

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

March 18, 2025

- Call to Order:** The meeting was called to order by Chair Bruce Orttenburger at 1:31 p.m. CT.
- Roll Call:** Laura Johnson took the roll call. The meeting format was virtual.
- Members Present:** Bob Koerschner, Russ Kassin, Christie Borchardt, Jennifer Huotari, Paul Peterson, Jim Rice, Kevin Sullivan, Andrew Brisson, Bruce Orttenburger
- Terri Mileski arrived at 1:40 p.m. CT.
- Members Absent:** None
- Administration & Staff:** Nerita Hughes, President; Jason Sullivan, Executive Director of Iron Mountain Campus; Cindy Gallagher, VP of Workforce Innovation & Strategic Partnerships; Caroline Carlson, Dir. of Marketing & PR
- Recorder:** Laura Johnson, Executive Administrative Assistant to the President
- Introductions:** Dr. Hughes introduced Christina Reed and Caroline Carlson.
- Christina Reed was hired as a full-time nursing instructor at the Iron Mountain campus for the fall 2024 semester, after teaching as a nursing adjunct instructor for three years. She still works occasionally as a nurse.
- Caroline Carlson is the new Director of Marketing and Public Relations. She has a background in marketing and design, multi-media, and is an artist. She worked on the East and West Coasts before moving to the Escanaba area with her husband, who is from the area.
- Interviews are scheduled next week for the Executive Director of Institutional Advancement.
- Minutes:** The minutes from the January 21, 2025, meeting were presented for approval.

It was motioned by Bob Koerschner and seconded by Russ Kassin to:

“Approve the Minutes from the January 21, 2025, Iron Mountain Campus Advisory Board Meeting as presented.”

No discussion. Motion carried unanimously.

Administrative Reports:

President’s Report:

Enrollment: Enrollment for the winter 2025 semester at the Iron Mountain campus is down 5% in student headcount, but up 6% overall. Workforce training enrollment has been added to the enrollment report.

Rural Guided Pathways: Dr. Hughes and Senior Leaders are in New Orleans for the NCII (National Center for Inquiry and Improvement) Rural Guided Pathways Project. The outcome of this project is to align guided pathways with our advising model to make sure we are holistically helping our students and supports the strategic pillar Designing a Holistic Student Experience. These efforts will allow us to improve how we help students successfully complete, make sure their skills are in line with business and industry, and ensure we are satisfying employers’ demand for talent, especially in high growth industries by shifting curriculum to meet those needs promptly.

Aspen Presidents Fellowship: Dr. Hughes attended her first Aspen Presidents Fellowship residence which is focused on creating a reform agenda. Bay College’s reform agenda has not been solidified as of yet.

Renewal Millage: Dickinson County voters will be presented with the renewal millage question to continue supporting operating millage at the Iron Mountain campus on the August 5, 2025, election ballot. The College cannot promote how voters should cast their vote but can craft messages and present information about the Iron Mountain campus and encourage residents to vote. The renewal millage would continue to support operations at the Iron Mountain campus and could eventually support adding a manufacturing center on site so students would not have to take welding classes across the highway from campus. There is enough room on the current property for an additional building.

Cindy Gallagher, VP of Workforce Innovation and Strategic Partnerships is working with the DAEDA Exec. Dir. Mindy Meyers and Dickinson Chamber of Commerce Exec. Dir. Suzanne Larson to compile an accurate list of organizations that may want to hear more about the College’s message going

into the election, knowing we have guidelines to follow within the Election Law and being conscience of our role.

Discussion was held about the hope that folks in Dickinson County will want to form a committee supporting the renewal millage and the organizations that may help.

Cindy is also working with Mindy Meyers and the DAEDA to tour the current welding lab to inform about the need for a permanent welding lab on the campus.

Cindy will lead the internal Bay team that will coordinate educational opportunities around the renewal millage.

Dr. Hughes explained that if the renewal millage does not pass before 2027, the Iron Mountain campus operating expenses would be added to the College's budget responsibility. Students would be impacted if it does not pass because the tuition rate would have to be raised substantially. Worst case scenario is it can run again before the end of 2026.

