

**NORTHWEST COLLEGE BOARD OF TRUSTEES**

**MINUTES OF REGULAR MEETING**

August 12, 2019

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

**MEMBERS ABSENT:** Treasurer MR. LUKE ANDERSON

**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 Relation; MS. LISA WATSON, Vice President for Administrative Services and Finance; MR. DEAN BRUCE, MR. JASON HORTON, MR. SHANE OGDEN, MR. GREG THOMAS, MS. SHELBY WETZEL MR. KEVIN KILLOUGH, *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, August 12, 2019, at 3:15 p.m. in the Meeteetse School Cafeteria.

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

**WORK SESSION:** The Board of Trustees reviewed a report on current enrollment for Fall 2019 and discussed its ideas regarding the continued downward trend.

Trustee Larsen recommended that the Board allow time for the marketing campaign to take effect before making any additional big changes.

Trustee Danko pointed out that activities are vital for students, but that many commuter students miss out on the on-campus activities. She also recommended expanding class offerings and trades programs.

Trustee Housel recommended against waiting too long to see if the marketing campaign is working. He reported that he has seen personal attention make a difference in recruiting students, so recommended NWC cultivate Trailblazer ambassadors and faculty for recruiting efforts. He also pointed out that the information students receive on their first visit to the NWC website is critical, so presenting the right message on the homepage is key.

Trustee Newsome suggested that all college employees should be recruiting. He also pointed out that avoiding student loan debt is a factor for students when choosing whether or not to attend college, so NWC needs to advertise strategically with a value/low cost message.

Trustee Wurzel agreed that NWC needs to give the marketing campaign time, but he also pointed out that NWC may need to make some bold changes. He encouraged more recruiting through community events as well as marketing college resources.

Trustee Spomer asserted that the Board needs to transition from identifying problems to solving problems. Though NWC may need more time to evaluate the success of the marketing campaign, he advised choosing one bold thing that can be done and giving specific direction to the President.

The Board determined that Board President Spomer should meet with President Hicswa to sift through the multitude of ideas presented and to select 4-5 ideas to return to the Board for its consideration.

**RECOGNITION OF SERVICE & RETIREMENT:** The Board of Trustees recognized Vice President Mark Kitchen for 42 years of tremendous service at Northwest College. They heartily thanked him and wished him well in his retirement. This was his last Board meeting as Vice President.

**A CONSENT AGENDA:**

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

President Hicswa responded to questions on the check register. She reported that there was a voided voucher showing on this month's check register, but that the report has been corrected so voided vouchers will not show on future reports.

**Motion carried and the consent agenda, including the minutes of the July 8, 2019 regular meeting and budget hearing, was approved.**

**CITIZENS' OPEN FORUM:**

The Citizens' Open Forum convened at 4:56 p.m. There were no citizens who wished to address the Board, so the Citizen's Open Forum was adjourned.

**DISCUSSION/  
INFORMATIONAL ITEMS:**

Wyoming Association of  
Community College Trustees  
(WACCT) Update

Erin Taylor, WACCT Executive Director, outlined the upcoming annual WACCT conference to be held at NWC on September 25. The conference will focus on SF111—implementation of Bachelor of Applied Science degrees by community colleges. Presenters at the conference will include the Community College Baccalaureate Association, the Higher Learning Commission, the Center on Education and Skills, the Wyoming Business Alliance, and the Western Interstate Commission for Higher Education. Topics of focus will be lessons learned from other states; how BAS degrees tie in with Wyoming attainment goals; input from industry leaders regarding BAS degree offerings; and research and data for informed decision making.

Ms. Taylor then discussed what the long-term outlook and funding outlook should be for Wyoming community colleges. She discussed how these tie into the state attainment goals and advocacy efforts prior to the legislative session. She reported that she has already been meeting with legislators and will continue to educate them on community college priorities and foci.

She said WACCT is approaching its Legislative Reception differently this year by focusing the entire event on how community colleges transform lives. She reported that the WACCT Board is interested in being more involved with the community college issues and is using Washington state as a model for what this might look like.

