

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

**January 16, 2024**

- Call to Order:** The meeting was called to order by Chair John Degenauer at 4:01 p.m. CT.
- Roll Call:** Roll call was taken by Laura Johnson, Executive Administrative Assistant to the President.
- Members Present:** Christie Borchardt, Bob Koerschner, Alyssa Chamberlain, Andrew Brisson, Terri Mileski, John Degenauer, Bruce Orttenburger, Jennifer Huotari
- Members Absent:** Russ Kassin, Jim Rice
- Administration & Staff:** Nerita Hughes, President; Jason Sullivan, Executive Director of West Campus; Michele Campbell, Manager of Business Development & Community Engagement; Guest: Christine Wenzel, Student Support Coordinator
- Recorder:** Laura Johnson, Executive Administrative Assistant to the President
- Minutes:** The minutes from the June 20, 2023 meeting were presented for approval.
- It was motioned by Bob Koerschner and seconded by Bruce Orttenburger to:
- “Approve the Minutes from the June 20 2023, West Campus Advisory Board Meeting as presented.”** No discussion. Motion carried unanimously.
- Introductions:** Dr. Hughes introduced Christine Wenzel who joined Bay College as the Student Support Coordinator in August.
- Dr. Hughes shared bio information for Amy Gatton, Nursing Instructor, who could not attend the meeting.
- Administrative Reports:**
- President’s Report:**
- First 100 Days:* Dr. Hughes reviewed her [“First 100 Days” report](#) that outlined the four themes and three goal areas that resulted from meeting with over 500 constituents during her first 100 days as president.
- Dr. Hughes shared that her focus word for 2024 is “Intentional.” This focus word was shared with employees as they were asked to consider being intentional in all areas, including how we partner with others.
- Enrollment:** The winter 2024 enrollment report compared to the same time last year, indicated a slight increase in overall enrollment in relation to what is

budgeted. Credit and contact hours are down 17% at Iron Mountain, but that does not include dual enrollment numbers. More students are online at both campuses with the majority of online students from the Escanaba campus. More students take face to face classes at the Iron Mountain campus. Dr. Hughes is considering how we brand and market for those who want to take traditional vs. online courses, and the programs offered fully online and at each campus.

**Exec. Director Report:** Jason Sullivan reported:

**Enrollment Planning:** Last Spring [2023], Dean of Arts and Sciences Jessica Van Slooten and Jason reviewed what was working around course offerings at the Iron Mountain campus, and restructured the schedule to spread out the courses so that more student traffic occurred throughout the day. This resulted in students spending more time on campus and seeking support [tutoring] services. This was also carried forward into the winter semester. They will meet again to revisit and also improve next year's schedule.

New student orientation was held on December 20. The number of adult students has increased this year due to the MI Reconnect tuition assistance program. They are very engaged and seek answers to their questions.

**Recruitment:** Jason is working with new Admissions Director Jessica Beaver on ways to improve communication and meeting the needs of the Iron Mountain campus and area schools. Niagara High School is bringing several juniors to campus for a mini-college 101 session on February 1. West Iron County High School is bringing about 60 students to tour campus and the DIISD on another date.

Iron Mountain staff will participate in the Woodward Elementary STEM night on January 30.

**IM Staffing:** The Iron Mountain campus is fully staffed again with the addition of IT Help Desk Coordinator Bryan Corbiere. Bryan began onboarding today and will begin his new role on January 29.

**One Bay:** There are indications that the Dickinson County area is embracing the One Bay – multiple campuses concept from feedback heard.

**Manager of Business Development Report:** Michele Campbell reported:

**IM Welding Lab:** The new welding lab in Iron Mountain became operational this week. Systems Control is partaking in a 36-hour workforce training program next week in the lab.

**Massage Therapy:** A massage therapy class will be offered in August. There was low enrollment for the August 2023 class so it did not run. The program will be

offered exclusively at Iron Mountain going forward. There is a lot of interest again.

**Nurse Aid Program:** The Nurse Aid program is running every other month; a pattern which seems to work well because it fell short of enrollment when offered every month. The evening class offered did not have a good response so only one session ran.

