



Northwestern
Michigan
College

Board of Trustees

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We deliver lifelong learning opportunities to transform lives and enrich our communities.

1701 East Front Street
Traverse City, MI 49686
(231) 995-1010
trustees@nmc.edu

Meeting Agenda

Monday, November 20, 2023
at Timothy J. Nelson Innovation Center
Room 106/107
1701 E. Front Street

5:30 p.m. Regular Meeting

I. GENERAL BUSINESS

- A. Call to Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Review of Agenda and Approval of Additions, Deletions, or Rearrangements

II. STRATEGIC FOCUS

- E. Mission & Values in Action—Multicultural Student Club
- F. Diversity, Equity, Inclusion, and Belonging—*Jason Slade, Vice President of Strategic Initiatives, and Dr. Marcus Bennett, Special Assistant to the President for Diversity, Equity, Inclusion, and Belonging*

III. REPORTS AND PRESENTATIONS

- G. Faculty Report: Microplastics in Boardman/Ottaway Watershed—*Nick Roster, Biology Instructor*

IV. PUBLIC INPUT

Each person wishing to address the Board during public comment must be present and shall provide their name, address, city, phone, and issue to be addressed on a form provided prior to the meeting. The topic addressed should be related to business within the jurisdiction of the Board. Forms will be collected and given to the Board Chair prior to the call for order. Comments will be limited to (3) three minutes in length per speaker. The Board will take public remarks into consideration, but will not comment at time of input.

V. UPDATES

- H. President's Update—*President Nick Nissley*
- I. Board Chair Update—*Laura Oblinger, Chair*



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VI. CONSENT ITEMS (Pursuant to Policy A-105.00 Consent Agenda Items)

These items will be adopted as a group without specific discussion. When approving the meeting agenda, any Board member may request that a consent agenda item be moved to the regular agenda for discussion or questions.

Recommend that the following items be approved:

- J. Minutes of the October 23, 2023, regular meeting and closed sessions
- K. Minutes of the November 8, 2023, study session
- L. Financial Report—*Troy Kierczynski, Vice President of Finance and Administration*
- M. Sensitive Information Report—*Troy Kierczynski, Vice President of Finance and Administration*
- N. Enrollment Report—*Todd Neibauer, Vice President for Student Services and Technologies*
- O. PRMC—*Diana Fairbanks, Associate Vice President of Public Relations, Marketing, and Communications*
- P. Foundation Report—*Jennifer Hricik, Interim Associate Vice President for Resource Development and Executive Director of Foundation*
- Q. Presidential Performance and Compensation Committee Report—*Laura Oblinger, Committee Chair*
- R. Building and Site Committee Report—*Ken Warner, Committee Chair*

VII. ACTION ITEMS

- S. **Resource Guidelines** (Pursuant to Policy A-106.00 Finance)
Recommend approval of NMC Resource Guidelines for 2024-2025 as presented.
- T. **Great Lakes Campus Paver Replacement** (Pursuant to Policy A-106.00 Finance)
Recommend authorization for administration to enter into a contract with Spence Brothers construction company in the amount of \$217,727, plus a 10% contingency of \$21,773, for a total authorization of \$239,500 to complete repair and remodel of the north courtyard of the Great Lakes Campus as presented. This project will be funded by Auxiliary (Hagerty Center) reserves.
- U. **Core Network Switch Equipment Replacement** (Pursuant to Policy A-106.00 Finance)
Recommend authorization for administration to enter into a contract with People Driven Technologies for the replacement of the Cisco core network switch equipment in the amount of \$193,373.43. The funding source is the Technology Plant Fund.
- V. **Esports Management Certificate of Achievement** (Pursuant to Policy A-106.00 Educational Services)
Recommend approval of Esports Management Certificate of Achievement, effective Spring 2024.
- W. **NMC Foundation Board Member Appointment** (Pursuant to NMC Foundation Bylaws)
Recommend approval of the appointment of Mary Pelcher to the NMC Foundation



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Board, for a term of three fiscal years, commencing November 2023 and expiring June 20, 2026.

X. Board Policies (Pursuant to Policy A-106.00 Other)

Recommend adoption of the following Board policies on a second-reading basis:

- Revised Policy D-400.00 External Partnerships
- Revised Policy D-500.02 Tobacco Free NMC
- Revised Policy D-300.00 Workforce
- Policy D-500.01 Use of Federal Funds (no revisions)

Y. Closed Session

Recommend that the Board convene in closed session as permitted by Section 8(1)(d) of the Open Meetings Act, MCL 15.268. (*Requires two-thirds majority roll call vote of members elected or appointed and serving.*)

Z. Reconvene Regular Session

Recommend the closed session adjourn and the open session of the regular meeting be reconvened. (*Roll call vote*)

VIII. REVIEW OF FOLLOW-UP REQUESTS

Confirm requests made by the Board that require administrative follow-up for information to be provided to the Board at a later date.

1. Item VII Y. Of the agenda calls for a closed session. For what purpose?

Addressed in other email correspondence; potential property purchase.

2. Page 39 sets forth financial reserves with columns for Target, 2019, 2020, 2022, and 2023.

For a number of reserves on the top half of the page, there are dark gray spaces with no numbers. Why is that?

Several years ago, we revised our reserve categories. The section with dark gray spaces... those reserves are now inactive. Instead, we have a "general operating reserve" that encompasses all of those contingencies.

3. On page 41, we are told that only one vendor submitted a proposal for the core network switches. Why is that?

We sent this to several vendors directly as well as posting it on our bids page. However, manufacturers often give preferred pricing for the equipment to the reseller that the purchaser has a relationship with. In this case, NMC has been working with the vendor, People Driven Technology, on several projects and Cisco may have given them preferred pricing for resale. This makes it difficult for other vendors to compete on price. We also had one vendor who was unable to submit a bid by the deadline.

IX. ADJOURNMENT

Upcoming Board Meeting Dates:

All board meetings are open to the public.

December 11, 2023—Timothy J. Nelson Innovation Center, Room 106/107 (2nd Monday)

January 22, 2024—Timothy J. Nelson Innovation Center, Room 106/107

February 26, 2024—Timothy J. Nelson Innovation Center, Room 106/107

March 18, 2024—NMC Hagerty Center, Great Lakes Campus, Room C (3rd Monday)

NMC NEXT

OUR COMMUNITY. OUR COLLEGE. OUR FUTURE.

To: Dr. Nick Nissley, President

From: Jason Slade, Vice President of Strategic Initiatives

Date: November 13, 2023

Subject: Strategic Initiatives Update: *November 20, 2023 Board of Trustees Meeting*
Topic: *Strategy 3 - Diversity, Equity, Inclusion, and Belonging*

Strategy 3: Diversity, Equity, Inclusion, and Belonging

Diversity, Equity, Inclusion, and Belonging: Cultivate an inclusive environment that fosters a sense of belonging and delivers equitable opportunities so all students and employees are able to thrive and succeed. (*Champion: Marcus Bennett*)

Summary:

This strategy is on track with 2 objectives completed, 2 objectives currently classified as “green” / on-track, and 1 objective, related to student retention and enrollment, is lagging. Year 2 has transitioned the strategy from defining DEIB to a focus on implementing the HR training module and surveys necessary to achieve the objectives related to belongingness, retention, and application to enrollment.

Highlights and Successes of this Strategy:

- The fall semester opening conference for all employees was “Building Belonging at NMC” led by Ken James, Chief Diversity Officer at Muskegon Community College. Lessons from this have been rolled out to Leadership Council and other areas.
- HR has developed on-boarding training for new hires with a focus on diversity, equity, inclusion, and belonging. Rollout of training and activities for all staff will begin during the Embrace the Dream initiatives in February and continue on throughout the year.
- Nathan Bootz was hired as NMC’s Native American success coach.




Challenges:


- With a limited BIPOC population, Objective 4 (address the barriers to entry and success) requires more data which we continue to gather through additional surveys and other feedback mechanisms.

Events:

- DEIB-related events include:
 - Indigenous Peoples’ Day (Dennos and Native American Student Organization)
 - Veterans Day event honoring NMC’s student, faculty, and staff veterans
 - 48th annual Mariners Memorial led by Student Propeller Club of the Great Lakes Maritime Academy
 - Thanks-for-Giving 2023 led by NMC’s Professional Communications class

- Campus-wide Professional Development Day sessions related to DEIB initiatives including neurodiversity, student success, and more
- Pop-up and Welcome Back activities developed and supported by Campus, Residence and Student Life
- Developing Embrace the Dream events for February 2024

Strategy 3 - Diversity, Equity, Inclusion, and Belonging				
Objective 1: Create a college DEIB statement of definition and purpose; receive President’s Council approval, and share with the NMC Board of Trustees.				
Status of Action Steps		Current Percent Complete	Target	Notes
Objective Complete - Year 1		100%	100%	Definitions complete - Nov. 2022 Purpose Statement complete - May 2023.
Objective 2: Implement staffing and resourcing for DEI efforts with the creation of at least a .5 FTE position by end of FY 2022.				
Status of Action Steps		Current Percent Complete	Target	Notes
Objective Complete - Year 1		100%	100%	Objective complete - July 1, 2022.
Objective 3: Provide onboarding training and regular training opportunities on diversity, equity, inclusion, and belonging for all NMC employees by August 15, 2023.				
Status of Action Steps		Current Percent Complete	Target	Notes
2 Complete 2 On Schedule		70% 	100%	New hiring training has been rolled out. Next step will be for current employees.
Objective 4: Address the barriers to entry and success of vulnerable student populations to improve application to enrollment statistics from 28% to 35% for BIPOC students and improve 12-month retention of all vulnerable populations by 3 percentage points by Fall 2025.				
Status of Action Steps	Baseline (Fall 2020)	Current	Target (Fall 2025)	Notes
4 On Schedule 2 Not Started	Application to Enrollment: 28% Retention: 77% (12 month retention)	Application to Enrollment: F22: 26% F23: 22%  Retention: Fall ‘22 to Spr ‘23 = 77% 	Application to Enrollment: 35% Retention: 80% (12 month retention)	Retention: Brookline DEIB survey started in Oct. 2023, extended to Dec. to collect more data. Targets current students on belonging. Data available late Spring 2024. Application: Barrier identification is in progress through a survey of non-enrollees from Fall 2023.

Objective 5: Review and revise NMC systems, policies, and procedures for inclusive and equitable language and processes across college systems by Dec. 2025.				
Status of Action Steps		Current Percent Complete	Target	Notes
4 On Schedule		30% 	100%	EAB (Education Advisory Board) performed audits of the website, policy, and other materials. Results shared with PRMC. Will be used as part of redevelopment for this objective.

Key	
Green	> 75% of scheduled actions supporting objective are on task
Yellow	> 50% of scheduled actions supporting objective are on task
Red	< 50% of scheduled actions supporting objective are on task

NMC BOT Faculty Presentation Form

This form will be shared with the BOT before the meeting so they know what you will be presenting and a little bit about you. Thank you for sharing your time and expertise with the BOT so they continue to be informed about the high quality educators and programs we have here at NMC.

Name *

Nick Roster

Your Title *

Instructor

Presentation Title *

Sampling the Boardman/Ottaway Watershed in BIO 115

Please provide a description of what you will be presenting to the BOT. *

Hopefully myself and some students will present on our project of sampling the Boardman/Ottaway watershed for microplastics. And the benefits of being a part of a project like this.

Who are you? Please upload or type a bio here. If you do not have one, just tell The BOT a bit about yourself. This info will be given to them before the meeting. *

Nick Roster is the most recent recipient of the Imogene Wise Faculty Excellence Award. He has been teaching at NMC for 18 years and has recently taken over the General Biology sequence and has engaged students in two C.U.R.E.s (Course-based Undergraduate Research Experiences). In his vanishingly little amount of spare time, he is an Assistant Scoutmaster for Troop 34 in which his two boys are Life Scouts. His wife is an Administrative Assistant at West Woods Elementary.

This form was created inside of Northwestern Michigan College.

