

**BAY de NOC COMMUNITY COLLEGE
WEST CAMPUS ADVISORY BOARD
MEETING MINUTES**

January 17, 2023

Call to Order: The meeting was called to order by Chair Bruce Orttenburger at 4 p.m. CT.

Roll Call: Laura Johnson took roll call.

Members Present: Susan Hadley, Russ Kassin, Andrew Brisson, Jim Rice, Jennifer Huotari, Bruce Orttenburger

Present on Zoom: Terri Mileski, Bob Koerschner

Members Absent: Alyssa Chamberlain, John Degenauer

Administration: Laura Coleman, President; Michele Campbell, Manager of Business Development & Community Engagement; Cindy Carter, VP of Business, Technology, Allied Health, & Workforce Development

Recorder: Laura Johnson, Executive Administrative Assistant to the President

Minutes: The minutes from the September 28, 2022 meeting were presented for approval.

It was motioned by Sue Hadley and seconded by Russ Kassin to:

“Approve the Minutes from the September 28 2022, West Campus Advisory Board Meeting as presented.” No discussion. Motion carried unanimously.

Introduction: Sue Hadley reported that Christie Borchardt, Nursing Manager at Marshfield Medical Center Dickinson, agreed to take her seat on the advisory board when she retires on February 28. Christie was a Bay student and a clinical nursing instructor at west campus. She will be a good representative between Bay and the hospital.

Dr. Coleman and advisory board members thanked Sue for her 14 years of service on the West Campus Advisory Board.

Administrative Reports: Dr. Coleman reported:

Enrollment: The winter enrollment at west campus is not final until the dual enrolled students at the DIISD are registered in a few weeks. West campus employees continue to put forth a lot of effort to maintain enrollment.

The overall persistence rate for fall to winter had been 82%-83% before and through the pandemic. Afterward, the rate is down by about 7%. A group has been called to look at ways to improve persistence. The College's student body has changed dramatically. Enrollment used to be

55% full-time and 45% part-time and now is 29% full-time and 71% part-time. Part-time students are more likely to stop-out and come back another semester.

Our 4-year graduation (completion) rate was reported to the State as a requirement for the MI Reconnect tuition assistance program (students age 25+). Our 2017 cohort was 63% and the 2018 cohort was 60%. That's very good. Across the State, numbers are more like 30% so we do a really good job with completion. The completion rate is a challenge going forward in all age groups. Mental health and life in general, can be difficult for students so we are making sure we offer mental health and other support services to help students.

Legislative Updates:

Trustee Joy Hopkins and Dr. Coleman attended the MCCA Board of Directors meeting on January 6. The MI Reconnect bill put into place curriculum changes that Bay has already put in place. They are concerned about graduation rates and want to see growth every year. If a college's rates are 30%-50%, they will have to achieve 3% increases every two years. This is not realistic and the tuition reimbursement amount will decline based on results.

Legislators also approved a bill allowing Early College students the right to participate in community college sports during their fifth year. These students weren't able to play high school or college sports during their fifth year. Now they can play college sports and be eligible for the tuition benefit.

Safety Training:

A college-wide safety training was held at main campus during winter in-service for all employees. An incident response training was scheduled for the west campus but bad weather canceled it. It will be rescheduled in February.

Visiting Administrators:

The Vice Presidents and other administrators hold office hours regularly at west campus. Deanna Robinette, a co-advisor for Allied Health also holds office hours at west campus. Although we rarely talk about it, this has been done for a few years. Dr. Coleman does not work at west campus regularly because there is not usually office space available. She will come to west campus when needed. Requests should be made through her assistant, Laura Johnson. Michele Campbell attends EDA meetings and Dr. Coleman could attend if needed.

HS Roundtables:

Director of Dual Enrollment and Early Middle College Jessica LaMarch planned and led well-attended High School Administrator Roundtables at both campuses. These annual meetings build relationships with our high school partners, provide information on services and changes at Bay, and hear thoughts and opinions from the high schools on what we can do to improve or new services we can provide.

- Clothesline Project:*** Executive Director of Student Life and Security Dave Laur brought the Clothesline project to west campus on October 12 with staff from the Caring House. The Clothesline Project raises awareness of domestic violence, with people invited to decorate a shirt in honor of a survivor or in remembrance of a victim of domestic violence. The shirts were displayed on campus through the end of the month.
- Bay is the Way Day:*** Bay is the Way Day returned to both campuses this fall with about 25 students starting the event at west campus.
- Suicide Prevention:*** Vice President of Arts & Sciences and Diversity, Equity, & Belonging Dr. Amy Reddinger co-hosted a suicide prevention event with the Iron Mountain VA on November 1 for area mental health providers to discuss addressing mental health in our community and campuses.
- Good Neighbor:*** Recently, West Campus Building Maintenance Manager Pat Bazan was contacted by the supervisor at the Iron Mountain Department of Public Works. He explained that on that evening they were holding a walk downtown and they ran into a mechanical problem with their snow removal equipment for the sidewalks. He asked if it would be ok if they borrowed the College's tractor with the broom to clear the walks for the evening and Pat said yes. Everything worked out very well, their event was safe and successful and it felt good to help the community.
- Dr. Coleman reported for Jason Sullivan, Executive Dir. of West Campus:
- U.P. Guidance Counselors Event:*** Jessica LaMarch and Jason Sullivan presented to the U.P. Guidance Counselors Professional Development Day at the DIISD on October 5. This session discussed Bay College, what we offer, and promoted our Early Alert support program and how it can benefit Guidance Counselors regarding their dual enrolled and early college students. The system was setup so that when an alert was sent, the counselors did not receive the next one for another month. This has been changed so counselors will receive an alert every four weeks. High school students are accustomed to access to their assignment grades and other information in PowerSchool used by area high schools.
- Manufacturing Day:*** Bay College West Campus hosted the Manufacturing Day event on October 7, in partnership with the Dickinson Area Economic Development Alliance (DAEDA). Over 300 ninth-grade students from area high schools visited the west campus and learned more about manufacturing careers as they rotated through seven local manufacturers' activities that engaged them in their industry.
- Kiwanis Presentation:*** Jessica LaMarch and Jason Sullivan presented at the Iron Mountain-Kingsford Kiwanis meeting about Bay College and the dual enrollment and early college programs on October 18.

