

Board of Trustees

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Northwestern Michigan College provides lifelong learning opportunities to our communities.

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

Meeting Agenda

Monday, February 24, 2020 at Hagerty Center, Room C, 715 East Front St

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. REPORTS** (Most reports are also provided to the Board in their materials packet, which can be accessed on the nmc.edu Board of Trustees website.)
 - E. Program Focus—Filling the Automotive Technician Pipeline—*Bill Marsh, Jr. and Jason Slade, Director of Technical Academic Area*
 - F. Faculty Report—The Story of (and Stories from) an ENG 112 Essay Assignment—*Judy Chu, Communications Instructor*
 - G. Enrollment Report—Todd Neibauer, Vice President for Student Services and Technologies
 - H. Financial Report—Vicki Cook, Vice President of Finance and Administration
 - I. Foundation Report—Rebecca Teahen, Associate Vice President for Resource Development and Executive Director of Foundation
 - J. PRMC Report—Diana Fairbanks, Executive Director of Public Relations, Marketing, and Communications
 - K. Presidential Performance & Compensation Committee—Chris Bott, Committee Chair
 - L. Building & Site Committee—Ross Childs, Committee Chair
 - M. Legislative Issues Report—Nick Nissley, President

III. PUBLIC INPUT

Request forms for public input are available at the meeting location. 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 should be 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.



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IV. UPDATES

- N. President's Update—Nick Nissley, President
- O. Board Chair Update—Chris Bott, Chair

V. DISCUSSION ITEMS

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:

P. Minutes of the January 27, 2020, regular meeting

VII. ACTION ITEMS

Q. **Special Liquor License** (Pursuant to Policy A-106.00 Other)

Recommend adoption of resolution authorizing the organization through its duly authorized officers, make application to the Liquor Control Commission for a Special License for a Wine Auction to be in effect on Friday, April 17, 2020, at the Northwestern Michigan College Hagerty Center at Great Lakes Campus, 715 E. Front Street, Traverse City, Grand Traverse County, Michigan.

- R. **Aviation Hangar Doors Replacement** (Pursuant to Policy A-106.00 Finance) Recommend authorization for administration to enter into a contract with Powerlife Hydraulic Doors in the amount of \$121,055 (plus \$12,106 contingency) for the removal of old hangar doors and the installation of new hydraulic hangar doors to be funded by the FY20 Plant Fund.
- S. East Hall Window Project (Pursuant to Policy A-106.00 Finance)
 Recommend authorization for administration to enter into a contract with HBC,
 Incorporated in the amount of \$50,276 (plus \$5,028 contingency) for the abatement of
 asbestos in preparation for replacement of windows in East Hall to be funded by FY20
 Auxiliary Housing Reserves.
- T. **Library Security Gates** (Pursuant to Policy A-106.00 Finance)
 Recommend authorization for administration to enter into a contract with Bibliotheca in the amount of \$47,281.50 for the purchase and installation of RFID security gates in the new library in the West Hall Innovation Center to be funded by the 2016 Bond Fund.



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- U. **Water Studies Vessel Painting** (Pursuant to Policy A-106.00 Finance)
 Recommend authorization for administration to enter into a contract with Great Lakes
 Shipyard in the amount of \$52,750 (plus 10% contingency) for the sandblasting, painting,
 and scheduled maintenance of RV Northwestern to be funded by the FY20 Plant Fund.
- V. **West Hall Innovation Center Landscaping** (Pursuant to Policy A-106.00 Finance) Recommend authorization for administration to enter into a contract with Traverse Outdoor Landscaping in the amount of \$39,750 for landscaping services and plant materials for the West Hall Innovation Center to be funded by the 2016 Bond Fund.

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.

IX. ADJOURNMENT

Upcoming Board Meeting Dates:

All board meetings are open to the public.

March 17, 2020 - Special Study Session, University Center 215/217, 2200 Dendrinos Drive

March 23, 2020 – NMC Hagerty Center, Great Lakes Campus, 715 E. Front Street

April 27, 2020 – NMC Hagerty Center, Great Lakes Campus, 715 E. Front Street

May 18, 2020 – Great Lakes Campus, Room 112, 715 E. Front Street (3rd Monday)

June 29, $2020-Great\ Lakes\ Campus,\ Room\ 112,\ 715\ E.\ Front\ Street$

July 20, 2020 – Great Lakes Campus, Room 112, 715 E. Front Street (3rd Monday)

August 24, 2020 - NMC Hagerty Center, Great Lakes Campus, 715 E. Front Street

September 28, 2020-NMC Hagerty Center, Great Lakes Campus, 715 E. Front Street

October 26, 2020 - Oleson Center A/B, 1881 College Drive

November 23, 2020 - NMC Hagerty Center, Great Lakes Campus, 715 E. Front Street

December 21, 2020 - NMC Hagerty Center, Great Lakes Campus, 715 E. Front Street

4

Filling the Automotive Technician Pipeline

A COLLABORATIVE EFFORT BETWEEN BILL MARSH AUTOMOTIVE GROUP AND THE NMC AUTOMOTIVE PROGRAM





Introductions

Bill Marsh Jr. – Bill Marsh Automotive Group, Owner

Rich King – Bill Marsh Automotive Group, Service and Parts Director

Wayne Moody - NMC Automotive Program, Coordinator

Jason Slade - NMC Technical Division, Director



Driver? Currently, there is a need for 78,000 automotive technicians!

We are addressing this <u>critical</u> need for automotive technicians in the region and specifically at Bill Marsh Auto Group by:

- Encouraging students to enter the automotive field and see themselves as successful technicians
- 2. Providing training / education for new or existing Bill Marsh Auto Group employees
- 3. Promoting NMC as a key piece of this talent pipeline along with other area partners

Methods - A Multipronged Approach

Automotive Technician Promotion

Internal Promotion / "Farm System"

Identify potential technicians at other Marshowned operations

Class Visits / Dealership Visits

- Visits to NMC classes
- Automotive class trips to Bill Marsh Auto
- Students "see" themselves as tech

In-Service Days

 Student visits Bill Marsh Automotive in place of class and completes a reflection activity

Visits to area schools including:

- CTC / high school programs
- tours of NMC
- outreach events

Educational Component

Leverage existing classes and certificates

- Undercar Specialists
- Master Automotive

Customized Training Options

 Create specialized training courses specific to Bill Marsh Auto Group's needs

Articulation agreements with Career Tech Centers

Internships

Industry-driven advisory board

Tie in with other Tech Division Initiatives

Construction Trades

- Building Tomorrow (~ 400 students on site)
- Home Builders Association, etc.

Engineering Technology

- CTC hands-on lab tour
- Visit by over a 100 career tech students
- Lunch and Learns / Outreach events

Apprenticeships

Manufacturing, electrical, and more

Company sponsored employees

Articulation agreements

• TBA ISD, Wexford Missaukee, Char – Em, and others

Internships

Across the board:

Partnering with companies to promote job openings to our students

- On-site
- In classroom
- Online (LinkedIN, Moodle, Social Media)

Full service assistance with apprenticeships including onsite registration, course selection and more

• Well received by industry partners

Active at recruiting events, national conferences (Marine / Surveying Tech), and more $\,$

Customize existing courses or provide specialized training around employer needs

Thank you for your time

Questions? Comments?



2020 Blizzard Baja Team



MEMO

Enrollment Services

To: Nick Nissley, President

From: Todd Neibauer, VP for Student Services & Technologies

Date: February 11, 2020

Subject: Enrollment Report – February 2020

Summer 2020

Registration for the summer semester has been open since October. New students for summer have the option of attending orientation in April or May.

Statistics

(Resources: Digital Dashboard – Same Date Comparison SU2017-2020)

	2017	2018	2019	2020
Inquiries	302	321	245	308
Admission Applications	310	318	247	302
Admits	159	177	148	193
Admits Registered	44	38	28	50
Prior Admits Registered	10	10	5	5
Retained from Spring	471	536	449	478
Re-Admitted Students	56	75	57	47
Average Contact Hours	5.86	6.07	6.02	6.05
Total Headcount	581	659	539	580
Total Contact Hours	3,402	4,000	3,244	3,510
Tuition	541,525	783,235	572,307	643,170

Fall 2020

Fall 2020 registration begins in March for continuing NMC students and April for new students.

Statistics

(Resources: Digital Dashboard – Same Date Comparison FA2017-2020)

	2017	2018	2019	2020
Inquiries	2,907	3,401	2,526	2,278
Applications	1,854	1,915	1,872	1,730
Admits	923	1,046	1,035	1,099



MEMO Administrative Services

To:

Dr. Nick Nissley, President

From:

Vicki Cook, Vice President of Finance and Administration

Date:

February 11, 2020

Subject:

Summary Report for the General Fund as of January 31, 2020

The attached reports summarize the financial results for the General Fund as of January 31, 2020. The seventh month represents 58.3% 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 ended the month with revenue over expenses in the amount of \$4,608,054. Revenue decreased by 3% when comparing January 2020 to January 2019 due to decreases in tuition and fees, timing of GLMA federal funding and a reduction in training revenue. The shortfall should be covered through reduced expenses. Expenses increased by 1% when comparing January 2020 to January 2019.

Revenue (letters refer to the attached General Fund summary)

- A. Tuition and Fees revenue: Tuition and fees represent a 5% decrease from those of January 2019. The decrease is due, in part, to the transition of Training Services to MMTC and decreased enrollment. For Spring 2020, the budget was set at 35,252 billing hours for budgeted revenue of \$6,687,922. Actual billing hours are at 34,693 hours for a total tuition revenue of \$6,553,230. Spring 2020 revenue is below budget by \$134,692. The shortfall should be absorbed by reduction in expenses and state appropriations slightly higher than budget.
- B. Property Taxes: Tax revenue is recorded as payments are received. The overall increase for the fiscal year is expected to be 3.6% over the previous fiscal year.
- C. State Sources include budget appropriations, personal property tax payments and MPSERS retirement payments. State appropriations payments began in October.
- D. Federal Sources, which consist primarily of the MARAD grants and MARAD fuel payment. These funds are to be used directly for the Maritime program.
- E. Actual year-to-date investment income recorded for fiscal year 2020 reflects interest income only.
- F. Both Private Sources and Other Sources are timing and event dependent.

Expenses

- G. Salaries and benefits are under budget due, in part, to Training Services transition to MMTC.
- H. Expenses are equal to or under budget at this time with the exception of internal expenses, which increased due to summer events.
- I. Capital Outlay reflects expenditures budgeted through the allocation of COAT dollars, BBQ funds, Maritime and Culinary Capital fund.

