversations among legislators in January.

Dr. Coleman added that community colleges will need to fight the FTE methodology again next year if the Senate changes it. For Bay College, the FTE formula for 2000 students would equate to funding for about 1000 students. We know that every student needs support services and especially part-time students who experience a lot of life interruptions need more help.

XIV OTHER:

Tom Butch shared a positive student experience he heard from a Marinette, WI resident that our online classes are very well done and the student will have 30 credits at Bay at high school graduation.

XV ADJOURNMENT:

It was moved by Terri Mileski and seconded by Jeremy Nastoff to:

“Adjourn the meeting.” No discussion. Motion carried unanimously. The meeting adjourned at 5:57 p.m. ET.

Laura L. Johnson
Assistant Board Secretary

Completion
Date

Approval Date

Stephen T. Davis
Chair

Approval Date

BAY COLLEGE

-CO-ADVISING &
EARLY ALERT/RETENTION IMPACT

Jeremy Belanger


Executive Director of Transfer & Student Advising



CO-ADVISING GOALS

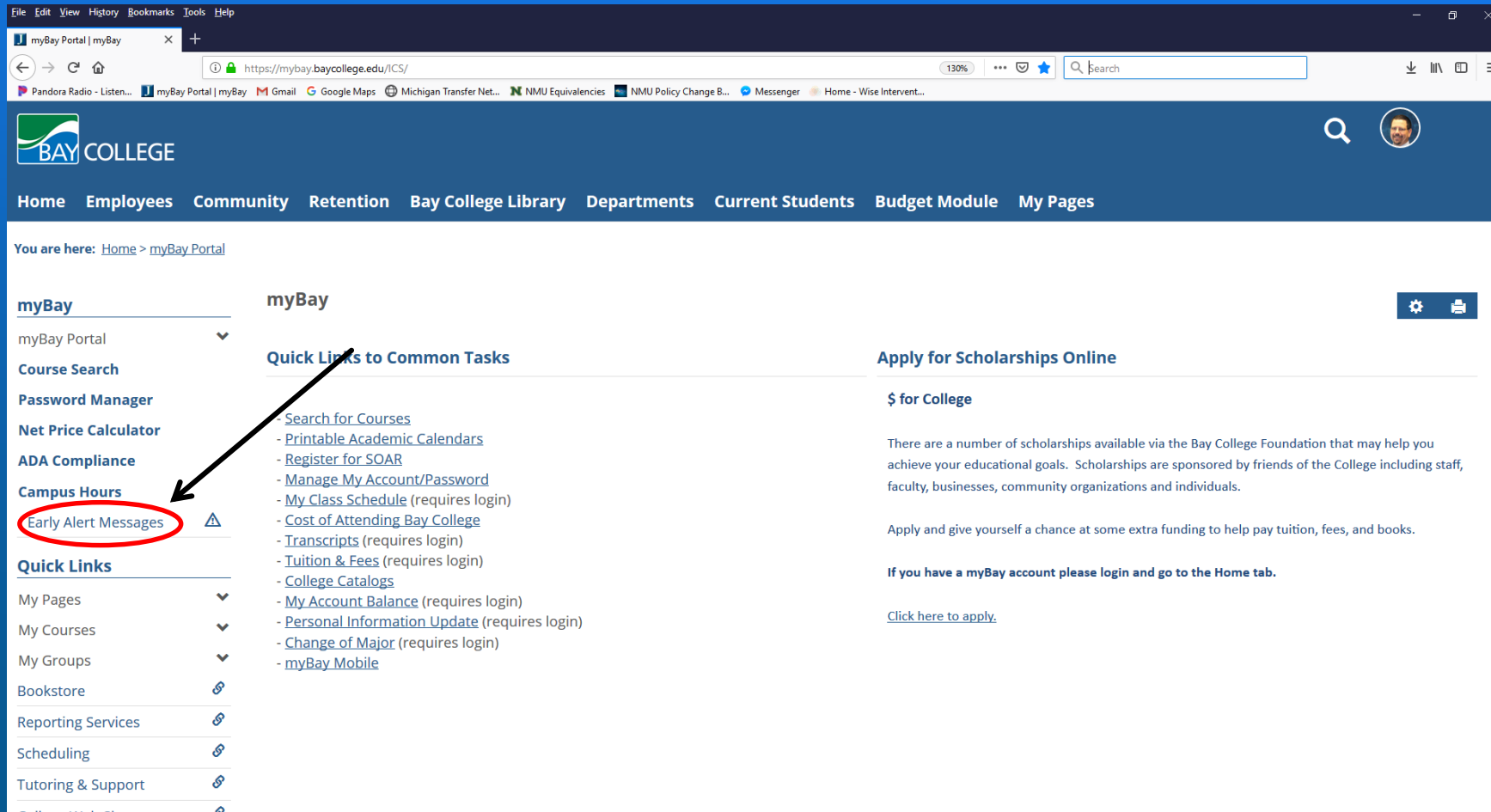
- IMPROVE FALL-TO-FALL PERSISTENCE
 - INCREASE COURSE COMPLETION PERCENTAGE
 - IMPROVE GRADUATION/COMPLETION RATE
- 

