

**NORTHWEST COLLEGE BOARD OF TRUSTEES
MINUTES OF REGULAR MEETING**

December 10, 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; 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; MR. MIKE ADKINS; MR. ROBERT BECKER; MR. BRAD BOWEN; MR. DEAN BRUCE; MS. ANNA CRAGOE; MS. ELAINE DEBUHR; MS. RENEE DECHERT; MR. VERN DOOLEY; MS. KAREN ELTON; MR. TONY ENERVA; MR. DAVE ERICKSON; MS. SANDY FEYHL; MS. JENNIFER LITTERO-TREVINO; MS. AMY MCKINNEY; MS. ASTRID NORTHRUP; MR. DAVE PATTERSON; MS. LISA SMITH; MR. GREG THOMAS; MR. NEIL WAITE; MS. KRISTINE WALKER; MS. SHELBY WETZEL; MR. MIKE BUHLER, the *Powell Tribune*; and MS. DIANA GWYNN, Executive Secretary for 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, December 10, 2018, at 3:04 p.m. in the Yellowstone Building Conference Center.

OATH OF OFFICE:

Ms. Jo Ann Heimer, NWC Business Office Manager and Notary Public, administered the Oath of Office to re-elected Trustees Carolyn Danko, John Housel, and Dustin Spomer.

A APPROVE THE AGENDA:

A motion was made by Trustee Danko and seconded by Trustee Anderson to approve the agenda. Motion carried.

STUDY SESSION:

Admissions Manager West Hernandez, Vice President for College Relations Mark Kitchen, and Marketing, Communications, Web Manager Carey Miller presented the new Enrollment Marketing Campaign which is being rolled out this fall. Mr. Hernandez explained that, in preparation for the marketing campaign, the Strategic Enrollment Management Committee (SEM) identified target audiences, key messages, and target programs, as follows:

- Two target audiences: traditional students in WUE states and non-traditional student in the Big Horn Basin
- Four key messages: Location, Quality, Experience, Value/Affordability
- Six target programs: Allied Health/Nursing, Agriculture, Education, Criminal Justice, Photographic Communication and Biological Sciences/Pre-professional Sciences

Vice President Kitchen explained that the Marketing, Communications, Web Team took these targets and, in a retreat, created an overall structure for the Enrollment Marketing Campaign. The campaign has been presented to the President's Staff, College Council, Academic Affairs Committee, and at an All-Employee meeting. Vice President Kitchen also explained that this campaign is designed to be, and needs to be, supported long-

term in order to be effective. Ms. Miller then outlined the variable slogan, media-mix campaign which can be adapted to target audiences, for target programs, with a focus on key messages. The campaign uses variable slogans in the format: Be----- . Don't----- . Choose----- . (Ex. Be determined. Don't relent. Choose opportunity.) The ads will be used on billboards, in newspapers, online, and across social media platforms, with each ad being crafted for a specific target audience. Ms. Miller explained that this is the big wave of the campaign, but there will be smaller waves throughout the year when additional specific needs are assessed. Ms. Miller specified the number and types of ad that are being run. She also outlined plans to train all employees on how they can help with the marketing campaign through their own social media use. Ms. Miller then responded to questions from the Board. President Hicswa explained that funding for this campaign has been taken from the College Relations and Admissions budgets, but was not enough to cover the cost of the entire campaign for FY19. The NWC Foundation Board has approved funding to cover the deficit.

A ELECTION OF OFFICERS AND COMMITTEE ASSIGNMENTS:

Board President Larsen presented the nominations for officers proposed by the Nomination Committee:

Trustee Dustin Spomer as President

A motion was made by Trustee Wurzel and seconded by Trustee Anderson to elect Trustee Spomer as President. Motion carried.

Trustee Mark Wurzel as Vice President/Secretary

A motion was made by Trustee Danko and seconded by Trustee Larsen to elect Trustee Wurzel as Vice President/Secretary. Motion carried.

Trustee Luke Anderson as Treasurer.

A motion was made by Trustee Newsome and seconded by Trustee Wurzel to elect Trustee Anderson as Secretary. Motion carried.

On behalf of the Board of Trustees, Trustee Spomer presented Trustee Larsen with a gift card in acknowledgement of her service as Board President for the past two years.

Board President Spomer announced the committee appointments:

- Policy and Student Success Committee – Trustees Wurzel (Chair), Housel, and Larsen
- Finance Committee – Trustees Danko (Chair), Anderson, and Newsome
- Facilities Committee – Trustees Anderson (Chair), Danko, and Spomer

Trustees Larsen and Wurzel will serve as delegates to the Wyoming Association of Community College Trustees (WACCT) and the Wyoming Community College Commission (WCCC).

Boards of Cooperative Educational Services (BOCES) will be as

follows:

- Park County School District #1 (Powell): Trustees Danko and Wurzel
- Big Horn County School District #2 (Lovell): Trustees Anderson and Housel
- Big Horn County School District #3 (Greybull): Trustees Larsen and Newsome

A ANNUAL SIGNATURE ON BOARD CODE OF ETHICS:

Board President Spomer presented documents to be reviewed and signed annually by Trustees: Board Code of Ethics and Conduct, Conflict of Interest Disclosure, and Disclosure of Interest forms. Trustees were asked to return the signed documents to Ms. Gwynn.

A CONSENT AGENDA:

A motion was made by Trustee Larsen and seconded by Trustee Wurzel to approve the consent agenda as presented.

President Hicswa responded to questions from the Trustees on various reports.

Motion carried.