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Northwestern Michigan College Unaudited



MONTH END REPORTS ARE INTERIM AND NOT A REFLECTION OF YEAR END RESULTS.

Summary Report for General Fund Accounts Fiscal Year 2020, Period 07

	\$ *	in non in the same in a same				
	,		2019-2020	ΔŢ.	% of	
Splins	Accounts	Ð	Adjusted Budget	Activity	Annual Budget	
TOTAL GENERAL FUND						
50	Revenues					
		Tuition and Fees	23,578,426	15,083,912	63.97%	4
		Property Taxes	11,150,536	7,411,207	66.47%	В
		Other Local	OI	0	*	
		Local Sources	34,728,962	22,495,119	64.77%	
		State Sources	9,895,989	4,679,512	47.29%	O
		Federal Sources	734,339	542,795	73.92%	Ω
		Private Sources	549,000	402,718	73.35%	ш
		Investment Income	274,000	221,092	80.69%	ш
		Other Sources	441,250	263,637	59.75%	ட
		Total Revenues	46,623,540	28,604,873	61.35%	
09	Labor					
		Salaries & Wages	22,293,246	12,275,820	55.07%	ഗ
		Benefits	9,444,229	5,327,308	56.41%	ഗ
		Total Labor	31,737,475	17,603,127	55.46%	
02	Expenses					
		Purchased Services	2,655,276	1,262,481	47.55%	工
		Supplies & Materials	3,224,916	1,676,700	51.99%	I
		Internal Services	89,920	74,976	83.38%	I
		Other Expenses	1,766,851	864,623	48.94%	エ
,		Institutional Expenses	1,801,213	835,571	46.39%	I
		Maintenance & Renovation	1,740,392	933,735	53.65%	I
		Prof Develop, Travel & Events	653,622	374,703	57.33%	I
		Capital Outlay	270,000	171,518	63.53%	_
		Total Expenses	12,202,190	6,194,309	20.76%	
		Total Expenditures	43,939,665	23,797,435	54.16%	
08	Transfers					
		Transfers	2,683,875	199,384	7.43%	
		Total Transfers	2,683,875	199,384	7.43%	
	Tol	Total Expenditures and Transfers	46,623,540	23,996,819	51.47%	
	Net Reven	Net Revenues over (under) Expenditures	0	4,608,054		

Summ Gen Fund_Jan 2020.xls for internal use only

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Comparison - Fiscal Year to Date General Fund January 2020 vs. January 2019 Northwestern Michigan College

This statement does not reflect year-end results. INTERIM

YTD 1/31/2020	10 10 11 11 11 11 11 11 11 11 11 11 11 1	\$ 15,083,912	7,411,207	4,601,561	77,951	542,795	402,718 221,092	263,637	28,604,873	12,275,820 5,327,308	1,262,481	1,676,700	74,976	864,623 835,571 933,735	374,703	171,518 23,797,435	199,384	23,996,819
Northwestern Michigan College	Revenue Local Sources:	Tuition & Fees	Property Taxes	State Sources	State PPT Reimbursement	Federal Sources	Private Sources Investment Income	Other Sources	Total Revenue	Expenses Salaries and Wages Benefits	Purchased Services	Supplies & Materials	Internal Services	Other Expenses Institutional Expenses Maintenance & Renovation	Professional Development	Capital Outlay Total Expenses	Transfers	Total Expenses & Transfers

% Diff Comments		-5% Jan was \$364k1 lower than planned Fall enrollment (171k under budget / 205k less than FY19)	-5% Timing of property tax collections	-2%	100	6.70 receipts (under sections 147a and 147e) are being recognized in the general fund during the year (whereas in FY19, these were moved to general fund at year-end only).	-7% The State funding formula resulted in slightly lower PPT reimbursement for FY20 as expected	-38% GLMA received additional appropriations from MARAD for vessel operation along with \$155,000 in Heritage Act funds in FY19		35% Actual interest recognized in FY20 vs estimate in FY19	-4% Lower administrative fees received from NJTP in FY20 (due to transition of Training Services to MMTC)	-3%	40, Consistent with minr year		_	-5% In addition, there were extra security expenses in FY19 for the GLMA ship during pier project and timing of purchased services needed for campus services and facilities in FY20	-6% Decrease is driven by timing of fuel purchases for GLMA and Aviation	193% Primarily driven by internal services provided by auxiliary services in FY20 including a water studies/surgical tech event and North Hall accommodations for aviation students		2% Consistent with prior year	12% Increase is driven by timing of facilities/maintenance expenses	8% (higher in FY20)	3680% Timing of COAT purchases and prior year includes the GLMA harbor project	1%	-10% Aviation flight hours transfer	1%	
\$ Diff		\$ (774,223)	(415,954)	(1,190,177)	222 606	323,000	(5,817)	(325,684)	122,523	57,856	(12,385)	(1,030,078)	A75 A7A	182,414		(28,687)	(101,067)	49,364	150	17,039	101,834	26,544	(398,438)	235,878	(21,829)	214,049	San San St.
YTD 1/31/2019		\$ 15,858,135	7,827,161	23,685,296	1 277 066	4,277,955	83,768	868,479	280,195	163,236	276,022	29,634,951	11 8/0 005	5.144,894		1,331,168	1,777,767	25,612	864,473	818,532	831,901	348,159	569,956	23,561,557	221,213	23,782,770	
YTD 1/31/2020	11. 11. 11. 11. 11. 11. 11. 11. 11. 11.	\$ 15,083,912	7,411,207	22,495,119	100	190,100,4	77.951	542,795	402,718	221,092	263,637	28,604,873	12 275 820	5,327,308		1,262,481	1,676,700	74,976	864,623	835,571	933,735	374,703	171,518	23,797,435	199,384	23,996,819	The state of the s
concac	Revenue Local Sources:	Tuition & Fees	berty Taxes	Total Local Sources		State Sources	State PPT Reimbursement	Federal Sources	Private Sources	Investment Income	Other Sources	Total Revenue	Expenses Mage	Salailes and Wages Benefits		Purchased Services	Supplies & Materials	Internal Services	Other Expenses	Institutional Expenses	Maintenance & Renovation	Professional Development	Capital Outlay	Total Expenses	Transfers	Total Expenses & Transfers	



INTERIM
This statement does not reflect year-end results.

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Comparison - Month Over Month General Fund	January 2020 VS. December 2019



Northwestern Michigan College Income Statement Projections - General Fund For the Year Ended June 30, 2020 As of 2/10/20

INTERIM
This statement does not reflect

year-end results.

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Local Sources:

Tuition & Fees

Property Taxes Total Local Sources State Sources

State Property Tax Reimbursement

Federal Sources

Private Sources

Dividend and Interest Income Unrealized Gain/(Loss) on Investments Other Sources

Total Revenue

Expenses

Salaries and Wages
Benefits
Purchased Services
Supplies & Materials
Internal Services
Other Expenses
Institutional Expenses
Maintenance & Renovation

Total Expenses

Capital Outlay

Professional Development

Transfers

Plant Fund - General Maintenance
Plant Fund - New Construction
Plant Fund - Technology Maintenance
Plant Fund - Facility Fee for Maintenance
Plant Fund - Aviation Capital Fund
Plant Fund - EES Transfer for Elevate

Bd Designated - Strategic Projects Bd Designated - Funds for Transformation Bd Designated - MPSERS Liability Fund

Bd Designated - Wellness Initiatives Program Specific

Total Transfers Total Expenses & Transfers Net Revenue Over (Under) Expenses

	Comments	No Training Services revenue (\$572k budget); lower than planned Marine Center (\$150k under (863,784) budget) budget) budget budget). Remaining decrease attributed to lower	trian planned rail and spring enrollment. Expected to be comparable to budget			Higher than expected PPT payments from Local Community Stabilization Authority	GLMA expected to receive \$1M in appropriations in addition to fuel reimbursement. Additional \$195k is expected from Heritage Act	Funding for experiential tearning and grants from Consumer's Energy and Lee Gardner Foundation	Favorable interest rates	Not projected in Jan due to market volatility; will continue to monitor	New MMTC access and office fees, higher food and rental sales than planned		(2) 864) Comparable to budget	114,265) Heath claims trending lower than budgeted	Savings in new facilities contract with Sodexo and savings in legal fees	Aviation fuel costs higher than budget, offset by savings in office supplies				Comparable to budget	More conferences and events	Gifts from Lee Gardner and Consumer's Energy will be used to purchase GF equipment					Based on revenue, calculated using tachometer hours	passa un revenue, calculateu usnig taciforneten noui s				MARAD appropriations and Heritage Act funds are reserved for the GLMA program				
	Difference vs. Budget	(863,784)		(863,784)	330,612	52,951	582,156	290,003	114,091		55,530	561,558	(21 864)	(114 265)	(32,162)	99 683	(5.966)	(50.392)	(79.972)	(36,747)	38,468	109,015	(94,200)				64 716	? ' }				500,000	564,716	470,516		\$ 91,043
	FY 20 Projected	\$ 22,714,642	11,150,536	33,865,178	10,126,601	152,951	1,316,495	839,003	388,091	ľ	496,780	47,185,098	22 271 382	9,329,964	2.623,114	3.324.599	83.954	1.716.459	1,721,241	1,703,645	692,090	379,015	43,845,465	1,019,740	200,000	500,000	404 716	, ,	250,000	50,000	(115 865)	600,000	3,248,591	47,094,056		\$ 91,043 \$
Service Spillips of the Parish	YTD 2/10/2020	\$ 15,171,316	8,188,210	23,359,526	4,601,561	77,951	542,795	402,718	221,092	PRESENTATION COMPANY CALLEY	276,456	29,482,099	12 270 215	5,324,903	1,293,055	1,697,651	75.088	877,201	868,667	935,460	383,670	171,519	23,891,428	•		•	202 358	202,202	•	•	•	(2,974)	199,384	24,090,812		5,391,287
	FY 20 Budget	\$ 23,578,426	11,150,536	34,728,962	9,795,989	100,000	734,339	549,000	274,000	1	441,250	46,623,540	22 293 246	9.444.229	2.655,276	3,224,916	89,920	1.766,851	1,801,213	1,740,392	653,622	270,000	43,939,665	1,019,740	200,000	500,000	340,000	1	250,000	20,000	(115 865)	100,000	2,683,875	46,623,540		
and the Style of the Sec. of	FY 19 Actual	\$ 23,529,686	10,685,705	34,215,391	10,003,428	165,956	1.815,514	567,361	384,491	406,758	571,429	48,130,329	21 701 410	9.336.066	2.537.324	3,251,184	83,954	1,597,838	1,621,241	1,554,197	713,810	696,140	43,093,164	1,609,643	800,000	500,000	40,000	24,550	400,000	50,000	95,600	(4,202)	3,960,185	47,053,349	000 010 0	\$ 1,076,980 \$
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MEMO: Resource Development

To: The Board of Trustees

President Nick Nissley, Ed.D.