COVID, FUTURES FOR FRONTLINERS, & MI RECONNECT

- FALL 2018: CO-ADVISING PROTOTYPE
 - WINTER 2019: CO-ADVISING IMPLEMENTED INSTITUTION WIDE
 - WINTER 2020: COVID...
 - WINTER 2021: FUTURES FOR FRONTLINERS
 - FALL 2021: MI RECONNECT
- 

CURRENT EA/RETENTION ACTIVITY

- ANY BAY EMPLOYEE CAN SUBMIT AN ACADEMIC, FINANCIAL, OR PERSONAL ALERT ON ANY CURRENT BAY COLLEGE STUDENT



The screenshot displays the myBay Portal interface. The top navigation bar includes links for Home, Employees, Community, Retention, Bay College Library, Departments, Current Students, Budget Module, and My Pages. The main content area is divided into several sections:

- myBay**: A dropdown menu with options like myBay Portal, Course Search, Password Manager, Net Price Calculator, ADA Compliance, Campus Hours, and Early Alert Messages (highlighted with a red circle and an arrow).
- Quick Links to Common Tasks**: A list of links including Search for Courses, Printable Academic Calendars, Register for SOAR, Manage My Account/Password, My Class Schedule (requires login), Cost of Attending Bay College, Transcripts (requires login), Tuition & Fees (requires login), College Catalogs, My Account Balance (requires login), Personal Information Update (requires login), Change of Major (requires login), and myBay Mobile.
- Apply for Scholarships Online**: A section titled "\$ for College" with a paragraph explaining scholarship opportunities and a link to apply.

CURRENT EA/RETENTION ACTIVITY

- A CO-ADVISOR (HOLISTIC ADVISOR) IS ASSIGNED TO STUDENTS BASED ON ACADEMIC DEGREE AREA OR SPECIAL POPULATION CRITERIA
- CO-ADVISOR MONITORS FOR SUBMITTED ALERTS ON HIS/HER STUDENTS AND INTERVENES AS NECESSARY TO FACILITATE STUDENT SUCCESS
- CO-ADVISOR ALSO SUPPORTS HIS/HER STUDENTS WITH ALL NON-INSTRUCTION NEEDS (TUTORING, FINANCIALS, COURSE PLANNING, TRANSFER, PERSONAL, ETC.)



