

**NORTHWEST COLLEGE BOARD OF TRUSTEES
MINUTES OF REGULAR MEETING
October 8, 2018**

MEMBERS PRESENT: President MS. NADA LARSEN; Vice President/Secretary MR. DUSTY SPOMER; Treasurer Ms. CAROLYN DANKO; and Trustees MR. LUKE ANDERSON, MR. JOHN HOUSEL, MR. BOB NEWSOME and DR. MARK WURZEL.

MEMBERS ABSENT:

OTHERS PRESENT: DR. STEFANI HICSWA, President; DR. GERALD GIRAUD, Vice President for Academic Affairs; MR. DEE HAVIG, Interim Vice President for Student Services; MR. MARK KITCHEN, Vice President for College Relations ; MS. LISA WATSON, Vice President for Administrative Services and Finance; MS. JILL ANDERSON; MR. BRAD BOWEN; MR. DEAN BRUCE; MS. MARNEÉ CRAWFORD; MS. ELAINE DEBUHR; MR. TONY ENERVA; MS. LISA SMITH; MR. WEST HERNANDEZ; MS. SHELBY WETZEL; MR. MIKE BUHLER, the *Powell Tribune*; and MS. DIANA GWYNN, Executive Secretary to the President and Board of Trustees.

CALL TO ORDER: The regular meeting of the Northwest College Board of Trustees was called to order on Monday, October 8, 2018, at 3:05 p.m. in the Yellowstone Building Conference Center.

A APPROVE THE AGENDA: **A motion was made by Trustee Anderson and seconded by Trustee Wurzel to approve the agenda. Motion carried.**

STUDY SESSION: Mr. Vern Dooley, Associate Professor of Agriculture and Chairperson for Agriculture, Business, Communications and Equine Division, and Ms. Lynn Guccion, Visiting Part-Time Instructor of Animal Science, led a tour, with an explanation of the facilities, class offerings, community co-operations, and maintenance needs of the Paul Stock Ag Pavilion. They explained the strengths of their programs, which includes the only community college meat processing program in Wyoming, and the success of the associated Block and Bridle Club. They responded to questions from the Board.

A CONSENT AGENDA: **A motion was made by Trustee Wurzel and seconded by Trustee Danko to approve the consent agenda as presented.**

Board President Larsen reported on her continued work with the Education Committee to finalize plans for the WACCT meeting in Riverton on October 17 and 18.

Board President Larsen received feedback that the recent Taste of the Nations was a wonderful evening, both entertaining and educational.

Trustees Danko and Wurzel will attend the WACCT Board Meeting in Rock Springs on October 15 as well as the WCCC Meeting the following day.

President Hicswa responded to questions on the check register and other questions from Trustees.

Motion carried.

**DISCUSSION/INFORMATIONAL
ITEMS:**

Longitudinal Enrollment Report

Institutional Researcher Lisa Smith presented the annual Longitudinal Enrollment Report. She reported that enrollment numbers, both headcount and full-time enrollment, are down as compared to last year. She explained that community college enrollment rates are down across the state and the nation, and that NWC is the only Wyoming community college that has a majority of full-time enrollment. Ms. Smith also explained that though enrollment rates are down, retention and completion numbers are up, and those higher graduation rates have likely impacted enrollment. She showed how the data indicates the success of concurrent and dual enrollment, which has also likely impacted enrollment. Ms. Smith gave several other possible factors impacting current enrollment levels:

- Regional high school enrollments are down
- The current economy; low unemployment = fewer students
- Realizing the effects of recent budget cuts
- Staffing pattern in the Admissions/Registrar's office has been in constant transition over the last year
- UW's recent recruiting/enrollment campaign

Ms. Smith emphasized the higher than the national average graduation rate of 39%, which along with the statistic "97% of NWC students would recommend NWC to their friends and families" could be instrumental in a new marketing campaign to increase enrollment.

President Hicswa explained that she has issued a call to action for a "full-court press" marketing campaign. She reported that the Strategic Enrollment Management team has been working to identify target audiences. They are also re-evaluating past measures which have worked in recruitment from WUE states and assessing causes for decline in numbers of international students attending NWC. The scholarship work team has been working hard to implement scholarships for adult learners, which will be used in the marketing strategies. In addition to the marketing campaign, NWC faculty and staff will be trained in use of social media to aid in recruitment strategies. The plan is to roll out the new marketing campaign in the next few months.

CITIZEN'S OPEN FORUM:

Citizens' Open Forum convened at 5:02 p.m. There were no citizens who wished to address the Board and the Citizens' Open Forum adjourned at 5:03 p.m.

**DISCUSSION/INFORMATIONAL
ITEMS (CONTINUED):**

FY19 Operational Plan

President Hicswa presented to the Board of Trustees the FY19 Operational Plan, developed by her and her staff, based on the goals given to her by the Board. She then responded to questions.

Cody Hall

President Hicswa presented an update on the status of the Cody Hall renovation. NWC was scheduled to go to the State Loan and Investment Board last week to seek approval for the \$3M loan for Cody Hall renovations; however, HCM Architects and Scion have continued work on the Residence Life Master Plan. That additional information coupled with low enrollment rates has necessitated a step back to reassess NWC housing needs. The Board Facilities Committee will meet on Thursday to review the additional information and determine the best way to proceed in meeting the housing needs of NWC students.

Academic Program Development update

President Hicswa responded to questions from the Board regarding the Academic Program development memo which outlines degree and certificate offerings which are new, in development or under consideration and which help NWC remain relevant and marketable.

Board Self-Assessment

The Board self-evaluation form will be sent out tomorrow to the Trustees. The due date for completing the form is Friday, October 26, 2018.

President's Evaluation

The Presidential Evaluation survey has been issued to select NWC employees, community members, and to the Board of Trustees. The due date for completing the survey is Friday, October 19, 2018.

A UNFINISHED BUSINESS:

A NEW BUSINESS:

Fitness Center Policy (first reading)

President Hicswa presented to the Board, for a first reading, the proposed revisions to the Fitness Center Policy. She reported that this policy has been through the NWC shared governance process and was reviewed by the Board Policy and Student Success Committee. She recommended approval of the policy to the Board.

A motion was made by Trustee Anderson and seconded by Trustee Wurzel to approve the Fitness Center Policy. Motion carried.

ANNOUNCEMENTS:

The WACCT Board Meeting will be held on October 15, in Rock Springs from 3-5 p.m.

The WCCC will meet on October 16, at Western Wyoming Community College in Rock Springs.

The WACCT Fall Conference will be held October 17-18 at Central Wyoming College in Riverton. Campus Safety and Security will be the focus of the conference. Board President Larsen invited all Trustees to attend.

The next meeting will be held at 3 p.m. on November 12, 2018 in the Yellowstone Building.

The Governor's Business Forum is scheduled for November 13-15, 2018 in Cheyenne.

A ADJOURNMENT:

A motion was made by Trustee Danko and seconded by Trustee Wurzel to adjourn. Motion carried and the meeting adjourned at 5:29 p.m.

DUSTY SPOMER, Vice President/Secretary

Date