From: Rebecca Teahen, Assoc. Vice President, Resource Development

Executive Director, NMC Foundation

Date: February 12, 2020

Subj: Foundation Update

Fund Raising - a "check" on FY20 goals

FY20 overall dollars raised as follows:

\$ 2,128,709 Total received (including Annual Fund, pledges, and documented planned

gift intentions) raised toward goal

+ \$ 211,346 Gross event revenue vs goal of \$200,000

\$2,340,055 Total of gifts + events (incl. documented planned gift intentions)

Foundation Initiatives

• 60 NMC alumni had a chance to connect with our new president during an NMC Trivia "Take Over" at Right Brain Brewery in Traverse City at the end of January. This was a fun way to connect or re-connect with local alumni, and celebrate NMC!

• It has been a long-standing tradition to reach out and re-connect with alumni and generous supporters of NMC who may winter or be full time Florida residents. This year, the Foundation's alumni relations program invited all our friends in Florida to "connect with each other and NMC, celebrate their own and NMC's success, and consider giving back through gifts of time, talent, and treasure" through two alumni "reunion" receptions offering an opportunity to meet Dr. Nissley as well! All our guests heard the message of "What's Possible" through NMC.

Through the two events, we connected in person with 50 alumni donors and friends, reached more than 1,000 people through social media, made 150 personal phone calls (with great volunteer help!), and invited approx. 2,500 households through direct mail.

Dr. Nissley and Rebecca also met individually with loyal and generous supporters of NMC during our time in Florida, as we seek to raise funds for scholarships, programs, and facilities.

- Don't forget, Outstanding Alumni nominations are open now through Feb. 28!
- Foundation staff continue to help facilitate opportunities for alumni and donors to meet with Dr. Nissley as he "listens and learns" about NMC.

Meetings and Events for your calendars:

- The Foundation Board will meet February 26 at 7:00 a.m. at the Hagerty Center, NMC's Great Lakes Campus.
- A Taste of Success will be Friday April 17, 2020. Buy your tickets now and please invite others to attend as well!





MEMO

Public Relations, Marketing, and Communications

To: Nick Nissley, President

From: Diana Fairbanks, Executive Director of PR, Marketing and Communications

Date: 2-13-20

Subject: January Monthly Report

Activities across campus, and in many areas of media, pick up pace in January as the spring semester begins. This combined with the start of new president Nick Nissley resulted in strong and positive earned, owned and shared media which supports the board level goal of increasing internal and external engagement. The following is an overview of the work of PRMC for January 2020.

Paid Media

Current marketplace mix

- Ticker
- 9&10/Fox 32
- Google (search, display & remarketing)
- Web display (prospecting & remarketing)
- Facebook
- Instagram
- Spotify

Digital marketing update

We continue to work on increased efficiency and greater quality of paid interactions (a click or visit to the site, view of a video, phone call, etc.) and interaction rates with the goal of better targeted ads being more likely to appeal to prospective students and more likely to promote a response. This work will impact MOM and YOY reporting during the process, but will improve the quality of reporting in the long run.

January showed positive growth in total conversions. We are working to also increase our conversion rate with the number of visitors we are bringing to the site through our paid campaigns. We saw a MOM increases in overall interactions in search (25%,) display (18% and video campaigns (30%.) We saw expected decreases MOM in decreases in visits to admissions related pages as the semester got underway.

NMC also advertises on Facebook and Instagram. In January we ran one targeted recruitment campaign for general recruitment. This campaign was seen by more than 190,000 people and resulted in an additional 891 visits to the admissions webpage.

Earned Media

Monthly recap of media coverage and sentiment

In January, NMC was featured in 113 media mentions with an estimated publicity value of \$30,600 based on the Cision media monitoring system. Media coverage in January includes wide and positive local coverage with media outlets having one on one interviews with President Nick Nissley.

Media coverage stories that resulted in the most attention include:

- Nick Nissley: Three Weeks In, NMC's New President Sees Passion And Possibilities
 The Ticker, Jan. 28 (also featured in most local media outlets)
- Martin Luther King Jr. remembered in music, messages of hope Record-Eagle, Jan. 17
- Northwestern Michigan College Presents Festival of Foods 9&10 News, Jan. 15

Media sentiment ranking for January (based on a Cision algorithm that ranks pre-assigned tone of keywords) shows 97.3% positive or neutral coverage. This is an increase MOM (December, 93.6%) and YOY (2019, 87.3%). This is one of the highest positive/neutral monthly sentiment averages we've seen. It's usually around 94%.

Owned Media

Monthly published owned media

During January, PRMC published two NMC Now e-newsletter to 789 supporters and community members. The average open rate was 45.5%, well above the industry average of 17%. This <u>feature article</u> highlighting Nick Nissley's arrival to campus, and vision for the future was the most popular link clicked.

Other popular links include:

- Success story: Passports + Scholarships + Safety- NMC Now January 22, 2020
- GTPulse: New Traverse City Restaurant Serves Breakfast, Lunch and In Between 9&10 News, Jan. 3 (GLCI alumni)
- Northwestern Michigan College Presents 2020 Extended Education Catalog 9&10 News, Jan. 8

Planning is now underway for the June 2020 Nexus which will include features highlighting the new West Hall Innovation Center.

Shared Media

Monthly progress report on NMC's Main social media channels

January saw positive growth across nearly all metrics on our main shared media
channels. The MOM increase is expected as activities resume on campus. The YOY
growth continues due to continued improvement in content, including curated user

generated content, increase in paid social advertisements highly engaging contests. Highest performing posts include the Dean's List, GLCI alumni new restaurant, West Hall interior pictures and beautiful aerial pictures from aviation.

Platform	Followers	Impressions	Engagement	Gender	Age	Region
Facebook	11,469 up 6.21% YOY T Up 0.41% MOM T	67.04% increase YOY TUP 42.44% MOM	1,098%* increase YOY Up 66.13% MOM	Fans 68% F 32% M Reach 47%F 53%M Engaged 81%F 19%M	#1 25-34 (26.5%) #2 35-44 (19.8%) #3 45-54 (19.3%)	GT Region & Grand Rapids
Instagram	2,160 up 36.39% YOY) 1 Up 1.65% MOM	32.53% Increase YOY 1 Up 12.7% MOM	56.28% increase YOY Down 4.29%** MOM	61% F 39% M	#1 18-24 (33.8%) #2 25-34 (29.5%) #3 25-44 (15.9%)	GT Region & Grand Rapids

^{*} This reflects a change in the reporting makeup which has expanded what post interaction activities count toward engagement.

While one of the most used social media channels by current and potential students, Snapchat does not have the same data reporting capabilities as Facebook owned platforms. In addition to event specific geofilters, NMC has the following community filters in place.

Location and image	Date activated	Uses	Views from sent snaps or stories
Front St. Campus (clock tower)	11-4-17	3.2k	60.7k

^{**}This MOM decrease is due to unusually strong December engagement with several class photo posts that performed very well.

Front St. Campus (Hawk Owl)	2-27-18	5.7k	103.9k
Great Lakes Campus (GLMA)	6-6-18	527 1	17.8K

Northwestern Michigan College Board of Trustees

Presidential Performance and Compensation Committee Minutes

February 14, 2020 University Center, Room 213 2200 Dendrinos Drive, Traverse City, MI 49686

Committee Chair Chris Bott called the meeting to order at 3:00 p.m.

Members Present: Chris Bott, Rachel Johnson, Jane McNabb

Members Absent: None

Others Present: Nick Nissley, Holly Gorton, Mark Liebling

Committee Chair Chris Bott noted the charge to this committee as the acting presidential transition committee.

Transition Process Status

Committee members received an update from President Nick Nissley on the status of his relationship building process, sharing about his numerous meetings with student groups, employees, and community members. He noted that students have communicated their recognition of the many resources available at NMC and appreciation of faculty. Nissley also reported back on his recent Florida trip and valuable visits with donors and alumni.

Nissley provided a status report on his 90-day plan, noting that the President's Council (PC) would hold another retreat in April in continuation of their January retreat. He shared that he is working with PC on strengths and challenges, with plans to review the strategic plan this summer, which will help guide the Board work of reviewing challenges and strategic planning.

Nissley explained the March Board study session would include discussions pertaining to college challenges identified by President's Council, along with plans currently in place, as well as for the future. Nissley also shared that the budget process for FY21 is beginning, with preliminary discussions planned for the Board study session on March 17.

Nick Nissley explained he is very happy with the transition process, to date. He felt people were recognizing him as being accessible and approachable, and he was pleased by that. In response to a question, Nissley stated his concern, along with President's Council, with the years of enrollment decline, which he will focus attention on. He noted the knowledgeable conversations he is having with executive staff pertaining to the many aspects of NMC's enrollment management processes. There was some discussion about his desire to connect more closely to business people in the community, which is occurring within the relationship building process.

Committee members shared about the recent leadership changes throughout the community and the importance for NMC to be engaged. There was discussion about maintaining and building

additional community and business relationships. Chair Chris Bott shared about state-wide initiatives through MCCA to meet specific training needs.

Presidential Evaluation Process

The anticipated presidential evaluation process was discussed with consensus to hold a June or July informal session between the full Board and president. This committee will report out and facilitate a discussion of that process with the Board at their March 17 study session. Chair Chris Bott explained the previous process and tool used for the more formal yearend presidential evaluation. President Nissley will be provided with the previous evaluation tool to prepare him to discuss a proposed future process. Bott will also research models provided by ACCT. It was suggested to hold the yearend evaluation during the annual January Board study session.

Public Comment—There was no public comment offered.

The meeting was adjourned at 4:02 p.m.

Recorded by Holly Gorton, Chief of Staff to the President and Board of Trustees.

Northwestern Michigan College **Board of Trustees**

Building and Site Committee Minutes

February 11, 2020 Founders Hall Room 110 1701 E. Front Street, Traverse City, MI 49686

Committee Chair Ross Childs called the meeting to order at 2:01 p.m.