EA/RETENTION ACTIVITY

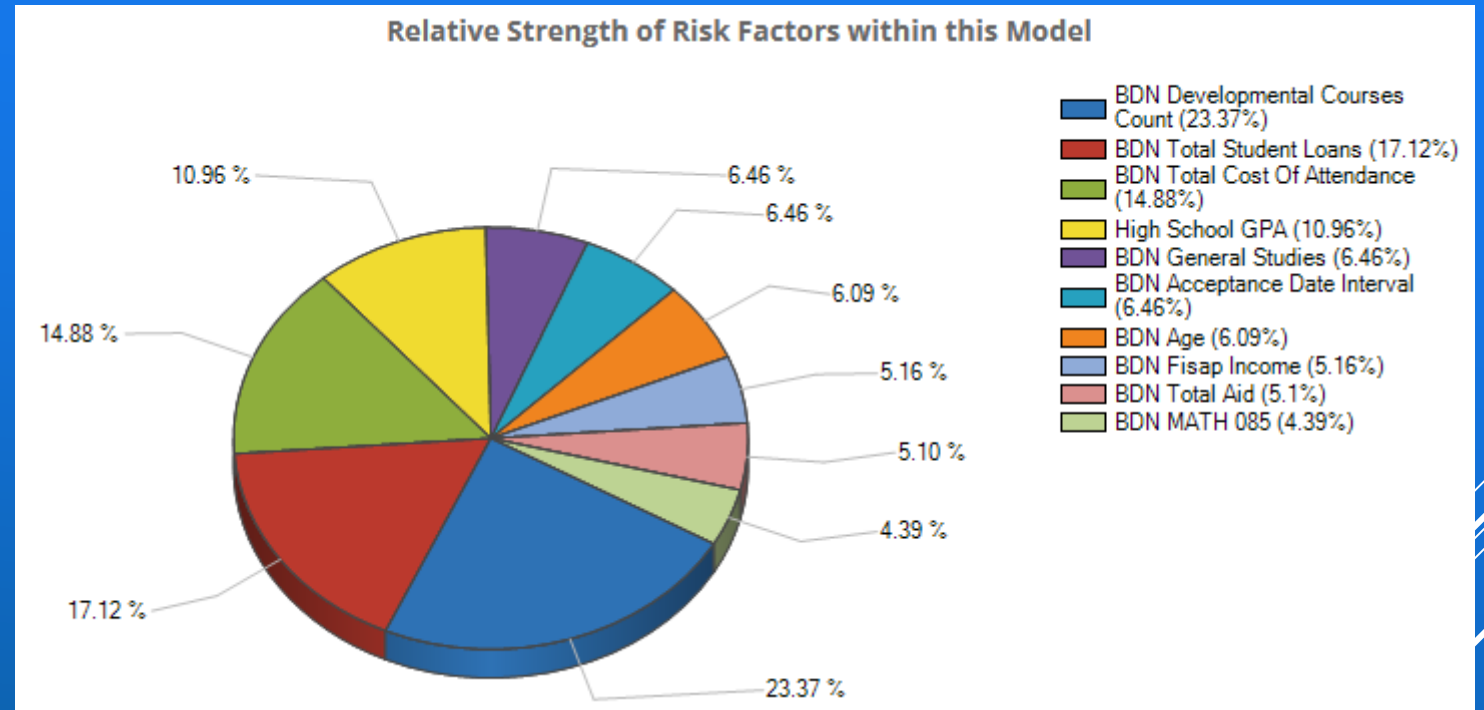
- 800+ ALERTS SUBMITTED EACH SEMESTER
- 1000+ DOCUMENTED ACTIONS (ALERTS, INTERVENTIONS, ETC.)
- 75+ DIFFERENT INDIVIDUALS HAVE SUBMITTED ALERTS

ALERTS SUBMITTED HAVE DEMONSTRATED THE POSITIVE IMPACT POTENTIAL

- PREVENTING ACADEMIC FAILURE
- MINIMIZING ABSENCES
- ADDRESSING POTENTIAL ISSUES BEFORE THEY IMPACT STUDENT SUCCESS

PREDICTIVE RETENTION MODELING

- 10 incoming student information data points used to provide a predictive profile for fall to fall persistence
- Proactive interventions for students identified with “at risk” criteria to complement the reactive Early Alert system
- Provides context to help Co-Advisors support student success more effectively



BDN Acceptance Date Interval	Change	Percentage	Count
>= 191	+27%	63.9%	22
129 - 190	+9%	54.9%	32
67 - 128	-4%	48.3%	222
<= 66	-24%	38.3%	113
No value given	N/A	N/A	0
No score given	N/A	N/A	0

CO ADVISING PROACTIVE OUTREACH OBJECTIVES: FALL 2021 (TOP INITIATIVES)

August

- **Aug 30:** Classes begin
- **Aug 3:** Returning students who are on academic probation and have not yet attended an advising session.
- **Aug 3:** Returning students who have not yet registered.
- **Aug 10:** Students who are in classes that do not count toward their program.
- **Aug 17:** Students in developmental education but have not yet registered for those classes.