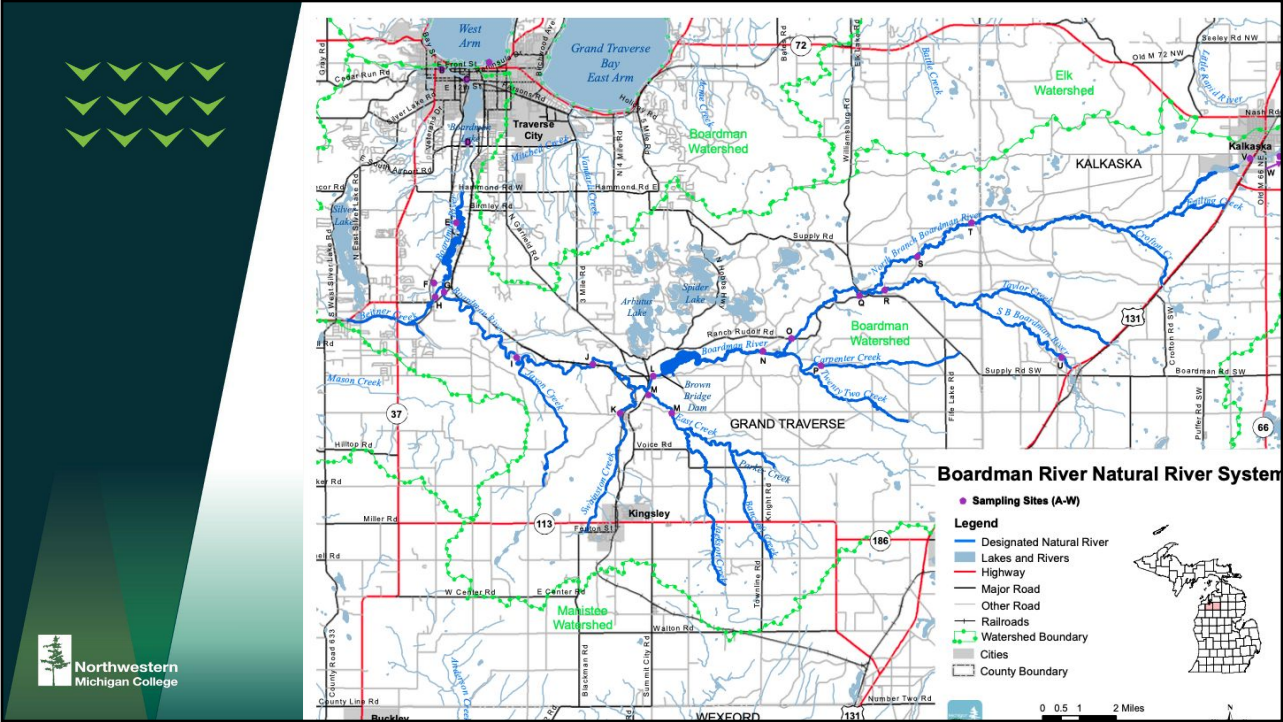
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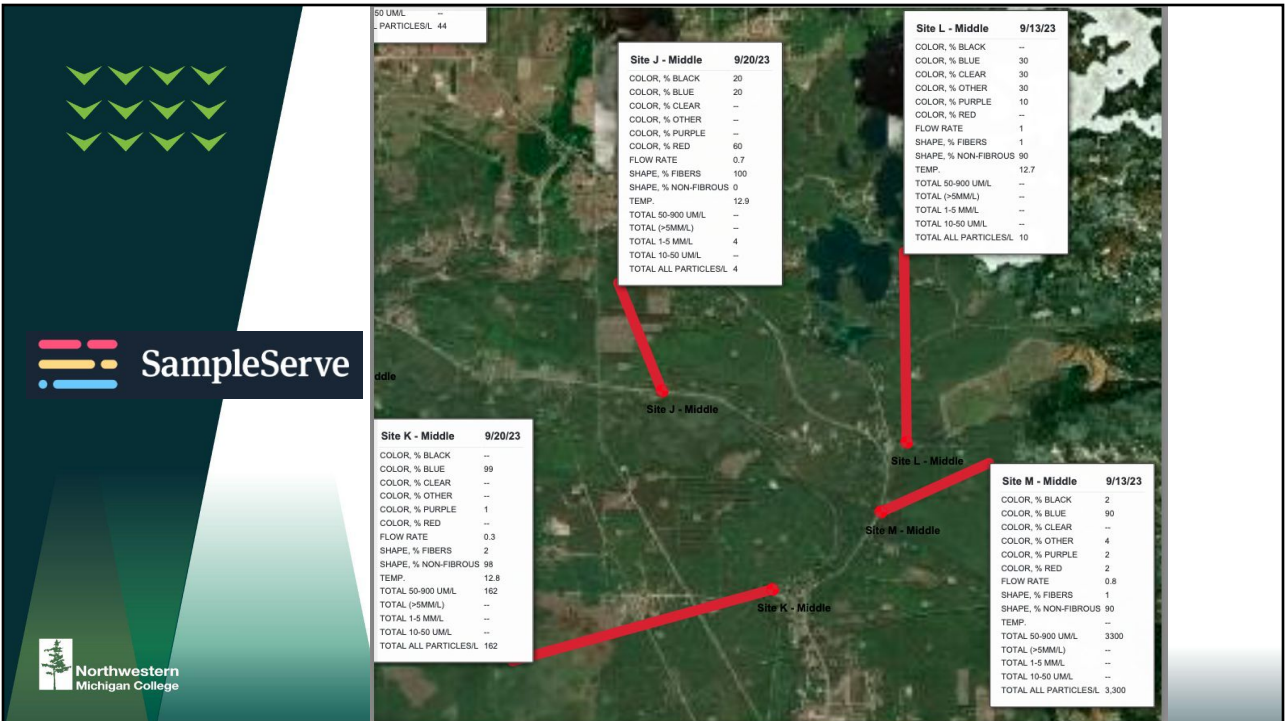
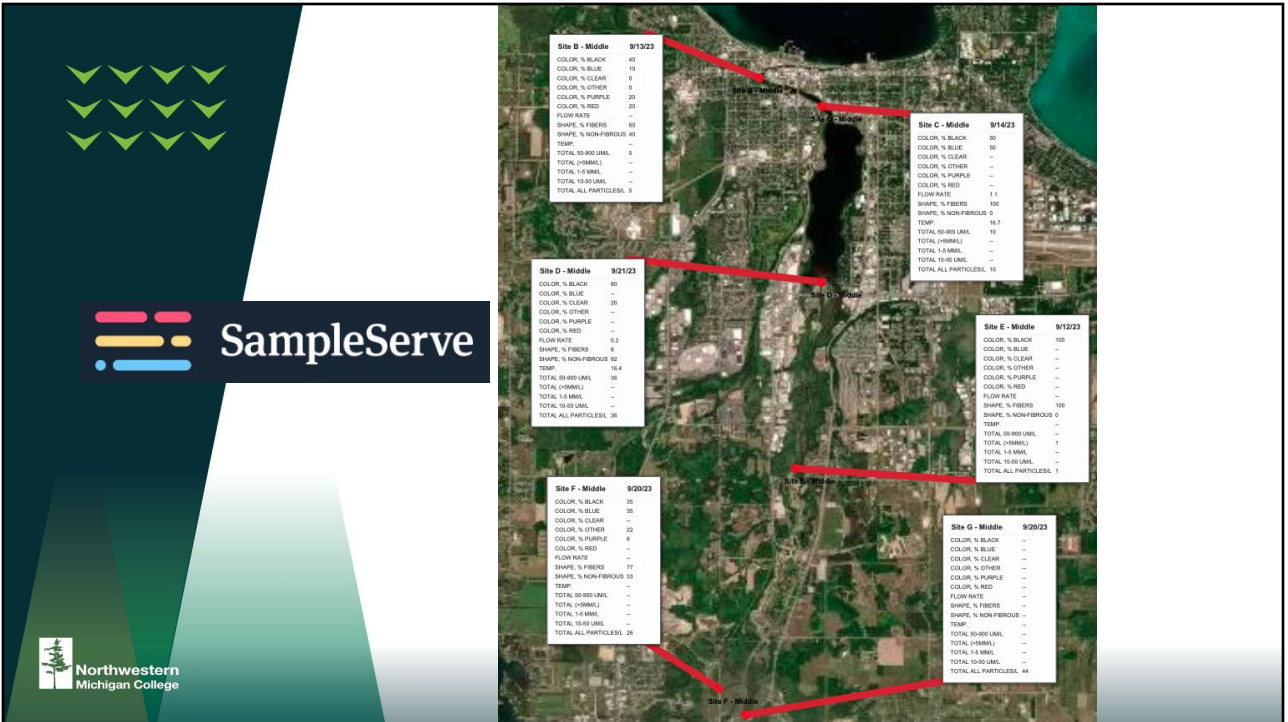
Northwestern Michigan College

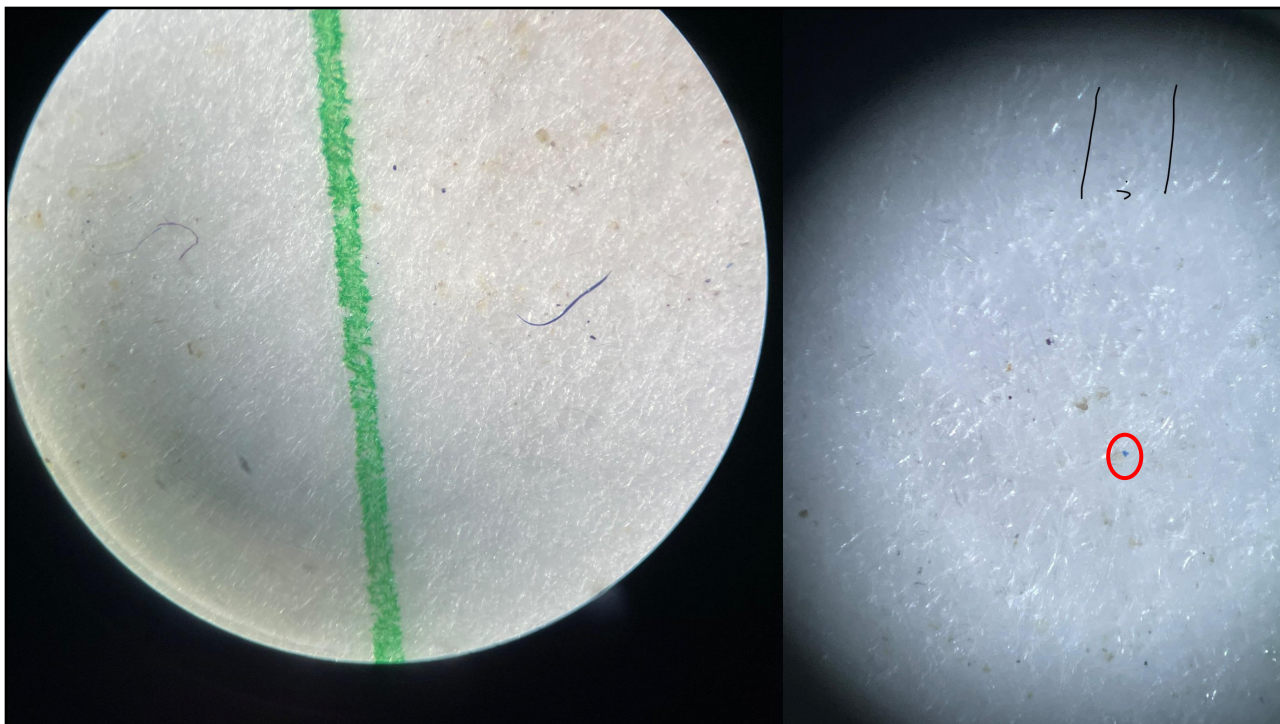
Microplastics in the Boardman/Ottaway Watershed a C.U.R.E.

Dr. Nicholas Roster
Imogene Wise Faculty Excellence Award 2022-2023



Northwestern Michigan College





Who's Involved?

Grand Traverse Conservation District

The Watershed Center

Inland Seas Education Association

NMC Office of Possibilities

City of Traverse City

Water Treatment

SampleServe





Why is this Important?