Members Present: Ross Childs, Kennard Weaver

Members Absent: Michael Estes

Others Present: Nick Nissley, Vicki Cook, Holly Gorton, Pat Podges

West Hall Innovation Center and Library Update

Project Manager Pat Podges provided an update on the West Hall Innovation Center and Library Project budget. He shared there have been several structural challenges within the existing building in terms of supporting HVAC equipment designed for the new café. This will result in some additional costs and time, but contract adjustments (reductions of contingencies, general conditions and allowances) to the Library project will offset these costs and keep the overall project within budget. Vice President of Finance and Administration Vicki Cook provided an updated project timeline, which indicates a mid-May completion date, with the kitchen project the final component. Vice President Cook shared that the building would be open for tour during the NMC BBQ on May 17. There is also a statewide faculty conversation being hosted by NMC in the new building on May 19. Pat Podges reviewed the Dashboard report showing the financials on the project, a review of activities that are continuing within the building and a revised construction schedule. He remarked on the good progress being made toward the mid-May completion target. A tour of the building was conducted by the committee after the meeting.

Vice President Cook also provided landscape plans for the project. An official proposal is forthcoming, which will be recommended to the full Board for approval.

Other Projects

For information only, Vice President Cook shared about landscaping projects also planned for Parsons-Stulen and the Dennos Museum Center.

Public Comment—No public comment was offered.

Meeting was adjourned at 3:20 p.m.

Recorded by Holly Gorton, Chief of Staff for the President and Board of Trustees.



Lynne Moritz < Imoritz@nmc.edu>

MCCA Weekly Board Update | Report 499 | February 17, 2020

1 message

Michigan Community College Association <eschor@mcca.org> Reply-To: eschor@mcca.org To: Imoritz@nmc.edu

Mon, Feb 17, 2020 at 5:03 AM



MCCA WEEKLY BOARD UPDATE

[Report #499 | February 17, 2020]

FROM YOUR ASSOCIATION PRESIDENT...



It was great to see so many Michigan delegates at the National Legislative Summit in Washington DC last week advocating with our members of Congress. Meanwhile back in Lansing, hearings on the community college budget started this week. We're looking forward to hosting the President's committee at the end of this week, with State Superintendent Michael Rice and State Budget Director Chris Kolb speaking to our group. Have a great week everyone. -- Mike Hansen

State Legislative Matters

Opportunity for Input on Overtime Rules: As you may know, in October, Governor Gretchen Whitmer directed the Michigan's Department of Labor and Economic Opportunity (LEO) to submit an administrative rule change request to expand overtime pay eligibility to more Michigan workers. Under the current federal standard that went into effect this year, salaried workers who earn less than \$35,568 are now eligible for overtime pay. In Michigan, the Governor seeks to raise the salary threshold even more to guarantee overtime pay to nearly 200,000 Michigan workers who are not eligible under the federal standard. The Governor's office is exploring raising the threshold to somewhere in the \$45,000-\$60,000 range.

To help provide perspectives from the nonprofit sector and inform the rule making process, Michigan Nonprofit Association (MNA), the Council of Michigan Foundations (CMF), and the Michigan Association of United Ways (MAUW), are asking for member feedback on the overtime threshold increase via an online survey, which is open now through February 21.

Violations of the Open Meetings Act: On Thursday, February 13, the Senate Judiciary and Public Safety Committee took testimony on Senate Bill 104 (Runestad). SB 104 would amend Michigan's Open Meetings Act to specify that if a public body is not complying with the Act, the Attorney General, prosecuting attorney of the county in which the public body serves, or another person could commence a civil action to compel compliance or enjoin further noncompliance with the Act. The Committee did not vote on SB 104. This bill mirrors House Bill 4179 (Miller), which the House Judiciary Committee considered last year, but has not voted on yet.

Board of Ed Considers Perkins Plan: A state plan aimed at providing further access for career and technical education programs came before the State Board of Education on Tuesday, February 11, garnering an extremely positive response. The Perkins V State Plan comes following the federal reauthorization of the Carl D. Perkins Career and Technical Education Act and is dedicated to increasing access to high-quality CTE programs of study. It is a four-year state plan, which the Department of Education has worked on in tandem with the Department of Labor and Economic Opportunity.

The plan will focus on 17 different career clusters, including energy, health science, agriculture and natural resources, human services, and marketing. It will also monitor special populations involved in CTE programs including new special populations for homeless individuals, youth who are in or have aged out of foster care system, and youth with a parent who is a member of the armed forces and is on active duty.

Bills to Watch: See a quick list of all the bills relevant to community colleges on the MCCA website.

Federal Legislative Matters

President Releases Budget Proposal: On Monday, February 10, President Trump called for a \$5.6 billion, or 7.8 percent, cut in Department of Education funding and reductions for most core funders of academic research, but also proposed a nearly \$900 million increase in career and technical education funding that U.S. Education Secretary Betsy DeVos called "perhaps the largest increase in CTE ever." In proposing education cuts, as he has every year of his presidency, Trump proposed several ideas that have been rejected by Congress, including eliminating the Public Service Loan Forgiveness and Supplemental Educational Opportunity Grant programs, and giving campus financial aid administrators greater latitude to limit loan borrowing by individual students. Congress each year has passed a budget spending far more than Trump proposed, including last year when Congress spent \$72.7 billion on education, compared to the administration's \$64 billion proposal.

USDA Seeks Applications to Increase Rural Access to Education: The US Department of Agriculture (USDA) is currently accepting applications for grants to help increase access to education, training, and health care resources in rural communities. USDA is making \$71.7 million in grants available under the Distance Learning and Telemedicine Grant program, which helps rural communities use telecommunications based audio and video equipment to connect teachers, students, medical providers, and rural residents with each other and the world. Applicants in rural areas of 20,000 people or less are eligible to apply. Applications must be submitted to the applicant's nearest USDA office or electronically via grants.gov by April, 10, 2020.

MCCA Centers of Excellence

Michigan New Jobs Training Program

MNJTP By the Numbers: The Michigan New Jobs Training Program authorizes community colleges to temporarily capture the state income tax withholding associated with newly hired workers to pay for training. To date, 242 employers have been served by the program, and 26,823 projected new jobs are receiving training via the existing MNJTP agreements. Please contact Adriana Phelan with questions.

Recently Signed MNJTP Agreements to Support Local and Regional New Job Creation:

- Grand Rapids Community College: Arcanum Alloys, Inc. to train 22 new employees; and DeWys Manufacturing, Inc. to train 27 new employees.
- Jackson College: Distyll Graphic Solutions of Adrian to train 35 new employees.
- Lansing Community College: MWC, LLC to train 230 new employees; Farm Bureau Mutual Insurance to train 75 new employees; and Farm Bureau Life Insurance to train 75 new employees.
- Macomb Community College: FCA Warren Truck Assembly Plant to train 1,518 new jobs; The Paslin Company to train 72 new employees; and Automation Solutions of America to train 15 new employees.
- Montcalm Community College: Aguest Machining & Assembly to train 12 new employees; and Kent Foundry to train 30 new employees.
- Muskegon Community College: American Chemical Solutions to train 38 new employees.
- Northwestern Michigan College: Materne North America Corp. to train 14 new employees; Shoreline Power Services Inc. to train 35 new employees; Elmer's Crane and Dozer Inc. to train 22 new employees.
- Oakland Community College: Samsung SDI to train 489 new employees.
- Schoolcraft College: Orchard, Hiltz, & McCliment Advisors to train 73 new employees.
- Washtenaw Community College: Human Element, Inc. to train 35 new employees; and RightBrain Networks to train 10 new employees.

Michigan Center for Student Success

New Features Added to Michigan Transfer Network: The profile page featuring institutional information for each participating institution has been redesigned. You can view these changes by navigating to Find Colleges & Universities and selecting your institution. Institutions can update information that appears on this page by logging in to the secure site, clicking Institutions, and updating your information. At the request of participating institutions, we have added a new feature to add, edit, and delete single equivalencies. When the new MTN launched in May 2019, institutions could only use the bulk upload process to add, edit, or delete equivalencies. This new feature allows institutions to make individual changes. Please note that this does not change the equivalency record in the source database or SIS at your institution. The next bulk upload will overwrite any individual changes that are not reflected in the source data. Instructions to add/edit/delete single equivalencies is available in the Manual and

Instructions section of the Dashboard once secure users login to the site. Contact Erica Orians with questions.

Webinar on Implementing MiTransfer Pathways: Please join MACRAO on February 20, 2020 from 9-10:30AM for a webinar on Implementing MiTransfer Pathways. This webinar focuses on campus implementation now that the first four MiTransfer Pathways agreements in Biology, Business, Criminal Justice, and Psychology have been signed. Personnel from MACRAO institutions will discuss their internal communication plans regarding the new MiTransfer Pathways and share their progress on developing web-based communication materials about their participation in the pathways. In addition, project staff will preview plans to further enhance student-facing materials available at www.mitransfer.org. Click here to register for the webinar.

RM@RT Course Transferability Kickoff Webinar: The Right Math at the Right Time is kicking off a project to ensure the transfer of the entry-level, college-level mathematics courses in each of the three pathways in the MTA (quantitative reasoning, introductory statistics and preparation for calculus). Please register for an overview of processes to improve transfer of these courses between community colleges and public and independent bachelor's degree granting institutions on Tuesday, February 25 at 4:00 p.m. This webinar will provide a guide to resources and will be recorded for those who cannot join live. Please contact Jenny Schanker with questions.

Register for GPI VI/MSSN Meeting: Registration is now open for Guided Pathways 2.0 Institute VI on Friday, March 27 at the Jackson College Main Campus (2111 Emmons Rd. Jackson, MI 49201). This institute will focus on measuring the impact of Guided Pathways on the student experience and lay a foundation for future work. Rob Johnstone from NCII will be our featured speaker. Institute VI will be open to all colleges, with activities for Mentor and Study Circle colleges as well as those colleges that have not participated in Guided Pathways. Please plan to bring a cross-functional team of 5-6 to this meeting. The timing for the meeting is currently 9:30-3:30 and an agenda will be posted at https://www.mcca.org/events and on the registration site as the meeting gets closer.

Upcoming Events

Please click here to see all upcoming MCCA events.









Michigan Community College Association 222 North Chestnut, Lansing MI 48933 http://www.mcca.org



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Michigan Community College Association, 222 N Chestnut, Lansing, MI 48933

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NORTHWESTERN MICHIGAN COLLEGE BOARD OF TRUSTEES MINUTES

Monday, January 27, 2020 at NMC Hagerty Center, Great Lakes Campus, 715 East Front St

CALL TO ORDER—Chair Chris M. Bott called the regular meeting to order at 5:30 p.m.

ROLL CALL

Trustees present: Douglas S. Bishop, Chris M. Bott, K. Ross Childs, Michael Estes, Jane T.

