

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

June 20, 2023

- Call to Order:** The meeting was called to order by Chair Bruce Orttenburger at 4 p.m. CT.
- Roll Call:** Roll call was taken by Laura Johnson, Executive Administrative Assistant to the President.
- Members Present:** Alyssa Chamberlain, Andrew Brisson, Jennifer Huotari (Zoom), Terri Mileski (Zoom), John Degenauer, Jim Rice, Bruce Orttenburger
- Members Absent:** Christie Borchardt, Russ Kassin, Bob Koerschner
- Administration & Staff:** Laura Coleman, President; Michele Campbell, Manager of Business Development & Community Engagement
- Recorder:** Laura Johnson, Executive Administrative Assistant to the President
- Minutes:** The minutes from the March 21, 2023, meeting were presented for approval.
- It was moved by John Degenauer and seconded by Jim Rice to:
- “Approve the Minutes from the March 21 2023, West Campus Advisory Board Meeting as presented.”** No discussion. Motion carried unanimously.
- Administrative Reports:** Dr. Coleman reported:
- Mental Health Training:*** The Bay College Employee Training and Development program offered an Adult Mental Health First Aid training for 14 employees on April 11, at west campus. The Mental Health First Aid (MHFA) training covered how to identify, understand, and respond to signs of mental health and substance use challenges among adults. The training was presented by Jason Wallner, who is a nationally certified Mental Health First Aid (MHFA). This training is important because mental health training is needed across the country. Michele Campbell commented that she attended and found the training very helpful because the lessons could be applied to everyone.
- TORCH Recipient:*** Pat Bazan was named Bay College’s quarterly (June – August 2023) TORCH Award recipient. Pat, a full-time staff member at Bay College West Campus, joined Bay in June of 2003. He was nominated by several colleagues for being dedicated to the mission of Bay College.
- HS Mock Interviews:*** Kristina Tell, Student Services Coordinator, represented Bay College at the Iron Mountain High School Mock Interview Day on April 12. She reported that the event was positively received, and they commented that they would hope to have Bay return again in a similar fashion next year.

- BSN with SVSU:** Bay College has signed the official Memorandum of Understanding with Saginaw Valley State University to deliver a Bachelor of Science Degree program starting in fall 2023. NMU and LSSU offered proposals, but SVSU's proposal was the best for our students.
- OER Savings:** Our newest Open Educational Resources (OER) numbers reflect current savings on textbooks of over two million dollars to students since 2016. We have offered 1,207 sections with free textbooks. Executive Director of Online Learning Joseph Mold has worked this very hard and he and Instructional Designer Edie Erickson have helped faculty design their OER courses. Other schools are trying to catch up.
- Voter Friendly Campus:** Bay College was named a Voter Friendly Campus, one of 258 campuses in 38 states and the District of Columbia.
- Water Tech Training:** The Workforce Training Division has contracted with Neenah Paper to train four of their water operators. This is part of our push across the State of MI to train water technologists who have not had the training needed. Water technology curriculum is being offered as competency based education (CBE) courses so water operators in the field can also earn credits and obtain certificates and degrees. The College also has training agreements with the Great Lakes Water Authority and Grand Rapids Public Works.
- CBE Accreditation:** Bay College's Competency Based Education (CBE) application to the Higher Learning Commission (HLC) for the Water Technology Certificate was officially approved on June 9. The accreditation process will become faster after a few more programs are approved. The Dept. of Education is looking at how schools are recognizing competencies and experience and giving credit. The State is already looking at this and will eventually require schools to offer CBE. A lot of hard work went into getting the approval, so all involved are very excited about it.
- YRAP:** Bay College participated in the celebration of the first high school Youth Registered Apprenticeship Program (YRAP) in the IT/Cybersecurity career pathway at the Pine Mountain Resort in Iron Mountain on June 8. DIISD/Bay Early College students participated.
- Student Success:** A student success story about Nick DuPont's welding student was shared.
- West Campus Welding:** The DIISD asked that Bay's welding lab move out of their facility by July 31. Since the College cannot offer welding labs during the day because the ISD needs the equipment, proposals from two entities are being reviewed by the Board of Trustees tomorrow night [June 21] to decide where to move the lab. The potential sites are in Norway and Iron Mountain. Classes cannot be offered in Iron Mountain in the fall, but the lab will be ready for the winter 2024 semester.
- A three-year contract would be ideal, with the notion that the renewal millage could build a manufacturing hub on campus to offer classes more

easily for everyone. The College wants Dickinson County to know that we are committed to their training needs.

Dual Enrollment Training: Jillena Rose, Transfer & Academic Co-Advisor, provided transfer information and resources to High School Guidance Counselors at Bay west and main campuses during our Dual Enrollment training days for partners.