Plastics are an emerging, forever, pollutant.

Plastics continually degrade to smaller particles.

Shown to bioaccumulate.

Health effects are as yet unknown.



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Connection to Strategic Plan

Learning • Integrity • Collaboration • Respect •

Inclusion • Innovation • Stewardship • Excellence

This Program ties to each Strategic Initiative.

Coupled with Equity (Point-less) Grading.



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Where to Next?

Aqua Hacking

Lab Equipment - spectrometer to assess samples.

Better resolution

Fewer errors

Categorize plastics

Field equipment - to emphasize reliability and integrity



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Student Perspective

What do students think?



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Article

<https://doi.org/10.1038/s41565-023-01534-9>

Microplastic fragmentation by rotifers in aquatic ecosystems contributes to global nanoplastic pollution

Jian Zhao^{1,2}, Ruyi Lan¹, Zhenyu Wang³, Wenli Su¹, Dongpo Song⁴,
Runze Xue¹, Zhuomiao Liu^{1,5}, Xia Liu¹, Yanhui Dai¹, Tongtao Yue¹ &
Baoshan Xing⁵✉

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Accepted: 25 September 2023

Published online: 09 November 2023





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MEMO
Office of the President

To: NMC Board of Trustees
From: Nick Nissley, President
Subject: November Mid-Month Update
Date: Friday, November 10, 2023

Dear Board of Trustees,

Since our October Board meeting the following are key updates:

Benzie County Annexation Possibility Update

We have scheduled the following ‘Listening Sessions’ (November – January) where I will meet with key Benzie County stakeholders and listen, to better understand the support and resistance, as well as what’s being imagined in terms of the annexation possibility.

- | | |
|-------------------------------------|--|
| ● Wednesday, November 8 (5:30 pm) | Grow Benzie Board Meeting (Board Chair’s Home) |
| ● Tuesday, November 14 (1:30 pm) | Benzie County Commissioners Study Session |
| ● Monday, December 4 (7:00 pm) | Frankfort (City Hall or the Art Center) |
| ● Tuesday, December 5 (10:00 am) | Benzonion (Mills Community House) |
| ● Thursday, December 7 (3:00 pm) | Honor (The Gathering Place) |
| ● Saturday, December 8 (10:00 am) | Lake Ann (United Methodist Community Center) |
| ● Wednesday, December 13 (12:00 pm) | Frankfort Rotary (Hotel Frankfort) |
| ● Tuesday, January 23 (7:30 am) | Benzie Sunrise Rotary (Lucky Dog Bar) |

We will be assembling teams of NMC stakeholders (e.g., employees, alumni, supporters, etc.) to join me at each of the above meetings (to leverage our NMC family, in helping ‘tell our story’).

Celebrating NMC’s Office of Possibilities

Let me share an exciting update on the “Pitch for the Trades Competition” which I’ve told you about. As you recall, our Construction Technology program was selected as a finalist for the NACCE (National Association for Community College Entrepreneurship) “Pitch for the Trades Competition”! Our NMC team, led by Carolyn Andrews, Construction Coordinator, pitched the idea of adding 3D home printing technologies to the curriculum. Yes, the future is here, and 3D printed houses will have a role in the future of home construction.

Will Kitchen, from NMC's Office of Possibilities (OOPS), identified the NAACE pitch opportunity, and Carolyn Andrews and Dan Goodchild quickly jumped in realizing this was a way to innovate the Construction Program and be on the forefront of a new technology. Teaming up with Al Everett (developer and Principal of Thrive TC) and Lauren Tucker (Executive Officer of the Home Builders Association of the Grand Traverse Area), they created a pitch. Their pitch was to deliver on the potential for 3D printing in our Construction curriculum, and a way forward for prototyping an actual 3D printed house here in Traverse City.

After successfully pitching along with 19 other semi-finalists, earlier this month, the team was one of just six teams selected to move on to the finals (held on Monday, October 30th). I want to recognize and congratulate them, for taking a risk and trying something new – looking towards the future – a future where 3D printing of homes becomes the norm. Also, a special thanks for the support provided by OOPS and the encouragement from partners like Lauren Tucker and the Home Builders Association.

At the finals, our team earned \$5,000. And, the judges were so impressed that they pledged another \$30,000 to be awarded after we complete a feasibility study (this spring). The team has already begun planning the feasibility study, which will occur at Al's first 3D printed home construction in Traverse City (and, it will also engage NMC student interns). A really BIG congratulations to Carolyn, Will, and Al for helping innovate our way into the future!

Capital Outlay Update

Last week, more than \$600 million in supplemental funding with capital outlay was approved. NMC's Osterlin Renovation project was excluded from the funding. We heard that it came down to 'politics' - the Governor added in several of her priorities and we got taken out. There is a 'silver lining'. Recall, the 'ITEMS Funding' from this past year's state budget? Essentially, the budget made a provision, that if there was no capital outlay awarded to a college, then we would qualify for ITEMS funding (Infrastructure, Technology, Equipment, Maintenance, and Safety). ITEMS funding is capital outlay-like, in that it will allow us "to repair, improve, or maintain existing buildings, facilities, equipment, technological and physical infrastructure, student housing, and school safety measures". We are estimating that NMC's award will be approximately \$700,000. While it's not the \$3.5 million that we were asking for in the Osterlin renovation project, it's a significant amount of funding.

Michigan Tech + NMC Partnering

NMC has begun exploring a partnering opportunity with Michigan Tech, to offer select four-year degree programs, fully delivered on the NMC campus. A joint NMC + MTU team is being chartered to assess the financial and educational feasibility of such a partnership. A detailed report outlining the findings and recommendations will be submitted upon completion of the assessment, no later than March 15, 2024. This report would serve as a guiding document for the decisions related to the proposed partnership.

Celebrating a Record Number of Visitors at the Dennon Museum Center

This past Saturday the Dennon Museum Center broke their record for most visitors in a single day. The old record was 1,564 on the Free Community Day in 2018. This past weekend's Holiday Artist market brought in 1,583 visitors on Saturday! Combined with Friday's number of 1,105 visitors, this year's Holiday Artist Market attracted 2,688 visitors (beating last year's number of 2,226 visitors)! A big

congratulations to Craig Hadley and the Dennon Museum team for helping position the Dennon as such a beloved community institution.

Campus Master Planning – Meeting with Front Street Campus Neighbors

In late October, NMC held a public forum to seek feedback from neighbors and neighborhood associations regarding our Front Street campus, focusing on the College's vacant Eastern Avenue property and the housing opportunities (e.g., dorms, apartments, and/or senior living and learning) that have been surfaced by Tower Pinkster through the campus master planning process. My sense, based on the small group report outs that evening, is that an overwhelming majority (at least 2/3rds of those present) were open to supporting the expansion possibility. I also feel like we got some helpful feedback and input to how we can best approach this going forward (e.g., what neighbors would like to see with any such campus expansion). A special thanks to Brandon and Ryan from Tower Pinkster - for designing and facilitating such a thoughtful engagement process, sharing the right amount of information - not overwhelming folks with details, but offering enough information to allow them to understand what's being considered. It allowed for robust engagement.

A Shout Out for NMC's Concert Band

On October 27th, NMC's Concert Band, under the direction of Pat Brumbaugh, kicked off their 40th season! As you know, they bring such beautiful music and culture to our community. They remind us how important wonder and joy are in our lives. And, how music can bring us wonderment, inspire us, and afford us joy and healing. Best of all, we gather and listen together, as a community. We can also be proud of the diversity of musicians up on stage - from 18 to 80 years old. NMC students and community members. Craftsmen, professionals, retirees (even a retired professional symphony musician!). This is our community's college concert band!

See: https://www.record-eagle.com/news/arts_and_entertainment/the-band-plays-on-nmc-concert-band-celebrates-40-years-growth-under-brumbaugh/article_60241e40-63a1-11ee-8f88-0ff2f07207b2.html

Extended Education First-Ever International, Educational Group Trip

Extended Education is embarking on its first-ever international, educational group trip. On Nov. 9th, Christa Abdul-Karim (EES Program Manager) and Brian Lillie (EES Instructor and Chateau Chantal employee), will lead a group of 12 students to the Puglia and Campania regions of Italy for a unique travel and wine-tasting learning experience. Future trips include Iceland and Greenland in May 2024 and Greece in November 2024. These custom, educational trips are a part of EES's new strategy that develops new offerings that generate higher revenue, and provide high-level and unique learning opportunities.

Justine Johnson - MEDC Chief Mobility Officer Visit

Justine Johnson, Chief Mobility Officer and leader of MEDC's Office of Future Mobility and Electrification, toured NMC on Nov. 7th as part of her visit to Northern Michigan. Ms. Johnson requested a tour of NMC to better understand our aviation expansion, drone capabilities and workforce development training. With her aviation background, she provided insight into the future of aviation, the role industry should play in supporting education and the future of drone based mobility. She had recently met with a company in Ann Arbor (SkySpecs) that hires our drone graduates. In the afternoon, Justine toured the future site of the Freshwater Research and Innovation Center. She has an interest in

industries focused on marine (boat / small watercraft) electrification relocating to the region and discussed the potential of the center to support these companies and their research. This continues NMC's work with MEDC and their regional initiatives.

AquaHacking Innovation Challenge:

Registration for the Great Lakes AquaHacking Challenge, a collaboration between NMC and AquaAction, a Canadian-based nonprofit organization focused on water and innovation, has closed. The results far exceeded our expectations with over 161 participants (110 Canada, 45 U.S., 5 other countries). The participants will team up and develop solutions under four water issues: microplastics, nutrients/nutrient cycling, lead, and PFA. Next steps will be mentoring, development, pitch competition and aligned with resources including the freshwater center partners.

Trends in Higher Education Articles

As promised, I'm sharing relevant articles (that I and President's Council have been reading) that speak to trends, risks, challenges, and opportunities in community colleges, to help keep us informed and to invite conversation about how NMC is addressing such issues. This month, I'm sharing:

- [Belonging: What is it?](#) - *Kojo Quartey*
- [Better Together: University centers represent a powerful collaboration between community colleges and four-year institutions](#) - *Community College Journal*
- [With Gen Z students loving non-degree pathways, here's how higher ed leaders can adapt](#) - *University Business*

Upcoming Dates of Note

- November 20–Regular monthly Board of Trustees meeting, Timothy J. Nelson Innovation Center
- December 11–Regular monthly Board of Trustees meeting, Timothy J. Nelson Innovation Center
- December 15–NMC Employee Holiday Party



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MEMO

To: President's Council
Cc: Nick Nissley, Ed.D.
From: Gabe Schneider, Founder/Principal, Northern Strategies 360
Date: November 13, 2023
Re: **State/Federal Legislative Update**

State

Sine Die

On Tuesday, November 14, the Michigan Legislature will adjourn Sine Die for the remainder of the calendar year, essentially canceling two to three weeks of session in December. This early adjournment will allow for the presidential primary legislation to take effect next year. House Democrats also lose their majority this month going to shared power 54-54 with the pending resignations of two current state representatives who were elected to local mayoral positions. The legislature is not expected to reconvene until sometime in early 2024.

Legislative Activity of Note

- **New Jobs Training Program Sunset Extension (HB 4573)**
 - The legislation would extend the sunset on the NJTP until December 31, 2033 and uses the ALIE rate as the county-level threshold to establish new job eligibility.
 - Signed by the Governor and assigned PA 186 of 23
- **FAFSA Requirement for High School Seniors (SB 463)**
 - The legislation would make filling out the FAFSA (or an opt-out form) a high school graduation requirement in Michigan starting with the 2024-2025 school year, joining a growing number of states requiring or encouraging the form's completion.
 - Passed the Senate and has been referred to the House Education Committee.

Capital Outlay

- The Legislature passed a FY24 supplemental appropriations bill which contained several Capital Outlay Planning Authorizations.
- However, of the 13 projects included in the Capital Outlay Subcommittee passed bill (which passed earlier this year), three projects were cut and three new projects added.
- This included the cutting of the Osterlin Integrated Student Services Hub.