McNabb, Kennard R. Weaver

Trustees absent: Rachel A. Johnson

Also present: President Nick Nissley, Vicki Cook, Marguerite Cotto, Jean Derenzy, Diana

Fairbanks, Anders Gillis, Joy Evans Goodchild, Holly Gorton, Colin Kreh, Mark Liebling, Dean Lucier, Kyle Morrison, Todd Neibauer, Steve Rice

Stephen Siciliano, Paul Perry, Rebecca Teahen

REVIEW OF AGENDA—The agenda was accepted as presented.

REPORTS

Faculty Report—"Up, Up and Away: A Big Picture View of Education"—Steve Rice, Business Instructor presented on a big picture story of education with relevance for NMC's future.

Enrollment Report—Todd Neibauer, Vice President for Student Services and Technology, provided the enrollment report that included the official spring semester 2020 enrollment data, which was a 3.8% decrease in contact hours. The overall total headcount was 3,352. Neibauer addressed a question by explaining how NMC is working to re-engage with students who have left without completion through a state-wide program, Degrees When Due, to locate those students.

Financial Report—Vicki Cook, Vice President of Finance and Administration, reviewed the financial report for the period ending December 31, 2019. For the remainder of this fiscal year, the report will include projections for the year ending June 30, 2020.

Foundation Report—Rebecca Teahen, Associate Vice President for Resource Development and Executive Director of Foundation, provided the Foundation Report for FY20 and noted high level goals of raising more money and connecting with more people. Teahen highlighted the Foundation event hosted by Diana and Richard Milock to meet new NMC President Nick Nissley, as well as an upcoming trip to Florida to visit with donors and alumni.

PRMC Report—Diana Fairbanks, Executive Director of Public Relations, Marketing, and Communications, shared that the December edition of the NEXUS magazine had gone out to 46,000 homes. Fairbanks also reviewed marketing initiatives and tracking to reach adult learners.

Presidential Performance & Compensation Committee Report—Committee Chair Chris Bott provided a report on the work of the Board Presidential Performance and Compensation Committee. As acting presidential transition committee, they are meeting monthly with new NMC President Nick Nissley to onboard him and plan for appropriate performance and evaluation processes.

Building and Site Committee—Committee Chair Ross Childs shared the committee had met earlier in the month and received an update on the West Hall Innovation Center and Library project indicating the budget and timeline were still on target.

Legislative Issues Report—President Nick Nissley referenced the legislative update included in the Board meeting materials, and shared he had met with consultant Gabe Schneider to be updated on legislative activity. President Nissley was planning to join State Senator Wayne Schmidt on the senate floor for the January 29 State of the State Address by Governor Whitmer.

PUBLIC INPUT—There was no public input offered.

UPDATES

President's Update—President Nick Nissley provided an update on his first three and a half weeks on the job, noting that the Board's three priorities included building relationships. Nissley provided a list of over 100 people and groups that he has connected with in this short period of time, meeting broadly and somewhat deeply with most all stakeholder groups.

Board Chair Update—Chair Chris Bott thanked the trustees for the discussions had at the recent Board Study Session and mentioned another session is being planned for March 17, 2020.

DISCUSSION ITEMS

DDA TIF 97 Extension Plan—Trustee Kennard Weaver referenced documents he provided for the meeting materials and distributed his personal statement of opposition to the TIF 97 extension plan, citing loss of revenue for NMC. Chief Executive Officer of the Downtown Development Authority (DDA) Jean Derenzy addressed questions pertaining to the history of the Tax Increment Financing 97 (TIF 97) plan, as well as the projects funded through the financing. Derenzy also referenced a presentation she provided at the NMC Board of Trustees meeting in September 2019.

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

- Minutes of the December 16, 2019, regular meeting
- Minutes of the January 17, 2020, special study session and closed session

ACTION ITEMS

East Hall Windows—On a motion by Ross Childs, seconded by Janie McNabb, the Board authorized administration to enter into a contract with Grand Traverse Construction in the amount of \$891,000 (plus \$13,365 contingency) to demolish the old windows and install new

windows in the East Hall Residence building to be funded by the FY20 Auxiliary Housing Reserves. The motion passed with a unanimous vote.

Generator for Emergency Lighting at Great Lakes Campus—On a motion by Janie McNabb, seconded by Ross Childs, the Board authorized administration to enter into a contract with Cummins Sales and Service to provide an emergency generator for \$16,799, and with Shoreline Power Services to install the emergency generator for \$18,900, for a grand total of \$35,699 to be funded by the FY20 Plant Fund. The motion passed with a unanimous vote.

Board Policies—On a motion by Doug Bishop, seconded by Kennard Weaver, the Board unanimously adopted the following Board Policies on a second-reading basis:

- New Policy A-001.00 College Policy Organization
- New Policy D-501.01 Dennos Museum Code of Ethics
- New Policy D-504.05 Dennos Museum Collections Management Policy
- Policy A-103.00 Board of Trustees Committees with no changes after review
- Amended Policy A-105.00 Consent Agenda Items
- Amended Policy A-106.00 Items for Specific Board Approval
- Amended Policy D-700.01 Political Activities

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 6:48 p.m.

Recorded by Holly Gorton, Chief of Staff to the President and Board of Trustees.

SIGNED		
	Chris M. Bott, Chair	
ATTESTED		
	Michael Estes, Secretary	



MEMO

To: The Board of Trustees and President Nick Nissley

From: Rebecca Teahen, Executive Director for the NMC Foundation

Date: February 11, 2020

Subject: Special License for Taste of Success event

April 17, 2020 will mark the 26th annual fundraiser held on behalf of the Great Lakes Culinary Institute. Formerly known as the Tasters Guild Event, A Taste of Success raises significant scholarship support each year.

Action Requested

As we did in 2019, we are requesting Board of Trustee approval to file with the State of Michigan for a special events wine auction license for April 17, 2020, which would allow a broader range of activities to be carried out as part of the Taste of Success event.

Rationale

Under the leadership of event committee chair Marie-Chantal Dalese, we have seen a significant uptick in support for the Taste event, with an increase in participation from both area winery associations, WOMP (Wineries of Old Mission Peninsula) and LPVA (Leelanau Peninsula Vinters Association), and several other community organizations. We also now receive increased and upgraded donations from individuals and businesses to support the activities associated with this event. Under the College's current liquor license, we are restricted in how we can use wine offered for the event and with the special event wine auction license, we can more freely utilize wine donations and can allow patrons to leave the premises with unopened wine purchased as part of the silent auction and during the event.

<u>Background</u>

The process of receiving special event licenses was regularly followed prior to NMC opening the Hagerty Center and having a long-term license. The Board of Trustees last approved a special event license for last year's Taste event. Upon Board of Trustees approval, staff will complete the application process as quickly as possible to ensure the license is in place for the event. We thank you for your consideration and look forward to a tremendously successful event.



MEMOAdministrative Services

To: Dr. Nick Nissley, President

From: Vicki Cook, Vice President of Finance and Administration

Paul Perry, Director of Campus Services

Date: February 11, 2020

Subject: Aviation Hangar Doors Replacement

This document provides an overview and recommendation for the removal of the old hangar doors and installation of new hangar doors.

Board Authorization Requested

Authorize the Northwestern Michigan College administration to enter into a contract with Powerlift Hydraulic Doors for the removal of old hangar doors and the installation of new hydraulic hangar doors.

Background / Scope of Work

The scope of work for this project includes the removal of the existing hangar doors and installation of new hydraulic hangar doors. The current doors are over forty years old and need multiple repairs every year. The companies that repair these types of doors are growing scarce. Aviation and the Facilities department have worked together to make a final recommendation. The new hydraulic doors are 70% safer and more reliable. They are rated to one hundred mile an hour winds and require less maintenance. Their life expectancy exceeds 25+ years.

Bid Analysis

Company Name	Location	Bid Amount	Contingency	Total
Powerlift Hydraulic Doors	Grand Rapids, Michigan	\$121,055	\$12,106	\$133,161
Higher Power Hydraulic Doors	Benton Harbor, Michigan	\$123,394	\$12,339	\$135,733
Schweiss Doors	Fairfax, Minnesota	\$127,534	\$12,753	\$140,287

Recommendation

Authorize the Northwestern Michigan College administration to enter into a contract with Powerlift, for \$121,055 and a contingency of \$12,106 for a total of \$133,161.

Funding Source

The source of funds for this project is the FY20 Plant Fund.



MEMOAdministrative Services

To: Dr. Nick Nissley, President

From: Vicki Cook, Vice President of Finance and Administration

Paul Perry, Director of Campus Services

Date: February 5, 2020

Subject: East Hall Window Project - Asbestos Abatement

This document provides an overview and recommendation for the abatement of asbestos in the window caulking in the East Hall Resident building prior to replacing East Hall windows.

Board Authorization Requested

Authorize the Northwestern Michigan College administration to enter into a contract with HBC for the abatement of asbestos in preparation for replacement of windows in the East Hall Residence building.

Background / Scope of Work

The scope of work is asbestos abatement, materials and disposal costs in preparation for demolition and removal of all windows in the North and the South wings of the East Hall Residence building and the installation of new windows. East Hall Residence hall has the original single pane windows installed in 1967. New energy efficient windows will effect a 24% savings in the winter months and 18% during the summer months.

Bid Analysis

The two bidders are listed below:

Company Name	Location	Bid Amount	Contingency	Total
HBC, Incorporated	Lansing, MI	\$50,276	\$5,028	\$55,304
-				
Quality	Gladwin, MI	\$127,200	\$5,028	\$132,228
Environmental				
Services, Inc.				

Recommendation

Authorize the Northwestern Michigan College administration to enter into a contract with HBC, for \$50,276 and a contingency of \$5,028 for a total of \$55,304 for asbestos abatement prior to replacing East Hall windows.

Funding Source

The source of funds for this project is the Fiscal Year 2020 Auxiliary housing reserves.



MEMO

Learning Resources and Technologies

To: Nick Nissley, President

From: Todd Neibauer, VP for Student Services & Technologies

Date: February 11, 2020

Subject: Library Security Gate Purchase

Board Authorization Requested

Authorize the administration to enter into a contract with Bibliotheca for the purchase and installation of RFID security gates in the new library in the West Hall Innovation Center in the amount of \$47,281.50.

Background

The NMC Library had previously worked with Bibliotheca to create a self-checkout solution in preparation for the move to West Hall. The security gates are the final part of the overall solution to allow library resources to be made available whenever the building is open.