- STEM Night:** Jason Sullivan, Kristina Tell, and Eileen Sparpana represented Bay College at Florence Elementary for their STEM night on October 20.
- Dental Assistant Class:** Bay College's first Dental Assistant class through Bay College's West Campus Workforce Training Division graduated six students from the program on November 3. The next class is scheduled to start on January 23 with four students.
- Free Movies:** During the pandemic, the Campus Activities Board hosted free movies at the local theaters where students could attend masked and socially distanced. These were so well attended that the events continue to be offered. A free showing of the movie "Black Panther: Wakanda Forever" was held in both Escanaba and Quinnesec. 155 people attended the movie at Willow Creek, and 66 attended in Quinnesec. The new movie "Black Adam" was also provided at both the Quinnesec Theater and the Willow Creek Cinema in Escanaba. Fifty-five people attended in Quinnesec, and 93 people attended in Escanaba.
- Drawing Students:** Mindy Meyer's drawing class at Bay West participated in the Iron Mountain Public Arts Advisory Committee's inaugural Art Crawl on November 17. The students showcased drawings they have been working on throughout the semester at CWRK Collective in downtown Iron Mountain.
- Lights at the Lake:** Bay College's West Campus participated in the Lights at the Lake community activity at Lake Antoine in Iron Mountain. Those who drove through the campsite said Bay had a great display. Michele Campbell added they have big plans for next year!
- Michele Campbell provided an update on workforce development activities:
- Massage Therapy:** Massage therapy classes continue. Students need clinical hours and experience so all are encouraged to get or give a massage from the students at Full Moon Rising. Gift certificates are available for Valentine's or Mother's Day. Appointments can be made by calling Full Moon Rising and will be available every Monday and Friday through the middle of June.
- MindTrekks:** MTU is bringing their MindTrekks program to the main campus on January 27. The day features STEM experiments and activities for 8th graders. Businesses can get involved with exhibitions and sponsorships and Bay will host an information table. Over 600 8th graders are registered from Dickinson, Delta, Marquette, and Schoolcraft counties. There will be two sessions to accommodate that number. A VIP walkthrough tour will also be available to business leaders who would like to learn more about the event.
- Leadership Academies:** West campus is partnering with St. Norbert College to host their Center for Leadership Conference. Lois Ellis from the DCEDA had presented information about their program at an EDA meeting. There are eight spots

available with several classes participants will attend. St. Norbert will provide promotional information that should be available soon.

The West Campus Leadership Academy is in the fourth session will five more to go. The speaker for the May conference has been booked. The public and academy members will be invited to attend the speaker event.

Michele added that she will meet with HR representatives of local companies to hear about their training needs. Identifying these needs are also important with the renewal millage coming up, to respond to those needs with future millage revenue. She is planning a kick-off meeting in April. Advisory board members should let her know if they are interested in attending.

Unfinished Business:

Presidential Search Timeline: Terri Mileski reported that the presidential search is moving along smoothly. Great things were said at the listening sessions and the timeline remains on target.

Millage Renewal:

Dr. Coleman shared the updated millage timeline. She is pulling together information for the incoming president to promote the need to pass the millage renewal and looking at the things needed at west campus. The new president will do most of the community presentations, but having community members and west campus advisory board members help will be very important. As Michele is pulling people together for training needs, we are looking at building needs on campus that the renewal millage could support. It is important to hear what business leaders need so we can create what they need. This west campus building will be paid off, which will allow an addition to be built.

Also, if Billerud needs more employees, the College will also need to help address their needs.

The campaign will focus on encouraging people to “vote”, not “vote yes” so an outside campaign committee need not be filed per election law. It will be important to emphasize that the College is not asking for more taxes – just to continue the current millage rate.

Bruce Ortenburger added that the renewal needs to be the focus in order to sell it to the community.

New Business: None

Other Business: Cake was served in honor of Sue Hadley’s retirement on February 28 and her last advisory board meeting.

Adjournment: It was moved by Russ Kassin and seconded by Sue Hadley to:

“Adjourn the meeting.” No discussion. Motion carried unanimously. The meeting adjourned at 4:37 p.m. CT.