**Leadership Academy:** The Leadership Academy began in October and runs for eight months. There are 22 registrants with 10 from the VA Hospital (they have driven the program.) The Academy offers a combination of leadership and service skills. The Academy culminates with a Leadership Conference on May 2, which is open to the public.

**Ed2Go Italian:** Bay has historically offered online Ed2Go classes. A group from the community approached Michele about offering Italian language. A course was set-up with Ed2Go and the group of 10 people are meeting on campus to take the online course in-person for seven weeks. If this hybrid offering works well, similar offerings could be added.

**Career Fair:** A survey was used to collect interest from employers in the Delta and Dickinson service areas about a career fair at Bay. Both counties are very interested in participating in a career fair where people can come and apply for employment during the fair. May is the popular month for a career fair, so a May date will be determined. A professional development element will also be added to the fair with a keynote speaker.

Advisory Board members requested a tour of the welding lab after the next meeting on March 19. Michele Campbell and Laura Johnson will coordinate.

### **Unfinished Business:**

**One Bay-Multiple Campuses:** Dr. Hughes reported there have been positive reactions to implementing a banking business model to rebrand the west campus as the Iron Mountain campus. The campus sites should be named by location instead of direction. This also positions the College for growth if additional sites are added. Courses and programs should be promoted based on the site they are offered so residents know which programs are available at each campus. The one Bay-multiple campuses concept also strengthens the College as one unit. The new sign for the Iron Mountain campus will say Iron Mountain, not Bay West.

### **Technology Needs Assessment:**

A technology needs assessment will begin the week of February 12. The College is prepared for now, not growth, and this assessment will help determine aspects of the strategic plan. The assessment is being paid for through ITEMS funding from the State. The assessment outcome will help determine the right technology interface and equipment for students and employees.

Advisory Board members discussed changing the name of the West Campus Advisory Board to the Iron Mountain Advisory Board or as the Board of Trustees determines suitable.

It was motioned by Bob Koerschner and seconded by Bruce Orttenger to:

**“Request that the Board of Trustees change the name of the West Campus Advisory Board to reflect the name change of the Bay West Campus to the Iron Mountain Campus, as they see fit.”** Dr. Hughes will forward the request to the Board of Trustees and Laura Johnson will coordinate the resulting revisions to the bylaws and other documents. Motion carried unanimously.

***Dickinson County  
Representation on  
Board of Trustees:***

Dr. Hughes reminded Advisory Board members to attend the Special Board of Trustees meeting remotely on January 17 at 3 pm CT to discuss Dickinson County representation on the Board of Trustees with the College’s attorney.

***Millage Renewal-  
Board of Commissioners  
Update:***

Chair John Degenauer updated from the Dickinson County Board of Commissioners, that the renewal millage is expected to be supported. Jennifer Huotari offered to discuss the timing of upcoming school millages at the next Superintendent’s Roundtable meeting. John will ask the Dickinson County Clerk what school millage renewals are expected on upcoming ballots. Six renewals are due in 2024 and another six in 2025. The annual election options are in May, August, and November.

***New Business:  
President’s Advisory  
Council:***

Dr. Hughes will create a President’s Advisory Council of no more than 25 people who will represent both campus districts. The Council will provide collective insight from multiple sectors and advise her on what the College should help the community with, which will align the strategic plan. There will be an application process that asks applicants what they would bring to the Council and what their expectations would be of their membership. The Council will meet quarterly. Membership selection should be complete by the end of April with the first meeting in July. Dr. Hughes encouraged Advisory Board members to apply because the Council will differ from the Advisory Board.

***Strategic Planning:***

Dr. Hughes advised that the College’s strategic planning initiative will begin on January 19 with employees. There will be an opportunity for Advisory Board members and community members to participate remotely on April 18 from 4-6 p.m. CT. Consultant Cecilia Stanton Adams is facilitating the sessions and guiding the process.

**Other Business:** None

**Adjournment:** It was moved by Bruce Orttenburger and seconded by Andrew Brisson to:

**“Adjourn the meeting.”** No discussion. Motion carried unanimously. The meeting adjourned at 5:03 p.m. CT.