With the self-checkout stations and tagging already completed in partnership with Bibliotheca, they were the sole source for the security gates to ensure interoperability between checkout and security monitoring of library assets. The quote from Bibliotheca for the security gates and installation totals \$47,281.50.

Funding Source

The funding source is the 2016 Bond Fund.



(Less Sales Tax):

Customer Official System Quote

- 8. Items with RFID tags must be available on site for testing;
- 9. Standard 110V/120V power outlet needs to be located within 6 feet of the B panel of the RFID gates which contain the power brick. A dedicated power line is recommended but not required.

If applicable, the hardware and software includes 12-month warranty, set-up and configuration

Item ID	Item Type	Quantity	Sale Price	Sub Total
SUP000001-000-US	PRE-PAID SUPPORT & MAINTENANCE 24 Months (Includes Service & Maintenance renewals and software subscriptions for years 2 & 3 for both sets of gates).	1	\$8,990.000	\$8,990.00
GAT400000-001-US	RFID gate (Buried cable), 1-aisle	1	\$14,199.000	\$14,199.00
SWR000004-000-US	libraryConnect™ Devices subscription-1 license /device (Year 1) Software renewal \$249/year per set of gates	2	\$325.000	\$650.00
SWR000005-000-US	staffConnect™ gate Individual License (Year 1) Software Renewal \$99/year.	1	\$499.000	\$499.00
GAT000821-001-US	RFID gate premium Buried cable, 2-aisle	1	\$20,699.000	\$20,699.00
SVC000003-000-US	PRE-SITE SURVEY	1	\$0.000	\$0.00
SVC000003-000-US	PRE-SITE SURVEY	1	\$899.000	\$899.00
SHP000001-000-US	SHIPPING AND ADMINISTRATION Shipping is estimated on one receiving location, unless otherwise noted, and on current rates and proposal.	1	\$1,345.500	\$1,345.50
		Contract to the colors of the	Total	\$47,281.50

Additional Details

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, A copy of Tax Exemption Certificate is required with purchase order for all tax-exempt customers.

Terms are NET 30 Days from Date of Invoice. Invoice is generated at the time of Shipment.

Quotations are good for 60 days. All dates are based on ship dates. Order must ship within the 60-day window.

After 60 days, quotation expires. Contact Bibliotheca for a New Quotation.

A - - - - la al D. ..

A 20% restocking fee, in addition to in-bound and out-bound shipping, will be charged for all returns.

GST/HST N° 859257321RT0001

Submit Purchase (Order by tax to 8	377-689-2269 or b	y email to	orders-us@bibliotheca.com.
	,		,	

Accepted by:	
Accepted Date:	
Customer Purchase Order Number:	



Customer Official System Quote

Quote Date:

02/10/2020

Northwestern Michigan College - Osterlin Library

Quote Number:

Kerrey Woughter

Traverse City MI 49686 United States of America

1701 E. Front St.

QUO-131269-S3W4, Rev: 1

Customer Bill To:

Northwestern Michigan College--Osterlin Library Kerrey Woughter 1701 E. Front St. Traverse City MI 49686 United States of America

kwoughter@nmc.edu Tel: 231-995-1063

Quote Details

Sales Contact: John Otte

Location Information:

Sales Phone: 877-207-3127 EXT. 304
Sales Email: j.otte@bibliotheca.com

Prices are in US Dollars

Quote expires (60) days from Quote Date above.

Single Aisle RFID gate for rear entrance and Dual Aisle RFID wide-aisle premium gates for front entrance.

Includes shipping & delivery, setup/installation & delivery and 1st year of warranty/service agreement.

Also includes 2nd & 3rd year renewals of service agreement & software subscriptions to libraryConnect (1 per set of gates) & staffConnect (1 per site).

Includes 2 site inspections:

1st site inspection is to review where holes should be drilled & where to run conduit under newly poured concrete slab for Buried Cable installation. Also review power & data placement in conjunction to gates placement & where existing self-checks will be placed in new space.

2nd site inspection occurs after holes are drilled & conduit is laid but prior to gate install and to confirm power & data placement as well.

- 1. Hardware includes a 12-month warranty;
- 2. Lead time on security detection systems is 4-6 weeks;
- 3. Customer is responsible for coordinating all scheduled site visits with bibliotheca Customer Service Representative;
- 4. Layout for gates must follow bibliotheca's installation guidelines. Failure to follow installation guidelines may impact the installation and performance, which are not covered by warranty or Support & Maintenance agreements;
- 5. In order to take advantage of all software features, one static IP address per set gates and one wired ethernet data drop at the A panel of the RFID gate is required. The wired ethernet connection should have 18 inches of cable above the floor & be terminated in an RF45 plug.
- Installation includes one site visit to install and train library staff. Subsequent visits are billed out on a Time + Materials basis;
- 7. Product install includes the physical installation of the gates as well as the installation of software on a library computer, which must be available at time of install;



MEMOGreat Lakes Water
Studies Institute

To: Marguerite Cotto, Vice President- Lifelong & Professional Learning

Vicki Cook, Vice President of Finance and Administration

From: Hans Van Sumeren, Director of Great Lakes Water Studies Institute

Date: February 11, 2020

Subject: Painting and maintenance the RV Northwestern

Board Action Requested

Authorization to enter into contract* with Great Lakes Shipyard located in Cleveland, OH, for complete sandblasting, painting and scheduled maintenance of RV Northwestern. Project cost not to exceed \$52,750 including 10% cost overruns.

Project funded through FY20 Plant Fund.

*This request was previous supported by the NMC Board of Trustees in 2018 and a purchase order was awarded to Northport Bay Boatyard. The vendor has since changed ownership and the new owner has declined to honor the purchase order previously authorized. Previous authorization was to not exceed \$60,000.

Background

The RV Northwestern was assigned to the GLWSI in 2008 after 10+ years of service with the GLMA. During this time, the vessel has never received any exterior finish/paint work. At the time of reassignment, the vessel exterior had significantly deteriorated to the point where a complete refinish is required. The vessel hull is aluminum and there are no structural defects or corrosion issues associated with this deterioration of surface coating.

Schedule

NMC currently operates the RV Northwestern during the Great Lakes navigation season. We have worked directly with the shipyard to not adversely affect any planned academic, professional training or research activities aboard the vessel.

Upon completion of the project, NMC will utilize the return voyage as an outreach and recruiting opportunity at the various cities/communities that the RV Northwestern will dock. This may also include research activities with NOAA and the Thunder Bay National Marine Sanctuary.

Vendor Recommendation

Great Lakes Shipyard is being recommended for the following reasons:

- There are no local or regional vendors available. The previously contracted vendor changed ownership and declined the project.

- Recommendation by vessel operators within the Great Lakes regarding the reputation of Great Lakes Shipyard, specifically USCG, NOAA and other academic institutions who operate similar vessels
- Great Lakes Shipyard services TS State of Michigan on shipyard and dry-dock maintenance requirements
- Great Lakes Shipyard was the only company to visit the Northwestern in preparation of their bid package
- The breadth of work is significantly more and the cost to perform is significantly less than any bid previously received

Thank you.

Great Lakes Shipyard

4500 Division Avenue Cleveland, Ohio 44102 (216)621-4854

Drice	Indication		
FILE	morganon		

R/V NORTHWESTERN Northwest Michigan College Great Lakes Maritime Academy

Date:

29-Jan-19

Subject: R/V Northwestern

2020 Drydocking - Maintenance and Repairs

Item No.	Description of Services / Supplies	Unit <u>Price</u>	Qty	<u>Units</u>	Extended <u>Price</u>
1	Drydocking / Blocking	11,616.00	1	Job	11,616.00
2	Paint - Hull, House & Deck	\$18,964.00	1	Job	18,964.00
3	Replace Cutless Bearings / Packing Glands	\$4,801.50	1	Job	4,801.50
4	Port Rudder Post	\$1,276.00	1	Job	1,276.00
5	Anodes	\$1,496.00	1	Job	1,496.00
6	Repair Anchor Pulpit	\$1,397.00	1	Job	1,397.00
7	Repair Rubrail	\$2,915.00	1	Job	2,915.00
8	Black Water Storage Tank - Replace and System Repairs	\$5,500.00	1	Job	5,500.00

Notes:

Total Amount of Options: \$ 47,965.50



MEMO Administrative Services

To: Dr. Nick Nissley, President

From: Vicki Cook, VP Finance and Administration

Date: February 19, 2020

Subject: West Hall Innovation Center Landscaping Recommendation

This document provides an overview and recommendation for a landscaping firm to complete the West Hall Innovation Center landscaping project.

Board Authorization Requested

Authorize Northwestern Michigan College to enter into a contract with Traverse Outdoor Landscaping for the completion of landscaping work for the West Hall Innovation Center.

Background

In July 2018, NMC contracted with Johnson Hill Land Ethics Studio to design and develop landscaping plans for a number of areas of the college. These areas included Dennos Museum, Parson Stulen Campus, North Hall and West Hall Innovation Center. The overall goal of the project was a creative solution for landscaping that enhanced the campus, utilized native plants and provided a low cost maintenance plan for the College staff. Johnson Hill completed the design work with input from NMC's key stakeholder groups.

Bid Analysis

In June of 2019, NMC issued an RFP for landscape services and plant materials to implement the design plans for the West Hall Innovation Center, Dennos Museum and Parson Stulen. Johnson Hill Land Ethics Studio has been coordinating the review of the proposals for planting and landscape services. NMC sent the Request for Proposal for landscaping services and plant materials to five landscaping companies and advertised the RFP in the Record Eagle. Traverse Outdoor Landscaping was the only respondent submitting a bid of \$39,750 for services and plant materials for the West Hall Innovation Center landscaping project. Since June 2019, we have worked with Traverse Outdoor Landscaping to refine the scope and reduce costs related to the projects.

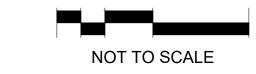
Board Recommendation

Authorize the Northwestern Michigan College to enter into a contract with Traverse Outdoor Landscaping for \$39,750 for landscaping services and plant materials for the West Hall Innovation Center. These costs are inclusive of labor and plant material and warranty.

Funding Source: The West Hall Innovation Center landscaping project will be funded by the 2016 Bond Fund.