ITEMS Funding

- Recall that the FY24 state budget included \$32.8 million for Infrastructure, Technology, Equipment, Maintenance, and Safety (ITEMS), which would allow community colleges to repair, improve, or maintain existing buildings, facilities, equipment, technological and physical infrastructure, student housing, and school safety measures.
- However, community colleges that receive a Capital Outlay project authorization by December 15, 2023 would not be eligible to receive ITEMS funding.
- Therefore, since our Capital Outlay project was NOT included in the FY24 supplemental bill, we will be eligible to receive ITEMS funding.

- Individual community college allocations will be distributed based on calculated FY 2021-22 fiscal year equated student (FYES) enrollment and would not be distributed until January 2024.
- The State Budget Office will be providing guidance to all colleges on how to report and receive payments by the end of the year.

Federal

FY24 Labor, HHS, Education Appropriations

- The current Continuing Resolution (CR) expires on November 17th.
- House Speaker Johnson is planning on bypassing the committee markup process and instead would like to pass a short term Labor-HHS-Education budget that would expire February 2, 2024.
- He is also proposing passing a T-HUD bill (which provides funding for the GLMA) that would extend funding through January 19, 2024.
- The proposed House Labor-HHS-Education bill contains a \$63.8 billion cut, 28%, below FY 2023 levels and marks the lowest LHHS allocation since 2008.
- Meanwhile the Senate has proposed cutting overall FY 24 funding by 5.9%, to comply with the bipartisan agreement to raise the debt ceiling.
- President Biden's budget proposal was for a 13.6% increase.
- We are urging the House to reject the cuts and eliminations proposed in the bill.

Aviation Congressionally Directed Spending Item

- In late July, we were notified by U.S. Senator Debbie Stabenow's office that \$550,000 was included in the FY24 Senate Labor, Health and Human Services budget bill to support aviation hangar improvements and new aircraft.
- We continue to advocate for this line item inclusion in a Senate passed FY24 Labor, HHS, Education Appropriations bill.



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MEMO
Office of the
President

To: NMC Board of Trustees
From: Nick Nissley, President
 President's Council
Date: November 15, 2023
Subject: November 2023 Executive Summary

Financial Report—Troy Kierczynski, Vice President of Finance and Administration

- **FY 24 Financials** — Revenue increased by 11% when comparing year-to-date October 2023 to October 2022 due to increased enrollment and tuition along with increased property tax values and related receipts. Expenses increased by 9% when comparing year-to-date October 2023 to October 2022. Most expense categories increased year over year due to inflation.
- **FY 24 Financials** — Year-to-date labor costs remain under budget due to attrition and unfilled positions.
- **Looking ahead** — November financials will not likely be available for the Board meeting due to early timing of the board meeting. We will present December financials and general fund projections at the January meeting.

Enrollment Report—Todd Neibauer, Vice President for Student Services and Technologies

- Orientations of new students for the spring semester started on 11/10/2023. We currently have 82 more applications than this time last year.
- At this time, headcount is up .5% while contact hours are down 1%.
- New student orientation sessions will continue in December and January.

PRMC—Diana Fairbanks, Associate Vice President of Public Relations, Marketing, and Communications

Paid Media ↑

- Applications: 174
- Accounts: 191

Strategic Plan—Jason Slade, Vice President for Strategic Initiatives

- Strategy 3: Diversity, Equity, Inclusion, and Belonging is under review this month. This strategy is currently on track with 2 objectives completed, 2 objectives currently

classified as “green” / on-track, and 1 objective, related to student retention and enrollment, is lagging. Year 2 has transitioned the strategy from defining DEIB to a focus on implementing the HR training module and surveys necessary to achieve the objectives related to belongingness, retention, and application to enrollment. Events related to these initiatives are included in the memo.

Foundation Report—Jennifer Hricik, Interim Associate Vice President for Resource Development and Executive Director of Foundation

- FY24 total dollars raised through the NMC Foundation to date towards a \$2.4M goal: \$868,763
- Of the F24 funds raised and realized, donors are impacting the following areas of the college:
 - Unrestricted gifts to the Fund for NMC - \$72,724
 - Scholarships at NMC - \$591,646
 - Programs and capital projects at NMC - \$326,306

**NORTHWESTERN MICHIGAN COLLEGE
BOARD OF TRUSTEES
MINUTES
Monday, October 23, 2023
Timothy J. Nelson Innovation Center
Room 106/107**

CALL TO ORDER—Chair Laura J. Oblinger called the regular meeting to order at 5:30 p.m.

ROLL CALL

Trustees present: Laura J. Oblinger, Rachel A. Johnson, Kennard R. Weaver, Chris M. Bott, Douglas S. Bishop, Kenneth E. Warner, Andrew K. Robitshek

Trustees absent: None

Also present: President Nick Nissley, Lynne Moritz, Diana Fairbanks, Troy Kierczynski, Lindsey Lipke, Jennifer Hricik, Hollie DeWalt, Linda Berlin, Tami Livengood, Zach Whitaker, Glenn Wolff, Vicki VanDenBerg, Marcus Bennett, Chris Hanna

REVIEW OF AGENDA—The agenda was accepted as presented.

STRATEGIC FOCUS: Student Engagement and Success—Jason Slade, Vice President of Strategic Initiatives, shared this strategy is currently on track with 4 of the 5 objectives classified as “green” due to their progress through the action steps. PRMC launched its marketing campaigns for key program areas in January, which has resulted in increased applications and enrollment in all key programs. Slade also shared a grant has been awarded to add a success coach, which will help support objective four.

REPORTS AND PRESENTATIONS

Audit Presentation—Vicki VanDenBerg, Plante & Moran, PLLC shared a clean, unmodified opinion for the college and Foundation, which is the highest level of assurance. The federal single audit is still in process, which is typical of the process.

Faculty Report: Nursing Program—Tami Livengood, Director of Nursing Programs, shared she was part of the first University of Michigan nursing class at the University Center in 1996. Livengood emphasized the program’s relationships with community partners (e.g., including Munson Healthcare, Davenport University, Grand Valley State University), relevance (e.g., increased faculty presence in clinical teaching), and rigor (citing NCLEX pass rates of 92.59% for ADN and 100% for PN).

PUBLIC INPUT—There was no public input offered.

UPDATES

President’s Update—President Nick Nissley shared four key updates centered on the Freshwater Research and Innovation Center, Benzie County annexation listening sessions, NMC October Conference, and collaboration with Michigan Tech on a 4+0 program. Points of pride highlighted by President Nissley include that an NMC group is in the finals for the NACCE pitch contest, recent HBA Scholarship Dinner, Nick Roster’s biology class sampling of the Boardman River (which found microplastics present), and PRMC’s recipient of seven national council awards.

Board Chair Update—Chair Laura Oblinger gave kudos for the potential development of a 4+0 agreement with MTU and provided an update on the college-foundation MOU review process.

ACCT Leadership Congress—Trustees who attended the Association of Community College Trustees (ACCT) Annual Leadership Congress earlier in the month shared out their takeaways. It was noted that the conference is a big investment in time and resources; therefore, it was suggested that those attending could assess sessions in advance and plan more structured debrief discussions.

CONSENT ITEMS—On a motion by Doug Bishop, seconded by Chris Bott, the following items were approved by a unanimous vote as a group without discussion:

- Minutes of the September 25, 2023, regular meeting
- Financial Report—*Troy Kierczynski, Vice President of Finance and Administration*
- Enrollment Report—*Todd Neibauer, Vice President for Student Services and Technologies*
- PRMC—*Diana Fairbanks, Associate Vice President of Public Relations, Marketing, and Communications*
- Foundation Report—*Jennifer Hricik, Interim Associate Vice President for Resource Development and Executive Director of Foundation*
- Scholarship and Financial Aid Report—*Linda Berlin, Director of Financial Aid*
- Building and Site Committee report—*Ken Warner, Committee Chair*
- Audit Committee Report—*Kennard Weaver, Committee Chair*
- Policy Committee Report—*Chris Bott, Committee Chair*
- Executive Committee Report—*Laura Oblinger, Committee Chair*

ACTION ITEMS

Acceptance of NMC Audit—On a motion by Kennard Weaver, seconded by Doug Bishop, the Board accepted the financial audit of Northwestern Michigan College for the fiscal year ended June 30, 2023, as presented. The motion passed with a unanimous vote.

FY25 Five Year Capital Outlay Plan—Doug Bishop made a motion, seconded by Kennard Weaver, and the Board unanimously approved the FY 2025 Five-Year Capital Outlay Plan for submission to the Michigan Office of the State Budget as presented. There was discussion regarding the Capital Outlay project selection. The motion passed unanimously.

Aero Park Campus Fiber and Copper Cable Relocation—On a motion by Rachel Johnson, seconded by Doug Bishop, the Board authorized for administration to enter into contract with Top Line Electrical for the relocation and replacement of fiber optic and copper cable at a cost of \$59,950 to be funded through Plant Fund Reserves. The motion passed unanimously.

Automotive Technology Building Floor—Doug Bishop made a motion, seconded by Ken Warner, to authorize for administration to enter into a contract with Full Spectrum Coatings in the amount of \$82,992 to resurface the Automotive Technology Building floor, to be funded from the Plant Fund deferred maintenance budget. The motion passed unanimously.

Board Policies—On a motion by Chris Bott, seconded by Doug Bishop, the Board unanimously adopted the following Board policies on a first-reading basis:

- Revised Policy D-400.00 External Partnerships
- Revised Policy D-500.02 Tobacco Free NMC
- Revised Policy D-300.00 Workforce
- Policy D-500.01 Use of Federal Funds (no revisions)

Closed Session—Rachel Johnson made a motion, seconded by Kennard Weaver, that the Board convene in closed session as permitted by Section 8(1)(h) of the Open Meetings Act, MCL 15.268, to consider one privileged legal memo prepared by the college’s outside counsel, Parker Harvey, which are materials exempt from discussion or disclosure under state or federal statute as written attorney-client communications in connection with Section 13(1)(g) of Michigan’s Freedom of Information Act, MCL 15.243(1)(g). The motion passed with the following roll call vote: Yes—Chris Bott, Rachel Johnson, Ken Warner, Doug Bishop, Andy Robitshek, Kennard Weaver, and Laura Oblinger; No—none; and the Board went into closed session at 6:48 p.m.

Reconvene Regular Session—Kennard Weaver made a motion, second by Chris Bott, to adjourn the closed session and reconvene the open session. The motion passed with the following roll call vote: Yes— Kennard Weaver, Ken Warner, Doug Bishop, Andy Robitshek, Rachel Johnson, Chris Bott, Laura Oblinger; No—none; and the regular open session reconvened at 7:07 p.m.

Easement—Chris Bott made a motion, seconded by Kennard Weaver, to authorize administration to sign and grant the easement request from Consumers Energy for Milliken Drive utility maintenance. The motion passed unanimously.

Closed Session—Doug Bishop made a motion, seconded by Kennard Weaver, that the Board adjourn the open session and consider in closed session (pursuant to Subsection 8(a) of the Open Meetings Act, MCL 15.268) the annual performance evaluation of the president, per his request for a closed session. The motion passed with the following roll call vote: Yes— Andy Robitshek, Doug Bishop, Chris Bott, Kennard Weaver, Ken Warner, Rachel Johnson, Laura Oblinger; No—none; and the Board went into closed session at 7:08 p.m.

Reconvene Regular Session—Kennard Weaver made a motion, second by Rachel Johnson, to adjourn the closed session and reconvene the open session. The motion passed with the following roll call vote: Yes— Chris Bott, Rachel Johnson, Ken Warner, Doug Bishop, Andy Robitshek, Kennard Weaver, and Laura Oblinger; No—none; and the regular open session reconvened at 8:17 p.m.

Presidential Performance Evaluation—On a motion by Doug Bishop, seconded by Rachel Johnson, the Board unanimously accepted October 2023 Presidential Performance Evaluation. Board Chair Laura Oblinger made the following statement:

This year’s evaluation was derived from the same process and evaluation of 2022 to provide consistent measurement. The process included a competency evaluation from the President’s Council and each Trustee, as well as a self-evaluation from President Nissley.

