

**BAY de NOC COMMUNITY COLLEGE  
BAY COLLEGE IRON MOUNTAIN  
ADVISORY BOARD MEETING**

**March 19, 2024**

- Call to Order:** The meeting was called to order by Vice 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:** Jim Rice, Andrew Brisson, Terri Mileski, Bruce Orttenburger
- Members Absent:** Jennifer Huotari, Christie Borchardt, Bob Koerschner, Alyssa Chamberlain, Russ Kassin, John Degenaer
- Administration & Staff:** Nerita Hughes, President; Jason Sullivan, Executive Director of West Campus; Michele Campbell, Manager of Business Development & Community Engagement; Guest: Bryan Corbiere, IT Helpdesk Coordinator
- Recorder:** Laura Johnson, Executive Administrative Assistant to the President
- Minutes:** Approval of the minutes from the January 16, 2024, meeting were tabled to the next meeting due to the lack of a quorum.
- Introduction:** Dr. Hughes introduced Bryan Corbiere, IT Helpdesk Coordinator.
- Administrative Reports:**
- President's Report:*** Dr. Hughes reported:
- Strategic Planning:*** The second strategic planning meeting with employees was held on March 15. Offices at both campuses were closed to include engagement from all employees. The student session is today. A session for community feedback will be held remotely on April 18, because the consultant is based in MN.
- Technology Needs Assessment:*** The Technology Needs Assessment report is back from the Ferrilli team with a meeting scheduled soon to review it with them. If the decision is made to change ERP systems, Ferrilli would do the RFP.
- Conferences:***
- *AACC WDI:* Dr. Hughes, Renee Lundberg, Cindy Gallagher, and Michele Campbell attended AACC's Workforce Development Institute in late January. The information learned was very applicable and will help us align with the "One Bay" mantra.
  - *Reckoning for Truth, Trust, and Racial Justice:* This trip provided personal and professional perspective on opportunities around our rights.

- *AtD DREAM Conference:* A team attended Achieving the Dream's DREAM conference which focused on data and equity and looking at individual institutions. Bay is an AtD Leader College and was awarded an AtD grant for our nursing program. The conference provided the opportunity to receive help with the workplan around nursing and become better informed about available resources. Their Institutional Capacity Assessment Tool (iCAT) is considered a tool we can utilize.
- *AFIT CEO Forum:* Dr. Hughes and Travis Blume attended the Alliance for Innovation and Transformation (AFIT) CEO Forum, which is a precursor for their summer conference. The focus this year will be on artificial intelligence and virtual reality and what that means for us as an institution as we prepare to use different tools like chatbot and ChatGPT.

***Administrative Searches:***

- *Interviews for the new VP of Finance & Operations* are complete and the hiring process moving along to allow for a two-week training period before Eileen Sparana's retirement.
- *The Dean of Business, Technology, and Workforce Training* is open. That position will begin July 1, after the retirement of Mark Highum on June 30.

***Campus Communication:***

Dr. Hughes hosts remote "Bay Briefs" on Friday mornings to provide a high-level overview of what is going on with the College and time for Q&A. Monthly "Spilling the Tea" at each campus is another opportunity for employees to connect with her to share concerns, successes, and opportunities in an "open mic" format.

***Enrollment:***

The final enrollment report for winter 2024 was shared. Enrollment is increasing but with a heavy increase in online learning. The preference for online is not uncommon for the winter semester. The Enrollment Management team is digging into the numbers and the needs of students (e.g., tutoring, disability accommodations) to determine whether we are providing the right resources for our students as we see more demand for online learning. The team is also in the midst of trying to identify whether it would be cost effective to consider a full-time person for mental health counseling. The College contracts those services, but it might be better to have a permanent role.

Bruce Ortenburger asked how the College compares to peer colleges at the conferences attended. Dr. Hughes responded that urban, rural, and suburban schools across all states are represented at all the conferences. Bay is a leader in many areas, but there are also some areas we could improve. Best practice ideas were gleaned from many schools, especially at the WDI. Michele Campbell added that the focus around networking at the WDI allowed them to get insights from other schools, time for team building, and expand their network. She also added that Dr. Hughes requires all employees to report out to all employees after attending a conference (via Zoom).

Dr. Hughes shared that she wants to see the workforce team use the BILT model (Business and Industry Leader Team). The model helps close the gap between industry and education by developing curriculum that reflects industry needs. Jim Rice added that local job data is available that could be tied in with program marketing.