Ms. Taylor asserted that one of the biggest issues right now is working on the state attainment goals. She reported that at the recent Wyoming Tomorrow Task Force meeting, participants reviewed the statistics outlining what is needed to meet the current attainment goals, such as needing to triple the population of high school students in the pipeline for college and needing to recruit 55,000 more adult students. She said the legislators' eyes were opened to what it is actually going to take to accomplish the attainment goals.

Ms. Taylor indicated that all legislators need to be educated about the attainment work and what will be required. She also said they need to be educated about what community colleges need in terms of compensation, equipment, safety/security, state funding for budgets. She pointed out that community colleges won't get what they don't ask for, so they need to request funding more boldly and help legislators understand the real needs of community colleges.

In terms of compensation, Ms. Taylor reported that she has been having conversations with other state agencies, who face similar compensation issues. She is working to form a coalition with these agencies in order to work together to show the Governor how serious the compensation issues are for all.

In response to Trustees inquiries about how they could help, Ms. Taylor

recommended that the Board focus their work, in conjunction with the other colleges, to ensure all community colleges are on the same page and supportive of collective efforts, such as implementation of the Wyoming Works program.

2018-2019 Policy Updates  
Review

President Hicswa explained that the list of 2018-2019 policy updates had been inadvertently omitted from last month's meeting materials, so it is included in this month's Board materials, for review.

Vendor Contracts Review

The Board performed an annual review of vendor contracts. President Hicswa responded to questions and, at the request of President Hicswa, the vice presidents also responded to questions regarding several of the vendor contracts:

- Agilent Technologies – this charge is for the technology that is utilized in classes that have a lab portion.
- Campus Labs – is the provider for course evaluation software
- Dining contract – the contract with Chartwells has been closed, the new contract with Sodexo has been started
- Pepsi – contract periodically goes out for bid
- Licensing agreements – businesses which use the NWC logo or name of the college pay a royalty fee
- BOCES – \$100,000 paid to NWC by BOCES for staffing and programs
- BBCOW – provides employees with free entry to the museums as well as other reciprocal services and educational opportunities
- EVERFI (LawRoom) – online training, such as Title IX, which is required for compliance
- LAMAR – marketing billboards; placement based on where there is availability, as well as fiscal and strategic location considerations
- Insurance Consultant Services – helpful in determining and applying insurance policies for NWC

Vice President Watson explained that the vendor list includes vendor contracts in which NWC is actively engaged and have been signed into effect.

Citizens' Open Forum Procedure  
Review

Trustees reviewed and discussed the current procedures for the Citizens' Open Forum portion of their meetings.

**A UNFINISHED BUSINESS:**

**A NEW BUSINESS:**

Board Meeting Date Changes

President Hicswa reported that due to scheduling conflicts, two future Board meetings need to be rescheduled.

**A motion was made by Trustee Larsen and seconded by Trustee Newsome, to reschedule the October Board meeting to October 7, 2019. Motion carried.**

**A motion was made by Trustee Newsome and seconded by Trustee Wurzel, to reschedule the April Board meeting to April 6, 2020. Motion carried.**

**FUTURE AGENDA ITEMS:**

**ANNOUNCEMENTS:**

State of the College Address, August 19, 2019, 8:30 a.m., Yellowstone Building  
NWC Family Picnic, August 19, 2019, 5:00 p.m., Park County Fairgrounds  
Next Meeting, September 9, 2019, 3:00 p.m., Yellowstone Building  
WACCT Annual Conference, September 24-25, 2019, Northwest College  
Joint Education Interim Committee Meeting, September 26-27, Cody  
ACCT Leadership Congress, October 16-19, 2019, San Francisco, CA  
WCCC Meeting, October 24, 2019, Sheridan

**A ADJOURNMENT:**

**The meeting was adjourned at 5:34 p.m.**

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MARK WURZEL, Vice President/Secretary

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Date