September

- **Sep 3:** Last day to add a class
- **Sep 6:** Labor Day
- **Sep 10:** Last day to drop a course with refund
- **Sep 7:** First term students who need a reminder about the drop deadline.
- **Sep 14:** Students enrolled in a course with a high fail rate and who may benefit from tutoring.
- **Sep 21:** Students (especially first-gen) who would benefit from a review of campus resources.

October

- **Oct 18:** Winter Registration opens
- **Oct 5:** First term students who intend to transfer who would benefit from a transfer-planning workshop.
- **Oct 12:** Students who have been flagged for attendance issues and could benefit from advising appointment to troubleshoot barriers and attendance.
- **Oct 19:** Students who intend to transfer with a GPA less than 2.5.

November

- **Nov 12:** Last day to withdraw with a "W"
- **Nov 24-26:** Thanksgiving break
- **Nov 2:** First term students who need a reminder about the W drop deadline.
- **Nov 9:** Students with a downward trending GPA.
- **Nov 16:** Students within 12 credits of degree completion who have not yet applied for graduation.

December

- **Dec 17:** End of semester
- **Dec 28:** Students who failed a prerequisite course.
- **Jan 5:** Students who completed the fall term with a GPA less than 2.0.

CO ADVISING PROACTIVE OUTREACH OBJECTIVES: WINTER 2022 (TOP INITIATIVES)

January

- **Jan 10:** Classes begin
- **Jan 14:** Last day to add a course
- **Jan 21:** Last day to drop a course with a refund

- **Jan 2:** Students who completed the fall term with a GPA less than 2.0.

- **Jan 5:** New and returning students who have not yet registered.

- **Jan 7:** Students in developmental education but have not yet registered for those classes.

February

- **Feb 1:** First term students who need a reminder about the drop deadline.

- **Feb 8:** Students enrolled in a course with a high fail rate and who may benefit from tutoring.

- **Feb 15:** Working students who may benefit from virtual advising.

March

- **Mar 14:** Registration opens
- **Mar 7-11:** Spring Break

- **Mar 1:** Students who have not yet met regarding registration.

- **Mar 15:** Students who have been flagged for attendance issues and could benefit from advising appointment to troubleshoot barriers and attendance.

- **Mar 22:** Students who intend to transfer with a GPA less than 2.5.

April

- **Apr 1:** Last day to withdraw with a W

- **Apr 5:** Students eligible for major-specific scholarships.

- **Apr 12:** Students with a downward trending GPA.

- **Apr 19:** Students within 12 credits of degree completion who have not yet applied for graduation.

May

- **May 6:** End of winter semester
- **May 7:** Commencement


- **May 3:** Students who plan to enter the workforce and could benefit from career preparation resources.

- **May 10:** Students who completed the winter term with a GPA less than 2.0.

HOLISTIC PROACTIVE OUTREACH

- HOPE AT THE INN (10/12 & 10/27/2021)
 - GREAT START PARENT COALITION (10/19/2021)
 - FINANCIAL LITERACY WORKSHOPS (MULTIPLE DATES)
 - NORSE BABY SUPPLY DRIVE (10/25-11/12/2021)
 - CERTIFIED PEER SUPPORT SPECIALIST FOR VETERANS (MONTHLY)
- 

DOES IT WORK?

- ENROLLMENT
ONLY CC IN MI WITH INCREASES IN '20 & '21
 - RETENTION/PERSISTENCE:
96% COURSE COMPLETION
FALL TO FALL PERSISTENCE STILL ABOVE 2018 RATES
 - COMPLETION/TRANSFER
BOTH UP 1% FROM PRIOR YEAR
- 

THANK YOU!

QUESTIONS?