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

**Recruiting Events:**

- *A Guidance Counselor Roundtable* was held with Niagara High School in December.
- *College 101 Days* have been held to provide information about attending college, provide resources from the community, and to give them general information about job shadowing, military, and college options, and promote Bay College. Representatives from MI Works, the National Guard, and the LSSU Regional Center were also on campus. School participation included West Iron County, the DIISD Tech Center, and Pembine. Iron Mountain did not have school that day. Efforts to better align school calendars will be made.

Jim Rice led discussion about advising students about the importance of their experience and academic attainment, and not what university they ultimately graduate from.

- *High School Orientations:* Iron Mountain and Norway schools asked about Bay having a presence at their high school orientations in August.
- *Open Forum:* Jason and Instructor Crystal Hendricks conducted an open forum with Iron Mountain high school students to answer questions about Bay College. They may be going to Pembine High School in early April.
- *Financial Reality Tour:* Jason Sullivan and Michele Campbell volunteered for the Iron Mountain-Kingsford Kiwanis Club's Financial Reality Tour, which is targeted towards juniors at Kingsford High School. The event helps give high school students an opportunity to get a glimpse of real-life finances as they enter college, and as they enter the workforce and take on traditional adult expenses. Some students indicated they would start their education at Bay.
- *Taco' Bout Enrollment* was held today to create awareness about fall registration. A good number of students attended.

**Louis Armstrong Event:** Bay College's Diversity Committee coordinated for Phil Lynch to perform a Louis Armstrong Tribute: "Satchmo the Great: The Life and Significance of Louis Armstrong" in the Lower Commons of the Iron Mountain campus. The event was open to both students and the community with a great response from the community. Nearly 30 people were in attendance, which was compiled of a mix of students and community members.

**Quilt Show:** The U.P. Quilters Guild displayed their quilts at the Iron Mountain campus which brought community members to campus.

**Manager of Business  
Development Report:**

Michele Campbell reported:

**Campus & Workforce Events:**

- *Niagara High School Career Day:* Michele setup a room to promote the CNA, dental assisting, and massage therapy programs. Thirty students rotated through five sessions.
- *Career Fair:* A career fair will be hosted at the Iron Mountain campus in the fall for students.
- *Red Dress Event:* Michelle is working with Bay College Foundation Member Nancy Finch to bring a Red Dress event to campus to create awareness about missing indigenous women and at the same time, bring more community members to the Iron Mountain campus. The event will be held in the fall.
- *CNA Program:* The March session of the CNA program is wrapping up this week with six students. They all passed the certification test.
- *Leadership Conference Academy:* The Leadership Academy will be held on May 2, and is open to the public. The theme is "Inclusive Leadership" to focus on diversity, equity, inclusion, and belonging (DEIB) in the workplace. The keynote speaker is from India and will share her amazing story. There will also be breakout sessions.

**Unfinished Business:  
Campus Name Change:**

Dr. Hughes report that the Board of Trustees approved the Iron Mountain Campus name change and the Advisory Board name change on February 15.

**By-law Revisions:**

Approval of the by-law revisions were tabled to the next meeting due to the lack of a quorum.

**President's Advisory  
Council:**

Dr. Hughes shared that information will be sent to those who may be interested in serving on the President's Advisory Council after the community strategic planning session on April 18. Invitations will be extended to community and business leaders in Dickinson and Delta counties. An odd number will be chosen to serve, and the meetings will be held remotely to accommodate representation from both campuses.

**Strategic Planning:**

Dr. Hughes shared information about the upcoming opportunity for community members to participate, by invitation, in the College's strategic planning initiative on April 18, from 4:30-6:30 p.m. CT on Zoom. Email invitations will be sent by the end of the week to contacts made during her First 100 Day Tour.

**New Business:**

***Advisory Seats***

***Expiring 6/30/24:***

Advisory Board seats for Andrew Brisson, Bruce Orttenburger, Jim Rice, and Alyssa Chamberlain will expire on June 30. Bruce, Jim, and Andrew committed to serve another term. Alyssa cannot serve and recommended Paul Peterson, Systems Control Training & Development Lead, to fill her seat.

Advisory Board members agreed the recommendation for Paul Peterson should be submitted to the Board of Trustees for appointment effective July 1, 2024.

**Other Business:**

Advisory board members were invited to tour the new welding lab across the highway at the Neuen's Landscaping location after the meeting. Thanks to Michele Campbell for coordinating the tour.

The meeting ended at 4:52 p.m. CT