The College’s Board of Trustees is pleased to report that we agree with the success in President Nissley’s performance. The Board is looking forward to the areas of growth and opportunity for 2024.

The Presidential Performance and Compensation Committee will be meeting in the coming months to solidify 2024 goals and make recommendations for the 2024 presidential review process.

REVIEW OF FOLLOW-UP REQUESTS—Confirmed requests made by the Board that require administrative follow-up for information to be provided to the Board at a later date.

ADJOURNMENT—The meeting adjourned at 8:19 p.m.

Recorded by Lynne Moritz, Executive Director of the President’s Office and Board Operations.

SIGNED _____
Laura J. Oblinger, Chair

ATTESTED _____
Andrew K. Robitshek, Secretary

**NORTHWESTERN MICHIGAN COLLEGE
BOARD OF TRUSTEES
STUDY SESSION MINUTES
Wednesday, November 8, 2023
Timothy J. Nelson Innovation Center, Room 106/107**

CALL TO ORDER—Chair Laura J. Oblinger called the regular meeting to order at 9:00 a.m.

ROLL CALL

Trustees present: Laura J. Oblinger, Chris M. Bott, Kenneth E. Warner, Andrew K. Robitshek, Kennard R. Weaver (arrived at 9:04 a.m.)

Trustees absent: Douglas S. Bishop, Rachel A. Johnson

Also present: President Nick Nissley, Lynne Moritz, Diana Fairbanks (arrived at 9:19 a.m.), Troy Kierczynski, Todd Neibauer, Jennifer Hricik, Stephen Siciliano, Marcus Bennett, Molly Norville, Jason Slade, Hollie DeWalt

REVIEW OF AGENDA—The agenda was accepted as presented.

PUBLIC INPUT—There was no public input offered.

DISCUSSION—Chair Oblinger provided an overview of the objectives of the study session prior to President Nissley reviewing the agenda. Nissley shared a fiscal stewardship diagram as the framework for the discussion. Beginning with the assumptions, forecasts, and gaps within the business model, discussion then turned to “Resource Realignment” (i.e., right sizing, revenue growth, reduction of non-labor expenses, and really big changes) and establishing goals and strategies. President Nissley shared that he intends for the financial impact goals of the resource realignment strategies to be identified by the end of the calendar year (before the holiday break).

REVIEW OF FOLLOW-UP REQUESTS—Confirmed requests made by the Board that require administrative follow-up for information to be provided to the Board at a later date.

ADJOURNMENT—The meeting adjourned at 12:03 p.m.

Recorded by Lynne Moritz, Executive Director of the President’s Office and Board Operations.

SIGNED _____
Laura J. Oblinger, Chair

ATTESTED _____
Andrew K. Robitshek, Secretary



MEMO
Administrative Services

To: Dr. Nick Nissley, President
From: Troy Kierczynski, Vice President of Finance and Administration
Date: November 14, 2023
Subject: Summary Report for the General Fund as of October 31, 2023

The attached reports summarize the financial results for the General Fund as of October 31, 2023. The 4th month represents 33% of the year.

Month End Results

The month-end reports are interim and not a reflection of actual year-end results.

The timing of revenue and expenses fluctuates throughout the year and will affect year-end results.

The general fund has year-to-date revenue over expenses of \$3,456,488. Revenue increased by 11% when comparing year-to-date October 2023 to October 2022. Expenses increased by 9% when comparing year-to-date October 2023 to October 2022.

Revenue (letters refer to the attached General Fund summary)

- A. Tuition and fees: For Fall 2023, the budget was set at 32,231 contact hours for a total budget revenue of \$6,821,060. Actual fall contact hours are projected at 32,760 with a projected revenue of \$7,037,317. Fall revenue is trending over budget by \$216,257.
- B. Property Taxes: Tax revenue is recorded as payments are received. The overall increase for the fiscal year is expected to be 9% over the previous fiscal year.
- C. State Sources include operational appropriations, personal property tax payments and MPSERS retirement payments. State appropriations payments began in October.
- D. Actual year-to-date investment income recorded for fiscal year 2024 reflects interest and dividend income only. Interest income will exceed the amount earned in fiscal year 2023 due to rising interest rates.
- E. Both Private Sources and Other Sources are timing and event-dependent.

Expenses

- F. Salaries and benefits are tracking under budget.
- G. Overall expenses are under budget at this time due to lower supplies and other expenses.
- H. Capital Outlay reflects expenditures budgeted through the allocation of COAT dollars.

Northwestern Michigan College

Unaudited



Monthly reports are interim and not a reflection of year end results.

Summary Report for General Fund Accounts Fiscal Year 2024, Period 04

Funds	Accounts	2023-2024 Adjusted Budget	YTD Activity	% of Annual Budget
TOTAL GENERAL FUND				
50	Revenues			
	Tuition and Fees	22,212,097	8,733,105	39.32%
	Property Taxes	13,900,791	6,117,983	44.01%
	Other Local	<u>0</u>	<u>0</u>	*
	Local Sources	36,112,888	14,851,088	41.12%
	State Sources	10,826,033	1,272,835	11.76%
	Federal Sources	0	0	*
	Private Sources	1,175,242	215,198	18.31%
	Investment Income	320,000	410,472	128.27%
	Other Sources	<u>495,000</u>	<u>152,552</u>	30.82%
	Total Revenues	48,929,163	16,902,145	34.54%
60	Labor			
	Salaries & Wages	25,137,688	6,415,179	25.52%
	Benefits	<u>10,286,740</u>	<u>2,914,865</u>	28.34%
	Total Labor	35,424,428	9,330,044	26.34%
70	Expenses			
	Purchased Services	2,895,004	1,250,798	43.21%
	Supplies & Materials	3,107,437	919,575	29.59%
	Internal Services	110,273	46,878	42.51%
	Other Expenses	1,603,453	382,625	23.86%
	Institutional Expenses	1,700,512	527,359	31.01%
	Maintenance & Renovation	1,944,397	610,491	31.40%
	Prof Develop, Travel & Events	600,659	172,406	28.70%
	Capital Outlay	<u>98,000</u>	<u>28,799</u>	29.39%
	Total Expenses	12,059,735	3,938,932	32.66%
	Total Expenditures	47,484,163	13,268,975	27.94%
80	Transfers			
	Transfers	1,445,000	176,682	12.23%
	Total Transfers	1,445,000	176,682	12.23%
	Total Expenditures and Transfers	48,929,163	13,445,657	27.48%
	Net Revenues over (under) Expenditures	0	3,456,488	



**Northwestern Michigan College
Comparison - Fiscal Year to Date
General Fund
Oct 2023 vs. Oct 2022**

INTERIM
This statement does not
reflect year-end results.

	YTD <u>10/31/2023</u>	YTD <u>10/31/2022</u>	<u>\$ Diff</u>	<u>% Diff</u>	<u>Comments</u>
Revenue					
Local Sources:					
Tuition & Fees	\$ 8,733,105	\$ 7,876,622	\$ 856,483	11%	Primarily due to higher enrollment resulting in higher tuition and fee revenue in FY24 than prior year
Property Taxes	6,117,983	5,643,774	474,209	8%	Timing of property tax payments received from townships and overall increases in property values
Total Local Sources	14,851,088	13,520,396	1,330,692	10%	
State Sources	1,272,835	1,130,043	142,792	411%	State of Michigan Ren Zone payment amount higher in FY23
State PPT Reimbursement	-	-	-	0%	Consistent with prior year
Federal Sources	-	-	-	0%	Consistent with prior year
Private Sources	215,198	220,279	(5,081)	-2%	Consistent with prior year
Investment Income	410,472	86,740	323,732	373%	Higher interest/dividends recognized in FY24 than in FY23
Other Sources	152,552	229,990	(77,438)	-34%	Primarily due to higher Marine Center revenue through this time of year in FY24
Total Revenue	16,902,145	15,187,448	1,714,697	11%	
Expenses					
Salaries and Wages	6,415,179	6,256,881	158,298	3%	Consistent with prior year; professional salary expenses are higher in FY24 and partially offset by lower adjunct expenses due to EduStaff transition
Benefits	2,914,865	2,692,229	222,636	8%	Primarily due to higher health benefit expenses in calendar year 2023
Purchased Services	1,250,798	876,185	374,613	43%	Primarily due to transition of adjunct and supplement staff to EduStaff; also impacted by higher advertising expenses and timing of audit expenses in FY24
Supplies & Materials	919,575	768,994	150,581	20%	Primarily due to higher classroom related fees and supplies in FY24
Internal Services	46,878	3,709	43,169	1164%	Timing of internal events/charges (including opening conference and HR new employee orientation in FY23)
Other Expenses	382,625	366,163	16,462	4%	Primarily due to higher recruiting/promotion expenses in FY24
Institutional Expenses	527,359	418,365	108,994	26%	Primarily due to a combination of higher electric expenses and the timing of insurance invoices/payments in FY24
Maintenance & Renovation	610,491	627,973	(17,482)	-3%	Primarily due to the timing of equipment and software maintenance expenses
Professional Development	172,406	109,816	62,590	57%	Higher membership and subscription expenses in FY24
Capital Outlay	28,799	78,716	(49,917)	8083%	Timing of COAT purchases
Total Expenses	13,268,975	12,199,031	1,069,944	9%	
Transfers	176,682	136,709	39,973	4000%	Sabbatical, CIE, and IAF transfers for FY24
Total Expenses & Transfers	13,445,657	12,335,740	1,109,917	9%	
Net Revenue Over (Under) Expenses	\$ 3,456,488	\$ 2,851,708	\$ 604,780	21%	



**Northwestern Michigan College
Comparison - Month Over Month
General Fund
Oct 2023 vs. Sept 2023**

INTERIM

This statement does not
reflect year-end results.

	YTD <u>10/31/2023</u>	YTD <u>9/30/2023</u>	Oct 23 <u>Activity</u>	Sept 23 <u>Activity</u>	<u>Comments</u>
Revenue					
Local Sources:					
Tuition & Fees	\$ 8,733,105	\$ 5,936,106	\$ 2,796,999	\$ 2,279,198	Primarily due to higher academic and related fees received in October as registration opened
Property Taxes	6,117,983	4,580,556	1,537,427	2,809,055	Timing of tax collections received
Total Local Sources	14,851,088	10,516,662	4,334,426	5,088,253	
State Sources	1,272,835	411	1,272,424		- Monthly payments for State Appropriations began in October
State PPT Reimbursement	-	-	-		- Consistent with prior month
Federal Sources	-	-	-		- Consistent with prior month
Private Sources	215,198	215,198	-	215,198	Quarterly Foundation invoicing recognized in September
Investment Income	410,472	353,980	56,492	168,446	Lower interest activity from investments in October
Other Sources	152,552	83,499	69,053	(11,458)	Primarily due to higher Lobdell's sales for fall events and prior year write off reversals recognized in October
Total Revenue	16,902,145	11,169,750	5,732,395	5,460,439	
Expenses					
Salaries and Wages	6,415,179	4,552,472	1,862,707	1,893,909	Consistent with prior month; decreasing as more supplement staff transition to EduStaff
Benefits	2,914,865	2,113,456	801,409	790,609	Consistent with prior month
Purchased Services	1,250,798	874,621	376,177	373,562	Consistent with prior month
Supplies & Materials	919,575	629,793	289,782	304,027	Primarily due to lower software, supply, and classroom fee related expenses in October; partially offset by higher printing expenses in October
Internal Services	46,878	(45,814)	92,692	(45,726)	Timing of internal events/charges (including opening conference, HR new employee orientation, and transfer to halls auxiliary funds for fall semester fitness fees)
Other Expenses	382,625	261,617	121,008	110,248	Consistent with prior month
Institutional Expenses	527,359	377,306	150,053	149,877	Consistent with prior month
Maintenance & Renovation	610,491	450,343	160,148	163,727	Consistent with prior month
Professional Development	172,406	124,290	48,116	58,854	Timing of professional development reimbursements
Capital Outlay	28,799	-	28,799	-	Fox Motors - pickup truck for auto tech (\$28,799)
Total Expenses	13,268,975	9,338,084	3,930,891	3,799,087	
Transfers	176,682	176,682	-	144,682	Sabbatical, CIE, and IAF transfers for FY24
Total Expenses & Transfers	13,445,657	9,514,766	3,930,891	3,943,769	
Net Revenue Over (Under) Expenses	\$ 3,456,488	\$ 1,654,984	\$ 1,801,504	\$ 1,516,670	



Northwestern
Michigan
College

MEMO

Administrative Services

To: Dr. Nick Nissley, President

From: Troy Kierczynski, VP of Finance and Administration

Date: November 14, 2023

Subject: Annual Update - Sensitive Information Policy

Annual Update

The Fair and Accurate Credit Transactions Act of 2003, requires colleges to provide an annual update of incidents related to identity theft protection to their Board of Trustees. During the past twelve months, there was one (1) incident of this nature:

- The College received one fraudulent unemployment claim during the year. Human Resources promptly discovered and denied the claim and reported it as fraud to the UIA

The College continues to review procedures, provide employee training and conduct audits to protect any sensitive information stored on our systems.