DISCUSSION/INFORMATIONAL ITEMS:

Completion Summary

Institutional Researcher Lisa Smith presented charts showing the number of completions and completers at NWC in the 2017-18 academic year. Overall, NWC had 439 total completions which is a 24% increase over the previous year; 328 students earned a degree or certificate which is a 16% increase over last year. Another chart showed completions by program area. Welding had the greatest number of completions in 2017-18.

Statewide legislative agenda

President Hicswa presented the Wyoming Association of Community College Trustees (WACCT) 2019 Legislative Priorities. She explained that the number one priority for all seven community colleges is a compensation increase for community college employees; and though Governor Mead's supplemental budget offers some increase, it is not enough. Therefore, LCCC President Joe Schaffer is currently drafting a letter to Governor-elect Gordon requesting an additional increase. President Hicswa pointed out that Capital Construction is also one of the legislative priorities. She reported that she will be presenting before the Joint Appropriations Committee (JAC). The letter regarding compensation increase will be presented and President Hicswa will also be requesting removal of the Level II funding footnote. President Hicswa reported that the Community College Presidents are working with the Joint Education Committee on campus security. They are working on a Homeland Security grant application and hope to receive additional campus safety funding from the State of Wyoming.

January meeting date

President Hicswa reported that Governor Mead has requested that she attend a Lumina convening the week of January 14, 2019, which is the week of the regularly scheduled Board of Trustees meeting. She respectfully requested that the January meeting be

moved to January 21, to which the Board agreed.

A UNFINISHED BUSINESS:

Audit Approval

President Hicswa presented the final audit report from McGee, Hearne & Paiz, LLP to the Board of Trustees and recommended approval.

A motion was made by Trustee Danko and seconded by Trustee Wurzel to approve the audit as presented. Motion carried.

A NEW BUSINESS:

New Program Proposal –
Conservation Law Enforcement
(first reading)

President Hicswa presented the new program proposal for Conservation Law Enforcement to the Board of Trustees and recommended approval.

A motion was made by Trustee Wurzel and seconded by Trustee Larsen to approve the new program proposal for Conservation Law Enforcement as presented.

At the request of President Hicswa, Criminal Justice Instructor Tony Enerva responded to questions from the Board about the new program including the timing of program availability to students, application of the program to both traditional and non-traditional students, and the potential jobs for those completing the program.

Motion carried.

CITIZEN’S OPEN FORUM:

Citizens’ Open Forum convened at 5:01 p.m. There were no citizens who wished to address the Board and the Citizens’ Open Forum adjourned at 5:01 p.m.

A NEW BUSINESS:

Investment of Public Funds
Resolution (first reading)
Investment of Public Funds Policy
(first reading)

President Hicswa presented to the Board the Investment of Public Funds Resolution and subsequent Investment of Public Funds Policy and recommended approval.

A motion was made by Trustee Larsen and seconded by Trustee Wurzel to approve the Investment of Public Funds Resolution.

Trustee Wurzel, representing the Board Policy and Student Success Committee, presented a revision to the proposed Compensation Resolution to the third whereas statement to read as follows:

“Whereas College funds will be invested to provide a prudent security and investment return strategy while meeting the College’s daily cash flow demands.”

Following discussion, it was decided to lay on the table the Investment of Public Funds Resolution and subsequent Investment of Public Funds policy until the January meeting.

3.9.2 Information Security (first reading)

President Hicswa presented to the Board new policy 3.9.2 Information Security and recommended approval.

A motion was made by Trustee Anderson and seconded by Trustee Wurzel to approve Policy 3.9.2 Information Security as presented. Motion carried.

Policy Revisions

1.4.1.3 Assignment of Secondary Areas of Expertise (first reading)

Board President Spomer asked the Board to consider the proposed policy revisions en bloc.

1.8.2 Appointment (first reading)

Trustee Wurzel, representing the Board Policy and Student Success Committee, reported that the committee has reviewed these policies multiple times. They concur that the policy revisions have been brought successfully through the policy process. The committee feels that as an institution, we should be trying to exceed the HLC standards. Though they recognize the faculty vote showing that the faculty are opposed to these revisions, the Policy Committee does recommend approval of these policy revisions.

1.9.2 Appointment (first reading)

President Hicswa pointed out that these are the last of the policies which were laid on the table in April 2018. She also acknowledged that the commentary included in the prefacing memo, outlining both dissenting views and supporting views of the policy revisions, has been very helpful.

President Hicswa emphasized that the NWC administration desires to have instructors educated to at least one level above the level of the classes which they teach.

President Hicswa responded to questions from Trustees, and at President Hicswa's invitation, Ms. Renee Dechert, FEPRC facilitator, also responded to questions from Trustees.

Trustee Spomer recommended a minor revision to the Policy 1.9.2, adding the word "new" in the first two sentences of paragraph three in order to clarify that the policy applies only to new faculty.

Following discussion, a decision was made to lay these policy revisions on the table until the January meeting.

Board President Spomer directed President Hicswa to provide additional scenarios at the January meeting to help illuminate the discussion of these policy revisions.

FUTURE AGENDA ITEMS:

No future agenda items were presented.

ANNOUNCEMENTS:

State of the College Address will be January 7, 2019 at 8:30 a.m. in the Yellowstone Building.

The next meeting will be held at 3 p.m. on January 21, 2018 in the Yellowstone Building.

The WACCT Leadership Awards & Legislative Reception will be February 7, 2019 in Cheyenne.

The National Legislative Summit is February 10-13, 2019 in Washington D.C.

A ADJOURNMENT:

The meeting adjourned at 5:49 p.m.