Safety: The Alertus safety system was tested at west campus on May 10.

New Furniture: The new furniture for the west campus commons has been chosen and ordered. The new outside picnic tables have been put together and placed on the patio at west campus.

Walking Trails: BOSS Snowplow coordinated a fundraiser on June 6, at Solberg's Restaurant in Iron Mountain to support the walking trail project at west campus.

Energy Efficiency Events: Efficiency United hosted a 'Day of Energy Savings Lightbulb Event' on campus on June 7. In addition, they hosted an 'Appliance Recycling Event' in the West Campus parking lot on June 10.

Dr. Coleman thanked the advisory board members for their service and the input shared with her through her years at the College.

Enrollment: Overall, student headcount is up 3% and contact hours are even compared to this time last year. Compared to budget, west campus headcount is up and contact hours are down. This is due primarily because more part-time students are enrolling at both campuses. The enrollment demographic used to be 55% full-time and 45% part-time and is now 71% part-time and 29% full-time. Adults are returning to school and the number of high school graduates are fewer across the country, plus fewer of them are going to college.

Andrew Brisson requested the student age demographic compared to five years ago. Dr. Coleman will request that information for him. She explained there has been a large increase in dual enrollment and early college which are young students, but they are also part-time. Dual enrollment increased at the main campus because Escanaba High School and other schools came on board with their early college programs. Gladstone High School is expected to add next year. The DIISD and Kingsford High School increased the number of dual enrollment and early college classes they are offering. The student ages may be similar, but they are attending part-time. The 25-45 age group has grown.

John Degenauer stated it has been a pleasure to be on the advisory board and work with Dr. Coleman. Adding the west campus has been great for Dickinson County.

West Campus Report: Michele Campbell reported in the absence of Jason Sullivan, Executive Director of West Campus:

- The winter semester overall ended on a good note. In some ways, West is meeting the needs of our commuter-based campus by holding events around the times there is heavy traffic on the campus. To end the semester:
 - Partnered with WIOA/Forward Service Corp. out of Aurora for a Dream Mapping/Goal Setting session.
 - Held several student-based events during our Exam Jam Prep Week.
 - Added a new mental health counselor to Bay West. Brittany Anderson, out of Norway, who has been working with west students at about 5-6 hours / week. She has been very proactive and working to engage with students. She has had students booking with her and her services have been very well received.
- Over 40 local high school juniors participated in our College 101 day at the end of April. Surveys showed this was well-received and was a great exposure opportunity for the west campus.
- Held an informational system at Contrast Coffee in Iron Mountain, with a focus on Allied Health programs and workforce development. To help spread the word, we did a press release, along with social media releases from both Bay West and Contrast. While attendance was light, we found we were competing with other local events. We had a nice visit from the daughter of John Fornetti, who donated the land for west campus. She specifically stopped to see us and say thank you for getting out into the community. We would like to look into doing this more. Some thoughts are to potentially have another session in August at Contrast, while also potentially looking at collaborating for similar sessions with the Dickinson County Library and/or Michigan Works.
- Held an employee cookout last week that allowed us to have a time for team building and to layout a foundation for the A3. This will allow us to lay out some goals for the upcoming next 6, 9, and 12 months. This will be ready for the West Campus Advisory Board at the fall meeting. This will be a great way to introduce west campus goals to Dr. Hughes, while also seeking feedback or advice from her on implementation and/or additional ideas.

Workforce Training: Michele Campbell, Manager of Business Development & Community Engagement, reported:

- West Campus held its annual Leadership Conference on May 18, with 57 attendees. This year's Keynote speaker was Erik Therwanger. Erik's topic "Achieve Generational Excellence" focused on teaching simple solutions to lead all generations in an environment that achieves high levels of balance, team identity, and success. We had several breakout sessions in the morning and afternoon with local leaders

presenting various topics. Our Leadership panel Q&A was also very well received with leaders that represented healthcare, building, and manufacturing. Survey feedback was very positive from our attendees.