NORTHWESTERN MICHIGAN COLLEGE LANDSCAPE IMPROVEMENTS

Land Ethics



2019-1-30	PRELIMINARY STUDY
2019-3-13	PRELIMINARY STUDY
2019-5-1	BID SET

JOB NO. 18NMC01

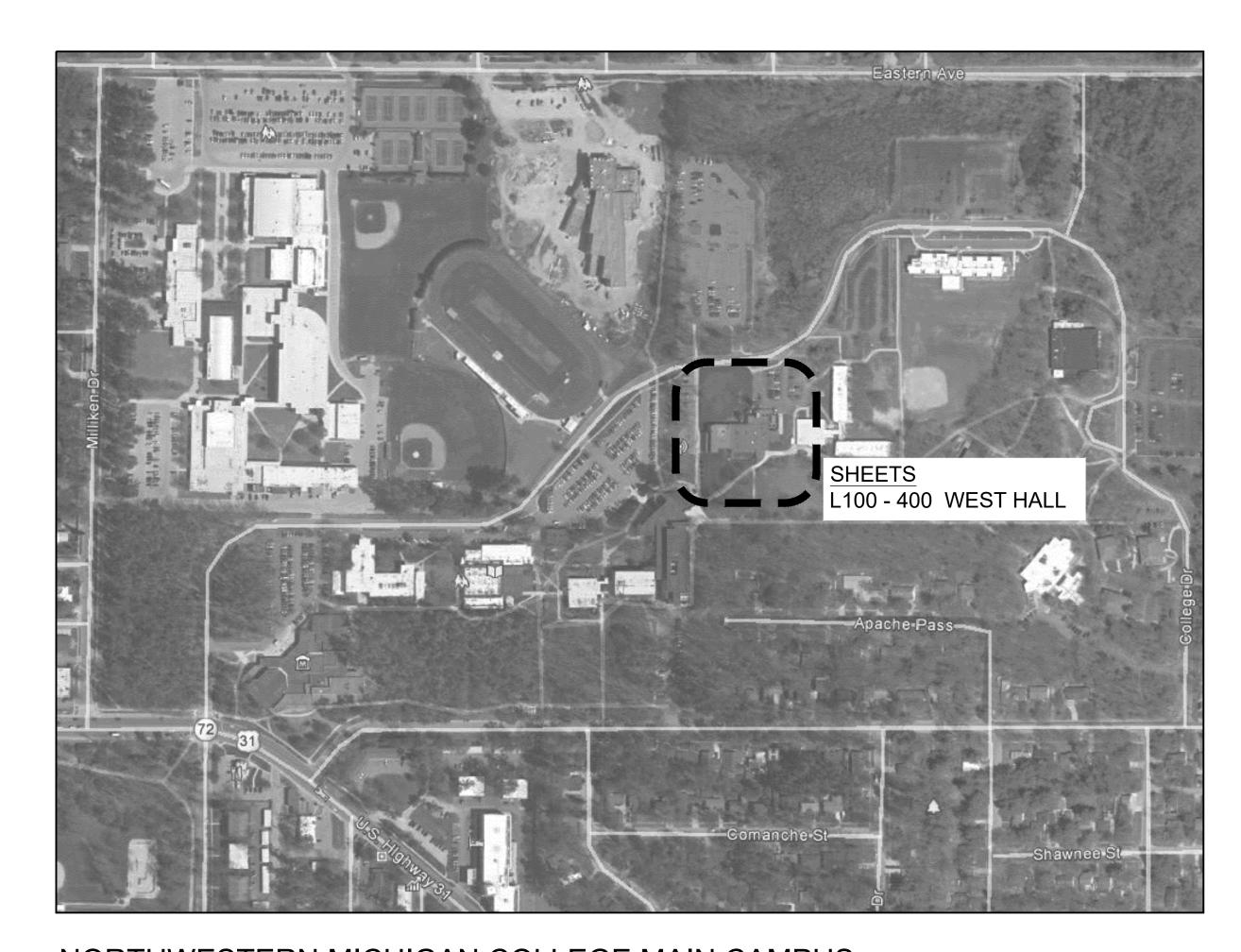
COVER SHEET

SHEET



L000

TRAVERSE CITY, MICHIGAN



NORTHWESTERN MICHIGAN COLLEGE MAIN CAMPUS

WEST HALL PACKAGE

SHEET INDEX:

COVER SHEET SHEET L000:

SHEET L100: WEST HALL PLANTING PLAN SHEET L200: WEST HALL SOIL PREP.

SHEET L300: WEST HALL EXTENT OF IRRIGATION

PLANTING DETAILS SHEET L400:

OWNER:

NORTHWESTERN MICHIGAN COLLEGE CONTACT: VICKI COOK 1701 E. FRONT STREET TRAVERSE CITY, MICHIGAN 49686 PHONE: 231.995.1144

LANDSCAPE ARCHITECT:

EMAIL: mrobinson@jhle-studio.com

EMAIL: vcook@nmc.edu

JOHNSON HILL LAND ETHICS STUDIO CONTACT: MARK ROBINSON 412 LONGSHORE DRIVE ANN ARBOR, MICHIGAN 48105 PHONE: 734.668.7416

CONTRACTOR RESPONSIBILITIES THROUGHOUT THE PROJECT

- 1. THE CONTRACTOR SHALL BE RESPONSIBLE FOR CONTACTING AND COORDINATING WITH ALL PERTINENT UTILITY COMPANIES 72 HOURS IN 4. THE CONTRACTOR SHALL BE RESPONSIBLE FOR ANY COORDINATION ADVANCE OF ANY DIGGING TO FAMILIARIZE HIMSELF/HERSELF WITH ALL WITH SUBCONTRACTORS AS REQUIRED TO ACCOMPLISH CONSTRUCTION INSTALLATION OPERATIONS. UNDERGROUND UTILITIES, PIPES AND STRUCTURES. THE CONTRACTOR SHALL ASSUME SOLE RESPONSIBILITY FOR ANY COST INCURRED DUE TO DAMAGE OF ANY UTILITIES.
- 2. THE CONTRACTOR SHALL NOT WILLFULLY PROCEED WITH THE CONSTRUCTION AS DESIGNED WHEN IT IS OBVIOUS THAT UNKNOWN OBSTRUCTION AND / OR GRADE DIFFERENCES EXIST. SUCH CONDITIONS MATERIALS THAT ARE DAMAGED DURING CONSTRUCTION. (INCLUDING SHALL BE IMMEDIATELY BROUGHT TO THE ATTENTION OF THE LANDSCAPE ARCHITECT. THE CONTRACTOR SHALL ASSUME FULL RESPONSIBILITY FOR ALL NECESSARY REVISIONS DUE TO FAILURE TO GIVE SUCH NOTIFICATION.
- 3. ANY DISCREPANCIES BETWEEN DIMENSIONED LAYOUT AND ACTUAL FIELD CONDITIONS SHALL BE IMMEDIATELY BROUGHT TO THE ATTENTION OF THE LANDSCAPE ARCHITECT/OWNER. THE CONTRACTOR SHALL ASSUME FULL RESPONSIBILITY FOR ALL NECESSARY REVISIONS DUE TO FAILURE TO GIVE SUCH NOTIFICATION.

PROJECT ADDRESS:

TRAVERSE CITY, MICHIGAN 49686

1701 E. FRONT STREET

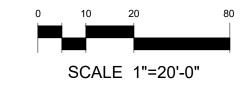
- 5. THE CONTRACTOR SHALL PROVIDE AND MAINTAIN POSITIVE SURFACE DRAINAGE.
- 6. THE CONTRACTOR SHALL BE RESPONSIBLE FOR ANY EXISTING BUT NOT LIMITED TO IRRIGATION, LIGHTS AND SIGNAGE)

Know what's **below**. **Call** before you dig.