Background/Scope

The Fair and Accurate Credit Transactions Act of 2003, an amendment to the Fair Credit Reporting Act, requires colleges to create rules regarding identity theft protection. This amendment, effective November 1, 2008, required educational institutions to implement an identity theft program and policy. NMC, with the assistance of the attorneys, adopted a Sensitive Information Policy [D-504.04] in May 2009.

This policy defines sensitive information, describes the physical security of data when it is printed on paper; describes the electronic security of data when stored and distributed; and places the College in compliance with state and federal law regarding identity theft protection. The policy enables the College to protect existing customers, reduce risk from identity fraud, and minimize potential damage to the College from fraudulent new accounts. The procedures involved in implementing the policy help the College identify risks that signify potentially fraudulent activity, detect risks when they occur, respond to risks to determine if fraudulent activity has occurred, and update the policy and procedures as required.

The College continues to apply the best practices and principles contained within the Sensitive Information Policy.



**Northwestern
Michigan
College**

MEMO
Enrollment Services

To: Dr. Nick Nissley, President
 From: Todd Neibauer, VP for Student Services & Technologies
 Date: November 14, 2023
 Subject: Enrollment Report – November 2023

Spring 2024

Orientations of new students for the spring semester started on 11/10/2023. We currently have 82 more applications than this time last year. At this time, headcount is up .5% while contact hours are down 1%. New student orientation sessions will continue in December and January.

Current Statistics

(Source: November 14, 2023 -Digital Dashboard – Same Date Comparison, SP2021-2024)

	Spring 2021	Spring 2022	Spring 2023	Spring 2024	Change
Inquiries	1,220	991	956	1,056	10.5%
Applicants	1,132	987	946	1,028	8.7%
% Applied	92.8%	99.6%	99.0%	97.3%	-1.6%
Admits	829	720	661	698	5.6%
% Admitted	73.2%	72.9%	69.9%	67.9%	-2.0%
Admits Registered	383	256	248	312	25.8%
% Admits Registered	46.2%	35.6%	37.5%	44.7%	7.2%
Prior Admits Registered	0	7	0	1	100.0%
Retained Students	1,481	1,434	1,456	1,412	-3.0%
% Retained	45.2%	43.5%	47.0%	44.9%	-2.1%
Return Students	94	73	73	61	-16.4%
Average Contact Hours	11.29	11.54	11.8	11.62	-1.5%
Total Headcount	1,958	1,770	1,777	1,786	0.5%
Total Contact Hours	2,105	20,427	20,974	20,757	-1.0%
Tuition	4,325,440	4,162,984	4,404,690	4,678,040	6.2%



Northwestern
Michigan
College

MEMO

*Public Relations, Marketing,
and Communications*

To: Nick Nissley, President

From: Diana Fairbanks, Associate VP of PR, Marketing and Communications

Date: 11-14-23

Subject: October 2023 Monthly Report

PRMC is pleased to report positive media growth in all areas for October. In paid media, we are seeing growth in applications and an increase in return on advertising spend as we focus on conversion efforts. The GLCI campaign continues to be the highest performing program campaign, followed by GLWSI. Both have an expanded geographic reach to support strategies 2 and 5. Earned media showed growth in total mentions and publicity value. For sentiment, the few negative stories were not directly connected to NMC (Israel/Hamas war commentary and FRIC opinion piece from Great Lakes Maritime Heritage Alliance.) Highlights from earned media coverage include microplastic research, Building Tomorrow and College Night. Owned media's NMC Now e-newsletter highlighted microplastic research and Michigan Reconnect expansion. Shared media was up YOY with highest performing social posts of NMC's jazz and concert bands, Record Eagle Influential Women and microplastic research. NMC Public Relations, Marketing and Communication key performance indicators for October 2023 include:

Paid Media ↑

- Applications: 174
- Accounts: 191

Earned Media ↑

- Media mentions: 106
- Positive/neutral sentiment: 97%
- Publicity value: \$17.7k

Owned Media -↑

- NMC Now: 903 readers, 50% open rate

Shared Media ↑

- Facebook followers: +9% YOY
- Facebook engagement: -44% YOY
- Instagram followers: +14% YOY
- Instagram engagement: +18% YOY



MEMO: Resource Development

To: NMC Board of Trustees
President Nick Nissley, Ed.D.

From: Jennifer Hricik
Interim Assoc. Vice President, Resource Development
and Executive Director, NMC Foundation

Date: November 13, 2023

Subj: Foundation Update

Fund Raising – a report on FY24 goals

We are currently tracking \$200,000 ahead of funds raised as compared to where we were on this date last year towards a year-end goal of fundraising \$2,400,000.

- The number of gifts received to date this fiscal year: 1,848
- FY24 total dollars raised through the NMC Foundation
 - \$868,763 Total received to date (including The Fund for NMC, pledges, and *new documented planned gift intentions*) raised toward goal
 - + \$46,913 Gross event revenue
 - \$915,676 Total raised through new gifts, commitments, & events**
 - + \$0 *from previously documented planned gifts*

Of the FY24 funds raised and realized, donors are impacting the following areas of the college:

- Unrestricted gifts to the Fund for NMC - \$72,724
- Scholarships at NMC - \$591,646
- Programs and capital projects at NMC - \$326,306

Foundation Initiatives

- Foundation governance documents are under review and revision. The revised MOU is in review with the respective executive committees. A meeting between the Executive Committees of both the foundation and college's Board of Trustees is scheduled for November 28, 2023.
- Year end direct mail and email campaigns are underway this week in the season of thanks and giving. Giving Tuesday is Tuesday, November 28, 2023. The foundation will have an active communications and fundraising campaign around this date. Please consider your year end giving plans and share with others!

Northwestern Michigan College
Board of Trustees
Presidential Performance and Committee Minutes
October 26, 2023
President's Office Conference Room
Tanis Building
1701 E. Front Street, Traverse City, MI 49686

Committee Chair Laura Oblinger called the meeting to order at 10:00 a.m.

Members Present: Laura Oblinger, Kennard Weaver, Doug Bishop

Others Present: Nick Nissley, Lynne Moritz

Debrief 2023 presidential evaluation timeline and process

Chair Oblinger shared the goal of a focused, simplified, aligned performance evaluation process for 2024 that is ultimately driven by the strategic plan. Committee members noted they would like opportunities for comments throughout the trustee evaluation portion, not just at the end of the numerical rating. Another requested addition was to have a “not observed” option for the numerical rating section.

Chair Oblinger will bring forward a visual proposal for the 2024 evaluation survey tool at the next committee meeting, which will be scheduled for December 2023.

Other Discussion—There was discussion regarding the process for sharing out the presidential priorities for 2024. As the Board Chair and President meet in the coming month, along with the next committee meeting, the 2024 priorities may be shared at a regular Board of Trustees meeting.

Public Input—There was no public comment offered.

The meeting was adjourned at 10:26 a.m.

Recorded by Lynne Moritz, Executive Director of the President's Office and Board Operations

Northwestern Michigan College
Board of Trustees
Building & Site Committee Minutes
November 14, 2023
President's Office Conference Room
Tanis Building
1701 E. Front Street, Traverse City, MI 49686

Committee Chair Ken Warner called the meeting to order at 2:00 p.m.

Members Present: Ken Warner, Chris Bott

Members Absent: Kennard Weaver

Others Present: Lynne Moritz, Troy Kierczynski, Alex Bloye, Joe Asperger

Aviation Hangar Capital Planning

Joe Asperger, Senior Vice President at Plante Moran Realpoint (PRM), thanked VP of Finance and Administration Troy Kierczynski and Director of Aviation Alex Bloye, for entrusting PMR to work on this project. With almost 20 years in higher education, Asperger leads PRM's higher education practice. PRM provides real estate consulting services and construction advisory through a single point of contact. PRM's engagement objectives include validating project scope, evaluating the conceptual design, and developing a comprehensive project budget.

Asperger introduced an alternate concept, which would demolish the existing single-story classroom and office wing; partial demolition of the warm bay, support spaces and mezzanine; addition of entry structure and vestibule, expansion of the cold bay and warm bay. With a long haul addition, 26 aircraft could be supported; construction of this addition would add \$2.5 million to the project now, while waiting two years would increase that construction cost to over \$3 million. There was discussion regarding the composition of the project budget, emphasizing that the project budget includes professional services, regulatory expenses, etc.

Business model assumptions include a 50% increase in students, procurement of 8 new planes and addition of 1 mechanic, 2 lead flight instructors, 1 advisor, and 1 faculty. Attracting and retaining flight instructors and aviation faculty was noted as a considerable challenge with the program's current capacity; therefore, additional positions to support the program expansion is also of concern. There was discussion regarding ramp expansion needs and the estimated cost of upgrading and relocating flight simulators. Projected revenue impact is over \$2 million annually. There was consideration of bonding the project for the full alternate plan, phasing in additional aircraft, and with potential to lease extra hangar space.

Chris Bott made a motion, seconded by Ken Warner, that a presentation of the new concept be presented to the full Board of Trustees at their next available meeting. If bonding is pursued as a funding source, approval from the Board of Trustees is required.

Public Input—There was no public comment offered.

Other Discussion—There was discussion regarding campus housing capacity and opportunities. It was requested that the full Board of Trustees have the opportunity to tour the Eastern Avenue property at an upcoming meeting.

The meeting was adjourned at 3:23 p.m.

Recorded by Lynne Moritz, Executive Director of the President's Office and Board Operations



Northwestern
Michigan
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Memorandum
Administrative Services

To: Dr. Nick Nissley, President
From: Troy Kierczynski, Vice President of Finance and Administration
Date: November 14, 2023
Subject: NMC Resource Guidelines 2024-2025

NMC Planning and Budget Council has reviewed the current NMC Resource Guidelines and has recommended approval of the guidelines with the following revision:

5 – Faculty and Staff Composition

The College should balance the ~~full-time and part-time~~ composition of ~~employees~~ **its workforce between regular employees (those eligible for full benefits) and contingent employees** to assure continuity and commitment while maintaining flexibility to implement strategic directions and complete its strategic initiatives in a timely and effective manner. To enhance the smooth transition of personnel, the College has established a contingency for implementing succession decisions.

The final draft of the 2024-2025 Resource Guidelines is attached for your review along with the College's reserve balances as of June 30, 2023. The Board will be asked to approve the 2024-2025 guidelines at the November 20, 2023 Board meeting.

NMC BOARD OF TRUSTEES 2024-2025 RESOURCE GUIDELINES

1 – Strategic and Financial Planning

The budget is a financial plan for the priorities of the institution. The budget proposed to the Board of Trustees for adoption should reflect the Strategic Plan and the area operational plans.

2 – Tuition and Fees

Tuition and fees should be considered within the context of the most reasonable estimates of State, local, and private support and projected expenses to support the College's plans, and projected enrollment and unique program characteristics. Tuition should balance the goal of affordable access to learning opportunities with the goal of high-quality service levels for NMC offerings. Regular tuition increases should be considered as a means to sustain this portion of the revenue mix, while minimizing the year-to-year increases. Fees should be reviewed regularly and increases considered when the cost elements to which they contribute increase. Our in-district students will pay less than out-of-district students because the College receives local tax support from Grand Traverse County residents. For some programs, the College uses differential tuition and fees in excess of the general rates.