Dr. Hughes responded to a question from Jim Rice about how enrollment is factored in the budget that the budget is based on the number of contact hours trending and not the number of students. The FY25 budget reflects flat enrollment and fall FY25 enrollment ended up 8%. FY26 enrollment projections are being worked on.

Administration will be developing a strategic enrollment management plan with Ferrilli consultants after we receive the final results from our enrollment gap analysis. Environmental factors such as the inflation rate and the number of applicants in the admissions process (potential student vs. inquiries) are also considered in the enrollment projection.

It is important for the College to have a healthy Composite Financial Index (CFI) which assesses the financial health of the College. It is helpful to have a budget that ends in the black and a healthy reserve fund for emergency expenses. The Higher Learning Commission accreditation agency requires fiscal viability and certain financial ratio rates.

The State uses the College's number of FTE (Full-time equivalent) students to determine the state appropriations awarded. Bay College receives a smaller portion of state appropriations because we have more part-time students than full-time students and the award is formula-based on FTE.

Jim suggested promoting the senior citizen tuition discount offered in the renewal millage campaign.

Exec. Director Report:

Jason Sullivan reported:

Fall Registration Opens: Registration for the fall semester will open next week. Outreach is also happening for new, incoming students.

Current open positions for IM: Linda Varda, a Bay employee for the past 18 years, most recently with title of Student Services Coordinator, retired at the end of February. Linda provided a large amount of support for Admissions and dual enrollment/early college for the Dickinson/Iron counties. Her position vacancy has been filled by Chris Wenzel. Chris has served as the Student Support Coordinator since August 2023, overseeing Testing Services, external reservations, and front office support. Positions titles have been modified to Student Enrollment Coordinator and Student Engagement Coordinator. A position is posted for Chris' former position (Student Engagement Coordinator).

The English Full-time Instructor position is posted intending to have a person in place for fall 2025 semester. They will teach classes onsite and at some of the high schools.

The Workforce Partnerships & Lifelong Learning Manager based at the Iron Mountain campus is now posted.

Health Careers Day: Health Careers Day, organized by the DAEDA, took place on February 21. This event brought in healthcare providers from the community (eye care, dental, nursing, medical) and had roughly 290 local high school sophomores in attendance. Bay College was a sponsor of the event, along with hosting two demo rooms (EMT/Ambulance and SIM/Allied Health).

Education Visits to IM: West Iron County High School brought over 50 sophomores for a tour on March 14 and an informational session on Bay and the value of dual enrolled courses whether it be for Bay programming or transfer.

College 101 for Juniors was canceled due to weather, but Goodman High School requested a visit and information session for approximately 8-10 of their students. Invites have been extended for schools to set up an in-person tour, presentation, etc.

There is good utilization of dual enrollment by local high schools.

Unfinished Business:
Renewal Millage Update:

Cindy Gallagher reminded advisory board members to let her, or the President's Office know if organizations they are involved in would be interested in a renewal millage presentation. The draft timeline was shared with emphasis placed on creating messaging and scheduling presentations to area groups.

Discussion was held about targeting messages to different voter demographics. Dr. Hughes advised that a core message will be developed with messages created to target different demographics that can be derived from labor market information (LMI).

Christina Reed left the meeting at 2:08 p.m. Christie Borchart left the meeting at 2:14 p.m.

New Business:
Terms Expiring:

The advisory board terms of Christie Borchardt, Russ Kassin, and Bob Koerschner expire June 30, 2025. Russ and Bob expressed interest in continuing to serve on the advisory board. Christie had to leave the meeting and will be contacted for her decision.

June Meeting:

The next advisory board meeting on June 17 needed to be rescheduled. Discussion determined the meeting will move to June 10 and Bob Koerschner will chair the meeting since Bruce Orttenburger will be absent.

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

“Change the June 17, 2025, meeting of the Iron Mountain Advisory Board to June 10, 2025.” No further discussion. Motion carried unanimously.

Other Business:

None

Adjournment:

It was moved by Russ Kassin and seconded by Andrew Brisson to:

“Adjourn the meeting.” No discussion. Motion carried unanimously. The meeting adjourned at 2:22 p.m. CT.