- The Leadership Academy's last session was held on June 1, with Matt Barron presenting on Servant Leadership and participants receiving a certificate of completion. Twenty-one students from various companies in Dickinson County participated.
- Nurse Assistant classes returned with two new instructors: Cristi Morgan and Jody Nordell. A partnership for a new clinic site with Optalis in Kingsford, was developed. A first-time night class was offered in May. Four students participated in a nine-week class. This is a great option for those who are employed during the day. The June class kicked off on June 5, with 10 students. Both May and June classes are finishing this week with their clinical days. The next offering for day classes will be in August/October/December. The next night class will be in September.
- The first cohort of students will graduate from the Bay West Massage Therapy program on June 23. There were six students enrolled and all passed the program successfully. A small ceremony will be held to recognize their accomplishments and celebrate completion of the 625 hour program. The next class is open for registration and will run from August 21, 2023 through June 28, 2024.
- The College received a \$5,000 grant from the Boss Annual Giving Projects. Boss organized a fundraiser night for the project at Solberg's on June 6, where \$400 was raised towards the project. A work bee is being organized with Boss volunteers to take place the end of July. All are excited to promote this trail to the community as a wellness option and to share our beautiful campus.
- Bay College West was a Norway Speedway sponsor on June 9. An information table and radio coverage leading to the race and many mentions during the race, promoted the College. The College also has a 4 x 8 billboard at the track. This will provide exposure to a different group throughout the summer and during the county fair weekend.
- Training for Systems Control employees has been scheduled outside of plant hours from 2 p.m. – 12 a.m. A manufacturing hub on campus would alleviate conflicts for training space.

John Degenauer suggested the College have a booth at the Dickinson County Fair. He will get information to Michele.

Andrew Brisson asked if the College offered CDL training. Dr. Coleman responded that the main campus does not offer this training because a business next door to the main campus offers it and she

understands that it is an expensive program to start. She suggested this as a possibility considered for funding by the renewal millage request.

Jim Rice suggested surveying local businesses to see what is needed in the community. Dr. Coleman responded that the College is working hard on nursing, but as in all areas, more people [workers] are needed. Bay was the only community college in the State to maintain enrollment from 2019 to present and that is due to the MI Reconnect tuition program and dual enrollment and early college enrollments. Every category of employment is struggling. Michele added she is planning to coordinate an HR roundtable with area businesses to help determine their needs. Andrew Brisson stated that Lois Ellis (DAEDA) ran a similar survey a few years ago. Michele is getting that group back together to pick this back up and will talk to Lois about the survey.

Unfinished Business:

Millage Renewal:

Dr. Coleman recommended that the Dickinson County Board of Commissioners request the millage renewal in 2025 instead of 2024, due to the upcoming 2024 election, to give time for the College's new president to become familiar with the needs of Dickinson County, and hoping the economy will approve. She discussed the timeline with the College's attorney and the millage need not be collected until 2027. It could be run in May 2026 if it didn't pass in 2025. The Board of Trustees was agreeable to waiting, as was the Dickinson Board of Commissioners after John spoke to them. Most important, Dr. Hughes needs a chance to learn about the College and to meet people before promoting a millage.

Bruce Ortenburger added that passing the first millage in 2005 was the hard part. Looking at what has been accomplished in almost 20 years and what is being discussed to add for the trades, should be well supported.

Dr. Coleman stated that Dr. Hughes' expertise is workforce training, which will also help. Also, advisory board members and Jason and Michele will need to help by giving some presentations.

Jim Rice added that everyone in the community has benefitted by the west campus and the partnerships with businesses and community leaders (nurses, massage therapy, welding). That information will need to be included in the presentations.

Dr. Coleman reminded advisory board members that this is a County Commissioner millage, and not a Bay College millage (because there is a county between campuses, the millage had to be approved in Dickinson County and proposed by the Board of Commissioners).

New Business:

1) 2023-2024

Meeting Schedule:

The meeting dates proposed for 2023-24 were:
October 3, 2023
January 16, 2024
March 19, 2024

June 18, 2024
All meetings are at 4 p.m. CT.

Laura Johnson announced the Board of Trustees meeting and dinner at west campus will be held on October 11 this year.

It was motioned by John Degenauer and seconded by Jim Rice to:

“Approve the 2023-2024 meeting schedule as presented.” No discussion. Motion carried unanimously.

2) *Election of
Chair & Vice-Chair:*

Nominations for chair and vice-chair were opened per the Advisory Board By-laws call for the election of officers in odd numbered years. John Degenauer expressed interest in serving as chair.

Bruce Orttenburger nominated John Degenauer as the West Campus Advisory Board Chair. No other nominations were offered.

It was moved by Jim Rice and seconded by Andrew Brisson to:

“Appoint John Degenauer as Chair of the West Campus Advisory Board effective July 1, 2023, and ending with the next election in 2025. No discussion. Motion carried unanimously.

John Degenauer nominated Bruce Orttenburger as the West Campus Advisory Board Vice -Chair. No other nominations were offered.

It was moved by John Degenauer and seconded by Andrew Brisson to:

“Appoint Bruce Orttenburger as Vice-Chair of the West Campus Advisory Board effective July 1, 2023, and ending with the next election in 2025. No discussion. Motion carried unanimously.

Adjournment:

It was moved by Jim Rice and seconded by John Degenauer to:

“Adjourn the meeting.” No discussion. Motion carried unanimously. The meeting adjourned at 4:49 p.m. CT.