3 – Salaries and Benefits Equity

Northwestern Michigan College is committed to attracting and retaining a quality workforce. Equity in salary and benefits is part of the NMC culture and should be expressed within a total compensation package. As part of that package, salary and benefits for faculty and staff will be based on the appropriate peer group or determined in the relevant collective bargaining agreement. The Human Resources office will benchmark non-union employee salaries and wages at least once every three years.

4 – Professional Development

Maintaining and improving the knowledge and skills of the faculty and staff is an investment in the future. Funds should be appropriated annually in the budget for that purpose. Approximately 2.25% of general fund salaries and wages should be appropriated annually in the budget for that purpose.

5 – Faculty and Staff Composition

The College should balance the composition of its workforce between regular employees (those eligible for full benefits) and contingent employees to assure continuity and commitment while maintaining flexibility to implement strategic directions and complete its strategic initiatives in a timely and effective manner. To enhance the smooth transition of personnel, the College has established a contingency for implementing succession decisions.

6 – Technology, Capital Equipment, Maintenance and Renovation

Providing a quality education requires investment in classroom equipment, facilities, and infrastructure. The annual budget should provide for regular maintenance, replacement/upgrade, growth and contingency funding.

7 – Debt Service

Debt Service obligations must be included in the budgeting process at 100% of the current costs.

8 – Financial Reserves

The annual operating budget should include an appropriate allocation for financial reserves. The Vice President of Finance and Administration and Planning and Budget Council shall monitor reserves at least annually. The College identifies the following specific reserves in accordance with Staff Policy D-504.01 *Financial Reserves*:

A – General Operating Reserve

A fiscally sound institution should maintain adequate operating reserves to meet current obligations, to offset contingencies, and to support unusual cash flows related to the following:

- unexpected declines in enrollment
- unknown state funding commitment or retroactive cuts
- unexpected increases in required contributions to the Michigan Public School Employee Retirement System (MPERS)
- fluctuations in medical or energy costs, or
- other unusual or extraordinary economic conditions.

Northwestern Michigan College shall maintain a General Operating Reserve equal to three to six months of operating expenses as calculated using the annual General Fund budget. The College will target four-and-a-half months of annual operating expenditures for this reserve.

B – Fund for Transformation

The Fund for Transformation shall be used to fund strategic growth initiatives, emerging opportunities, or other transformational projects. A fund balance equal to two to five percent of annual operating expenses shall be maintained.

C – Plant Fund

Two to five percent of the appraised replacement value (new) of the College's physical assets, including all campus buildings, fixtures, and equipment, should be invested or maintained in a fund for major maintenance, renovation, or replacement of those assets. Plant fund reserves above two percent will be designated for future buildings.

The College's auxiliary enterprises may also accumulate net asset reserves. Reserves generated by its residence halls, apartments, bookstore, events center, museum, and cafeteria are designated for reinvestment, capital, and contingency planning for those auxiliary functions. Only the Board of Trustees may authorize, designate, or transfer auxiliary net assets for another purpose.

Additionally, the administration may establish additional reserves as required to comply with generally accepted accounting principles or other external restrictions.

**Northwestern Michigan College
Financial Reserves: 5-Year History
2019-2023**

Board Required Reserves		Description or Target	2019	2020	2021	2022	2023
Active Reserves	General Operating Reserve	3-6 months of budg. op. expenses [3 months = \$11,871,041 for FY23]			\$ 12,188,308	\$ 11,537,716	\$ 11,692,916
	Fund for Transformation	2-5% of budg. op. expenses [2% = \$949,683 for FY23]			\$ 1,704,584	\$ 1,586,740	\$ 1,405,660
	Plant Fund Reserves	2-5% of appraised replacement value of real property [2% = \$5,880,684 for FY23]			\$ 5,398,088	\$ 5,749,506	\$ 4,889,048
Inactive Reserves	Working Capital Reserves	10-15% of budgeted annual expenses (excludes MPERS, Medical, FFT, Plant, Energy, and State Aid Reserves)	\$ 3,938,056	\$ 5,705,649			
	Reserve for MPSERS Retirement	30% of the annual State contribution to MPERS plans	\$ 832,800	\$ 832,800			
	Reserve for Unexpected Medical/Non-Medical Costs	Difference between calculated maximum aggregate claims and expected claims plus three months of non-medical costs	\$ 470,000	\$ 470,000			
	Fund for Transformation	2% of General Fund budgeted expenses	\$ 1,546,084	\$ 1,596,084			
	Physical Plant Major Maintenance / New Construction	2% of appraised replacement value-new of the College's physical assets	\$ 1,499,396	\$ 4,865,653			
	Reserve for Unexpected Energy Costs	10% of the College's annual budget for the total energy bill	\$ 200,000	\$ 200,000			
	Reserve for State Aid	25% of annual State appropriation	\$ 2,406,350	\$ 2,453,450			
Total Board Required Reserves (A)			\$ 10,892,686	\$ 16,123,636	\$ 19,290,980	\$ 18,873,962	\$ 17,987,624

Auxiliary and Other Reserves	Description or Target	2019	2020	2021	2022	2023
Residence Halls	North Hall, East Hall	\$ 4,204,725	\$ 4,722,781	\$ 5,822,955	\$ 5,182,805	\$ 5,767,520
Cafeteria	Hawk Owl Café	\$ (499,496)	\$ (412,251)	\$ (613,106)	\$ (92,934)	\$ 7,729
Apartments	Apartments A, B, C	\$ 1,610,355	\$ 1,787,228	\$ 2,008,410	\$ 2,149,928	\$ 2,326,719
Dennos Museum	Dennos Museum Center	\$ 8,923	\$ (264,105)	\$ (66,981)	\$ 198,164	\$ 20,467
University Center	University Center	\$ 265,513	\$ 295,297	\$ 524,406	\$ 590,508	\$ 594,304
Main Campus Bookstore	NMC Bookstore	\$ 577,867	\$ 366,087	\$ 793,715	\$ 707,954	\$ 617,032
Hagerty Center	Hagerty Center Operations	\$ (114,851)	\$ (225,577)	\$ 1,105,930	\$ 986,731	\$ 889,993
Esports	NMC Esports Activities	\$ -	\$ -	\$ (7,933)	\$ (66)	\$ -
WNMC	WNMC Radio	\$ -	\$ -	\$ -	\$ -	\$ 2,600
GLMA Vessels	Designated for GLMA's T/S State of Michigan vessel	\$ -	\$ -	\$ 512,401	\$ 512,401	\$ 512,401
Insurance Reserve	General + Unemployment	\$ 177,556	\$ 177,082	\$ -	\$ -	\$ -
Wellness	Wellness Initiatives	\$ 355,103	\$ 364,114	\$ 364,114	\$ 364,114	\$ 364,114
Strategic Projects	Strategic Initiatives	\$ 766,074	\$ 847,386	\$ 1,256,884	\$ 1,203,865	\$ 970,614
HEERF Temporary Reserve	Temporary GAAP rev. rec. diff.	\$ -	\$ -	\$ (3,432,816)	\$ -	\$ -
Total Auxiliary and Other Reserves (B)		\$ 7,351,769	\$ 7,658,042	\$ 8,267,979	\$ 11,803,469	\$ 12,073,493

Total Unrestricted Reserves, Before Pension/OPEB (A+B) **\$ 18,244,455 \$ 23,781,678 \$ 27,558,959 \$ 30,677,431 \$ 30,061,117**

Pension and OPEB (Deficits)	Description or Target	2019	2020	2021	2022	2022
GASB 68 - Pension Fund Deficit	Under GASB 68, institutions participating in defined benefits plans are required to recognize each's proportionate share of any defined benefit plan liability. This deficit represents NMC net obligations related to the MPERS Pension Plans.	\$ (15,589,022)	\$ (14,517,628)	\$ (50,978,697)	\$ (48,727,050)	\$ (48,424,990)
GASB 75 - Other Postemployment Benefits (OPEB) Fund Deficit	Under GASB 75, institutions are required to recognize each's proportionate share of any Other Postemployment Benefit Plan Liabilities. This deficit represents NMC net obligations related to the MPERS Postemployment Healthcare Plans.	\$ (44,324,100)	\$ (48,297,168)	\$ (12,745,423)	\$ (9,813,077)	\$ (6,916,416)
Total Pension and OPEB Deficits (C)		\$ (59,913,122)	\$ (62,814,796)	\$ (63,724,120)	\$ (58,540,127)	\$ (55,341,406)

Total Unrestricted Deficit, After Pension/OPEB (A+B+C) **\$ (41,668,667) \$ (39,033,118) \$ (36,165,161) \$ (27,862,696) \$ (25,280,289)**

Add: Investment in Capital Assets, Net of Related Debt **\$ 54,163,144 \$ 59,659,246 \$ 57,808,257 \$ 56,298,239 \$ 55,029,443**

Total Net Position (per Audited Financial Statements) **\$ 12,494,477 \$ 20,626,128 \$ 21,643,096 \$ 28,435,543 \$ 29,749,154**



Northwestern
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MEMO
Administrative Services

To: Dr. Nick Nissley, President
From: Troy Kierczynski, Vice President of Finance and Administration
 Patrick Quinlan, Director of Campus Services
Date: November 14, 2023
Subject: Great Lakes Campus Paver Replacement

This document provides an overview and recommendation for the selection of a contractor to complete concrete repair and a remodel of the North courtyard at the Great Lakes Campus. The Board previously approved this project in March 2023 for completion in May 2023. However, the project never commenced due to supply chain constraints (electrical) which compromised NMC's desired timeline. The administration chose to delay and re-bid the project for completion in May 2024.

Recommendation

Authorize the administration to enter into a contract with Spence Brothers construction company in the amount of \$217,727, plus a 10% contingency of \$21,773, for a total authorization of **\$239,500**.

Spence Brothers was the sole bidder. The request for proposal was listed on NMC's RFP website and with Traverse Reproduction, Builders Exchange of Northwest Michigan, and Builders Exchange of Grand Rapids, and a pre-bid meeting was held on October 17, 2023. Back in March, Spence Brothers was also the sole bidder at \$248,600 (including 10% contingency).

Background/Scope of Work

The North courtyard pavers and decorative concrete walks have experienced damage over the years from extreme winter weather and snow removal activities. Previous repairs have been cosmetic only and did not resolve the existing damage or aesthetics befitting a premier outdoor event space. This project will remove the damaged concrete and pavers, replace them in like kind, and add lights to enhance the area as an outdoor event space. The project scope includes demolition and replacement of existing pavers and concrete sidewalks, installation of light poles and lights, and installation of a perimeter concrete pad intended for entertainment setup to expand evening event opportunities in the courtyard.

Funding Source

This project will be funded by Auxiliary (Hagerty Center) reserves.



MEMO
Systems & LAN Management

To: Dr. Nick Nissley, President
From: Todd Neibauer, Vice President for Student Services and Technologies
Date: November 20, 2023
Subject: Cisco core network switch replacement

Board Authorization Requested

Authorize the administration to enter into a contract with People Driven Technologies for the replacement of the Cisco core network switch equipment in the amount of \$193,373.43.

Background

Purchase for the replacement and upgrade of the core network switch equipment. This equipment is located in the data center and is used for the connection of the technology infrastructure to each building, campus as well as the internet. This is phase 1 of a planned 2 year replacement cycle. The replacement for phase 2 will be conducted in FY25, and will comprise all of the edge network switch equipment for all campuses and buildings.

Cost Summary

Quotes were requested from multiple vendors as well as posting it on NMC's Request for Proposal website. One vendor submitted a proposal for this project. People Driven Technologies (Grand Rapids, MI) submitted a proposal in the amount of \$193,373.43. At the completion of the project, they will credit back to NMC \$11,995.00 for our current network electronics. The total expenditure for this project will be \$181,378.43.

Funding Source

The funding source is the Technology Plant Fund.



MEMO
Educational
Services

To: Nick Nissley, President
From: Stephen Siciliano, Vice President for Educational Services
Date: October 26, 2023
Subject: Business Academic Area – Esports Management. Level 1 Certificate

I am seeking the Board of Trustees approval of a level one certificate affiliated with our Business Academic Area. This certificate is an Esports Management certificate of achievement. The course sequence guide is attached for this certificate.

In 2021, NMC launched an Esports varsity program, giving students the opportunity to play video games competitively against schools across the country. Playing at the varsity level in Esports is akin to competing in traditional sports such as baseball, soccer, or tennis at the collegiate level. However, a successful Esports program is more than the players that compete. It also includes management of the program and events, security of the lab and computers, coaching of the teams, broadcasting of the games, and understanding the gaming culture and industry. Almost all collegiate programs require individuals with this knowledge in these areas to be successful.

The intention of this Esports Management certification program is to provide NMC students with experiential learning opportunities within the Esports varsity program that can be used for employment in the Esports industry or at an institution with an Esports program. This certificate would be one of the first in the state of Michigan and would consist of five new courses and three existing courses. In the fall of 2022 Ferris State University began its Bachelor of Science degree in Esports Production and NMC signed an articulation agreement in November 2022. This certificate will directly transfer into FSU's degree program and we will revise the current articulation agreement to reflect the new esports focused courses.

NMC Mission - The Esports Management certificate fits into the mission and vision by providing an opportunity for learners to get hands-on experience in one of the fastest-growing collegiate sports and global industries. It also fits within NMC's values of collaboration, innovation, and stewardship. The Esports program is already part of our community of learners and this certification is the next logical step in supporting this growing group.

NMC Strategic Directions - The Esports Management certificate fits into Strategic Direction One, Future-Focused Education, by providing a hands-on educational experience as stated in Objective 5. In addition, it falls under Strategic Direction 3, Student Engagement and Success, by preparing students for employability in a growing industry, engaging our students in co-curricular activities, and drawing in new students who would like to pursue a career path in the Esports industry.

Market - In December 2019, Forbes published an article on the growth of Esports in the global market, including information that the industry had global revenue of more than \$1 Billion and audiences grew to over 433 million. While other sports lost revenue and viewership due to the Covid-19 pandemic, Esports never missed a beat. The revenue in 2021 topped \$1.13 billion and market trends show it eclipsing \$1.8 Billion by 2025. Global game live-streaming audiences reached over 728 million in 2021 and are predicted to hit the 1 billion mark by 2025. Searching any Esports online job board reveals thousands of jobs available in the industry, from coaching to streaming to management to technical roles for security and lab IT administration. In addition, a search of Indeed.com on October 24, 2023 returned 19 jobs in Michigan related to Esports, including coaches at Kent ISD, the Esports Head Coach at Alpena Community College, and an Esports Production and Content Coordinator/Production Manager at Michigan State University. As a new and emerging market, finding enough qualified candidates is a struggle for both the industry and college and university programs.

Transfer Options - In the State of Michigan, there are two institutions with Bachelor degree programs related to Esports, Ferris State University and Northwood University. As previously noted, NMC has already reached an articulation agreement with Ferris. Northwood University's Esports Management major also aligns with many of the core curriculum that students at NMC are required to take as part of our general education requirements and the Esports curriculum, including major core courses in esports event management, coaching, information security, project management and a required 3-credit internship. NMC could pursue an articulation agreement with Northwood to provide another transfer pathway to a 4-year degree. There are out-of-state institutions with a bachelor's degree which include the University of North Dakota (online or in-person), Full Sail University, The Ohio State University, George Mason University, University of Texas at Arlington, Shenandoah University, Saint Peter's University, and the University of California Irvine.

Conclusion - At Northwestern Michigan College the varsity Esports program has the potential to provide students who desire to pursue a career in the industry the experience in all aspects of management and broadcasting. Developing courses and a certificate adds a credential they can use during their career pursuit or as a path to transfer to Ferris State University to complete a Bachelor of Science in Esports Broadcasting.

Thank you for your consideration.

Esports Management, Certificate of Achievement (Level I)

NMC Code 087

An Esports program is more than the players that compete. It also includes managing the program and events, maintaining security of the lab and computers, coaching teams, broadcasting games, and understanding the gaming culture and industry. Almost all collegiate programs require individuals with this knowledge in these areas to be successful.

The Esports Management certification program provides NMC students with experiential learning opportunities within the Esports varsity program that can be used for employment in the Esports industry or at an institution with an Esports program. For example, Ferris State University has launched a Bachelor of Science degree in Esports Production and through collaboration with the program director, students from NMC would have the opportunity to transfer into Ferris's program with their academic coursework at NMC would be applicable to their degree at FSU.

Course	Title	Credits
<u>ESP 100</u>	Introduction to Esports	3
<u>ESP 202</u>	Esports Event Management	1
<u>ESP 201</u>	Esports Casting and Streaming	1
<u>ESP 203</u>	Esports Security	1
<u>ESP 204</u>	Esports Coaching	1
<u>COM 111</u>	Public Speaking	4
<u>MGT 241</u>	Principles of Management	3
<u>VCA 127</u>	Digital Imaging	3



MEMO: Resource Development

To: NMC Board of Trustees
President Nick Nissley, Ed.D.

From: Jennifer Hricik
Interim Assoc. Vice President, Resource Development
and Executive Director, NMC Foundation

Date: November 13, 2023

Subj: Foundation Board Appointments

The NMC Foundation Board of Directors recommends for Board of Trustees' approval the following Foundation Board appointment.

New Director Appointment

Mary Pelcher is recommended for a new term of three fiscal years commencing November 2023 and expiring June 2026.

Mary Pelcher was born and raised in Elk Rapids, Michigan, and graduated from Elk Rapids High School. Mary is a member of the Grand Traverse Band of Ottawa and Chippewa Indians. Mary moved to Mt. Pleasant, Michigan in 1988 to live on the Isabella Indian Reservation with her husband, Earl. Together they have six children, 14 grandchildren, and 3 great grandchildren.

Mary has been working and involved with Indian Education her whole life. While in Mt. Pleasant, Mary raised her children within a Tribal School system. She also worked within this system as an administrative assistant, assistant director, and then director of Tribal Education for the Saginaw Chippewa Indian Tribe. She has directed Indian Education grants for hundreds of tribal students over the years.

Mary began her education at NMC before moving to Mt. Pleasant, and continued to attend college in Mt. Pleasant. She attained an Associate of Language Arts in 1995 from Bay Mills Community College. Mary continued on at Central Michigan University (CMU) and in 2004 she completed a Bachelor of Science in Education, she also holds a Michigan teaching certificate in Elementary Education. Mary continued at CMU and in 2014 completed her Masters of Science in Administration. She attended Ferris State University from 2019 to 2022, and completed her Doctorate in Community College Leadership course work, and is finishing her dissertation on Indian Education Anishnaabe Language.

Mary has worked for the Saginaw Chippewa Indian Tribe for many years. She has also worked for her own tribe, the Grand Traverse Band of Ottawa and Chippewa Indians as a Tribal Manager for a few years. Currently, Mary is the Dean of Academics for the Saginaw Chippewa Tribal College (SCTC). At SCTC she is also the Accreditation Liaison Officer (ALO) and a Peer Reviewer for the Higher Learning Commission (HLC).



Northwestern Michigan College

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Board Policy D-400.00

Institutional Effectiveness Criterion: Partnership

External Partnerships

NMC shall develop and maintain collaborative relationships with the communities it serves to create a learning-centered college that meets the needs of its students and stakeholders. To this end, NMC shall effectively communicate with its communities. NMC shall raise resources to support strategic initiatives. NMC shall develop meaningful relationships with partners in seeking out potential areas for improvement. The partnership criteria assesses the extent to which NMC shall effectively build relationships with educational institutions, businesses, service organizations, other agencies, alumni and the general community to fulfill its mission.

In support of the strategic plan, the President shall exercise and promote innovative and creative leadership to support partnership at Northwestern Michigan College. In so doing the President is hereby granted full authority and autonomy by the Board of Trustees to utilize College resources to that end in any manner deemed appropriate, so long as the President exercises prudent judgment, ethical and lawful behavior, and reasonable interpretation of this policy.

If any provisions(s) of this policy or set of bylaws conflicts with laws applicable to Northwestern Michigan College, including the Community College Act of 1966, the Freedom of Information Act, or the Open Meetings Act, as each may be amended from time to time, such laws shall control and supersede such provisions(s).

Adopted by the Northwestern Michigan College Board of Trustees December 18, 2006
Revised June 25, 2018



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Board Policy D-500.02

Institutional Effectiveness Criterion: Operations

Tobacco Free NMC

In order to promote a healthy culture of learning for students, staff, faculty and guests, Northwestern Michigan College shall prohibit the use and/or sale of tobacco products, or facsimiles, on all NMC properties. No person shall use, chew, smoke or sell tobacco products, or facsimiles, at any time or in any place on NMC properties, including sidewalks within the boundaries of any NMC campus. Smoking, and vaping, of tobacco or other products, including, but not limited to cigarettes, cigars, pipes, smokeless tobacco, vaporizing/vapor producing devices, and e-cigarettes is prohibited on all College property or in vehicles owned, rented, leased, or otherwise under the control of the College.

If any provision(s) of this policy or set of bylaws conflicts with laws applicable to Northwestern Michigan College, including the Community College Act of 1966, the Freedom of Information Act, or the Open Meetings Act, as each may be amended from time to time, such laws shall control and supersede such provision(s).

Adopted by the Northwestern Michigan College Board of Trustees December 21, 2009

Revised June 25, 2018



Northwestern Michigan College

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Board Policy D-300.00

Institutional Effectiveness Criterion: Workforce

Workforce

NMC shall be a significant contributor to regional economic development. The College shall support economic development by providing programs responsive to key economic drivers and in support of business and partnership needs. NMC shall work collaboratively with community agencies, assessing the economic climate, and providing excellent and reputable training and research programs and services. The workforce criterion assesses how well NMC serves in this capacity.

In support of the strategic plan, the President shall exercise and promote innovative and creative leadership to support economic development at Northwestern Michigan College. In so doing the President is hereby granted full authority and autonomy by the Board of Trustees to utilize College resources to that end in any manner deemed appropriate, so long as the President exercises prudent judgment, ethical and lawful behavior, and reasonable interpretation of this policy.

If any provision(s) of this policy or set of bylaws conflicts with laws applicable to Northwestern Michigan College, including the Community College Act of 1966, the Freedom of Information Act, or the Open Meetings Act, as each may be amended from time to time, such laws shall control and supersede such provision(s).

Adopted by the Northwestern Michigan College Board of Trustees December 18, 2006
Revised June 25, 2018



Northwestern Michigan College

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Board Policy D-500.01

Institutional Effectiveness Criterion: Operations

Use of Federal Funds

No federal appropriated funds shall be paid by or on behalf of Northwestern Michigan College to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the making of any federal grant; the entering into of any cooperative agreement; or the extension, continuation, renewal, or modification of any federal grant or cooperative agreement. If any funds other than federal appropriated funds have been or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with a federal grant or cooperative agreement, NMC shall complete and submit Standard Form LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions. The language of this certification shall be included in the award documents for all sub-awards at all tiers (including sub-grants, contract under grants and cooperative agreement, and subcontracts), and all sub-recipients are required to certify and disclose accordingly.

Federal funds received under the Carl Perkins Vocational and Applied Technology Education Act shall be so used as to supplement, and to the extent practicable, increase the amount of state and local funds that would in the absence of such federal funds be made available for the use specified in the Act, and in no case supplant such state or local funds.

If any provision(s) of this policy or set of bylaws conflicts with laws applicable to Northwestern Michigan College, including the Community College Act of 1966, the Freedom of Information Act, or the Open Meetings Act, as each may be amended from time to time, such laws shall control and supersede such provision(s).

Initially adopted by the Northwestern Michigan College Board of Trustees as D-1100-01 August 27, 2001
Renumbered D-500.01 as of December 18, 2006
Reviewed without revision January 15, 2010
Revised June 25, 2018