NORTHWESTERN MICHIGAN COLLEGE LANDSCAPE IMPROVEMENTS





DATE:	ISSUED FOR:
2019-1-30	PRELIMINARY STUDY
2019-3-13	PRELIMINARY STUDY
2019-5-1	BID SET
	-

DRAWN TRS
CHECKED MGR

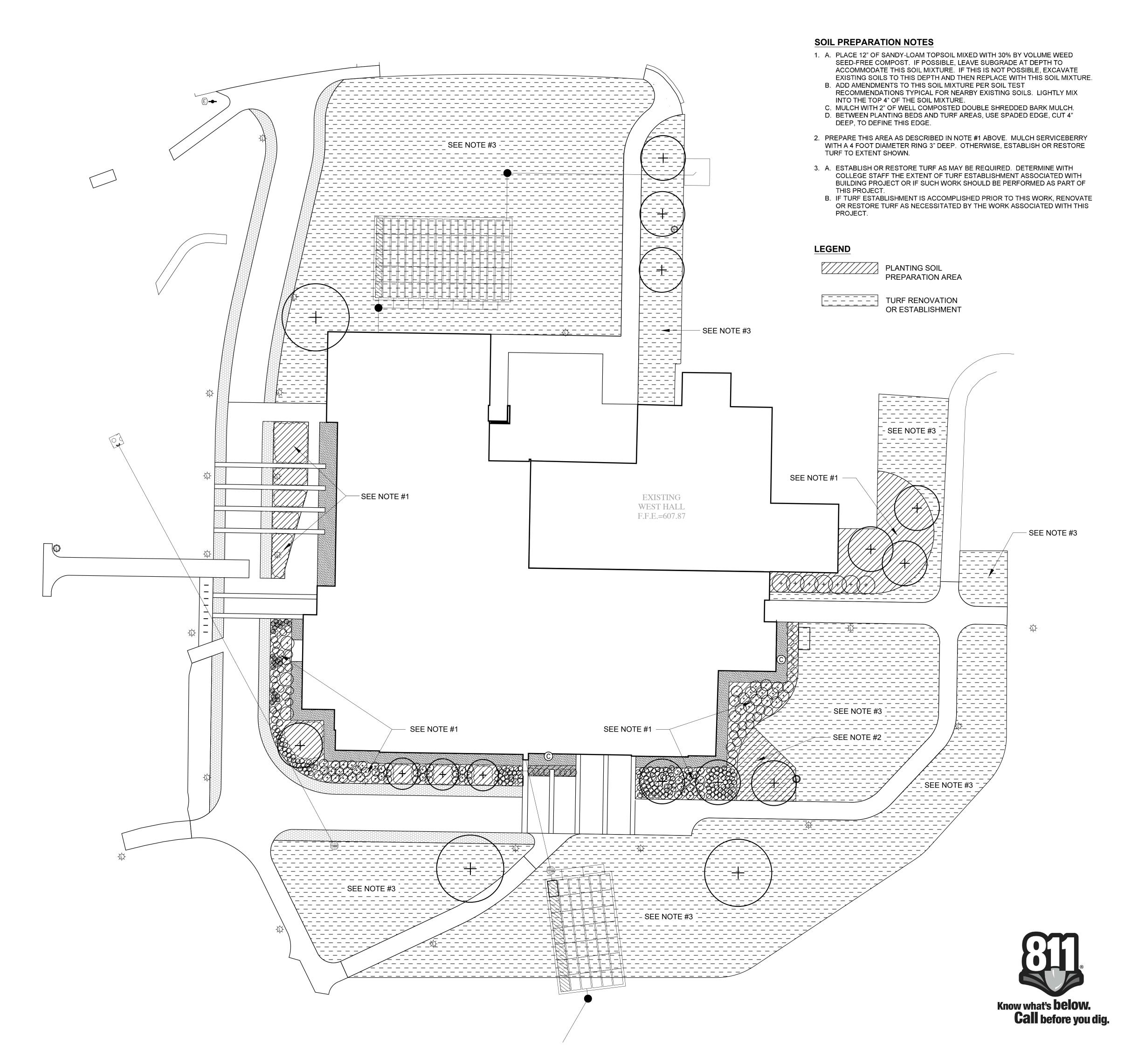
JOB NO. **18NMC01**

WEST HALL PLANTING PLAN



SHEET

L100

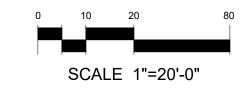




t: 734.668.7416 f: 734.668.2525 www.jhle-studio.com

I MICHIGAN COLLEGE
IMPROVEMENTS
ALL PACKAGE*

NORTHWESTERN MICHIGAN LANDSCAPE IMPROVEN *WEST HALL PACKAGE*



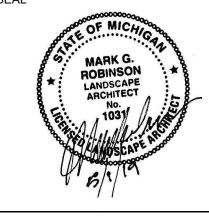
	DATE:	ISSUED FOR:
	2019-1-30	PRELIMINARY STUDY
	2019-3-13	PRELIMINARY STUDY
	2019-5-1	BID SET
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CHECKED MGR

JOB NO. **18NMC01**

WEST HALL SOIL PREP.

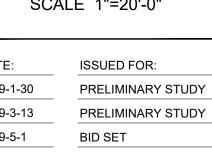
SEAL



SHEET L200





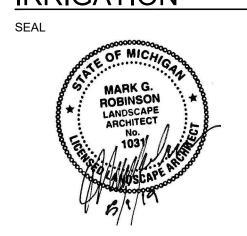


DRAWN TRS

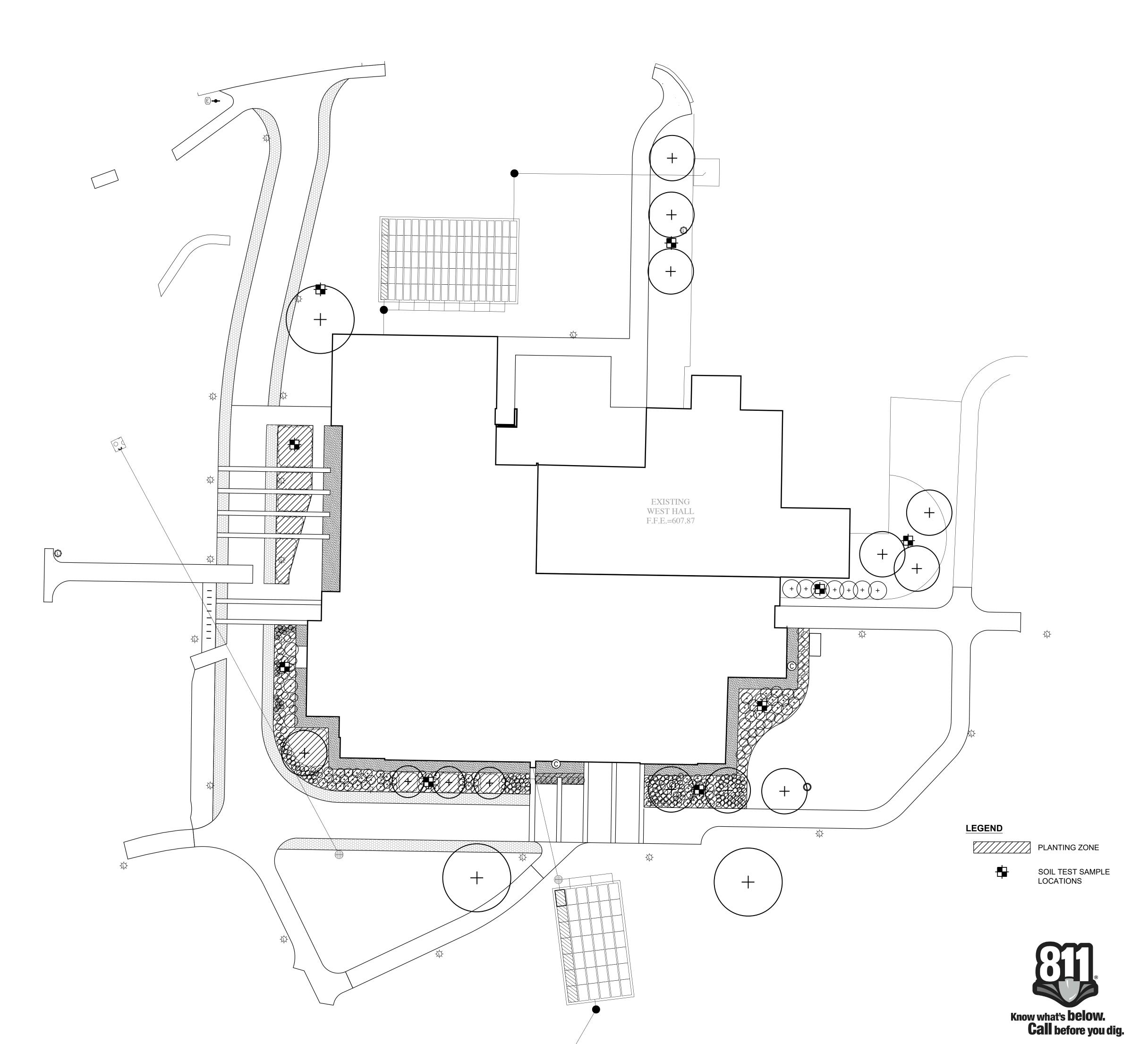
CHECKED MGR

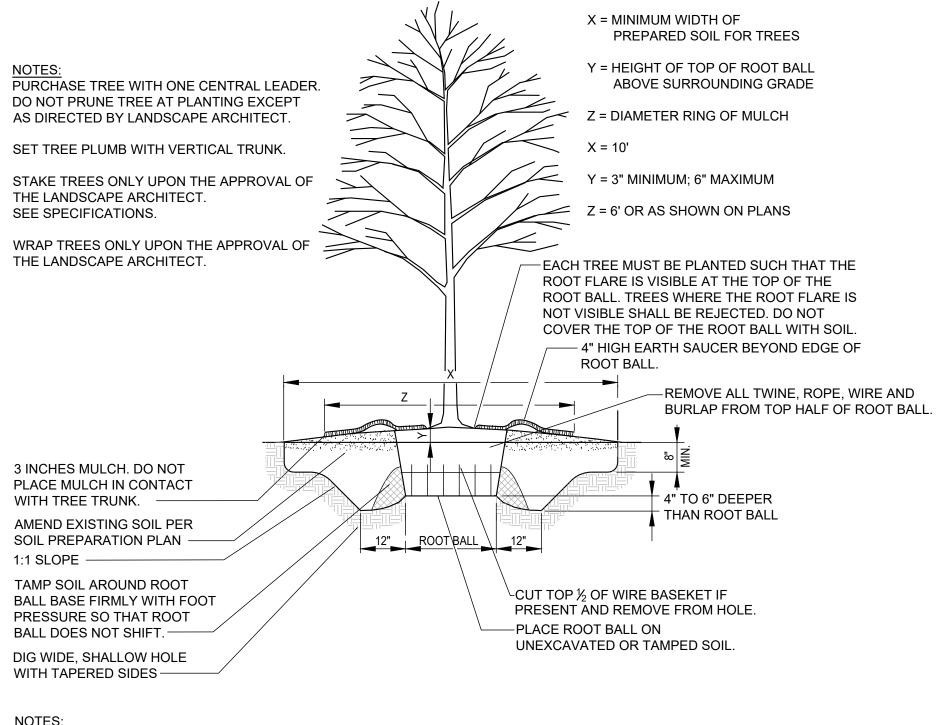
JOB NO. **18NMC01**

WEST HALL EXTENT OF IRRIGATION



L300





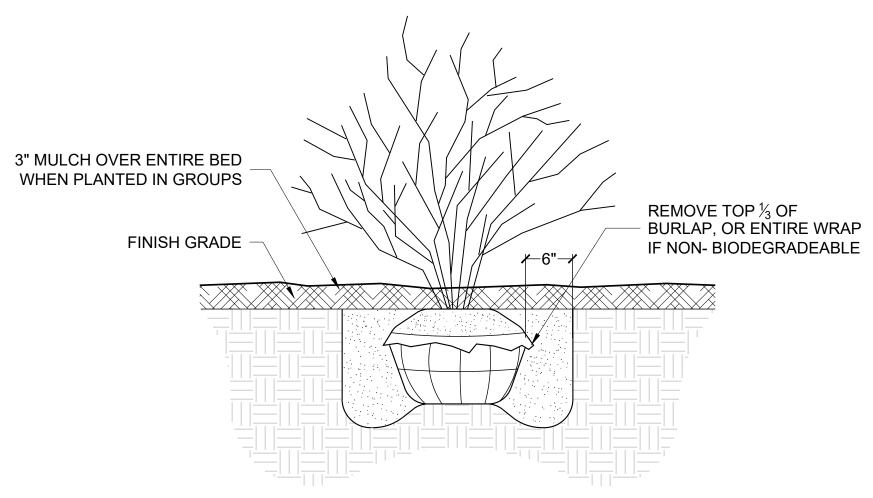
1. FOR CONTAINER-GROWN TREES, USE FINGERS OR SMALL HAND TOOLS TO PULL THE ROOTS OUT OF THE OUTER LAYER OF POTTING SOIL; THEN CUT OR PULL APART ANY ROOTS CIRCLING THE PERIMETER OF THE CONTAINER.

2. AFTER DIGGING HOLE, FILL WITH WATER TO CONFIRM THAT WATER DRAINS OUT OF THE SOIL. IF HOLE DOES NOT PERC, DO NOT PLANT TREE. NOTIFY LANDSCAPE ARCHITECT FOR DIRECTION.

3. THOROUGHLY SOAK THE TREE ROOD BALL AND ADJACENT PREPARED SOIL IMMEDIATELY AFTER

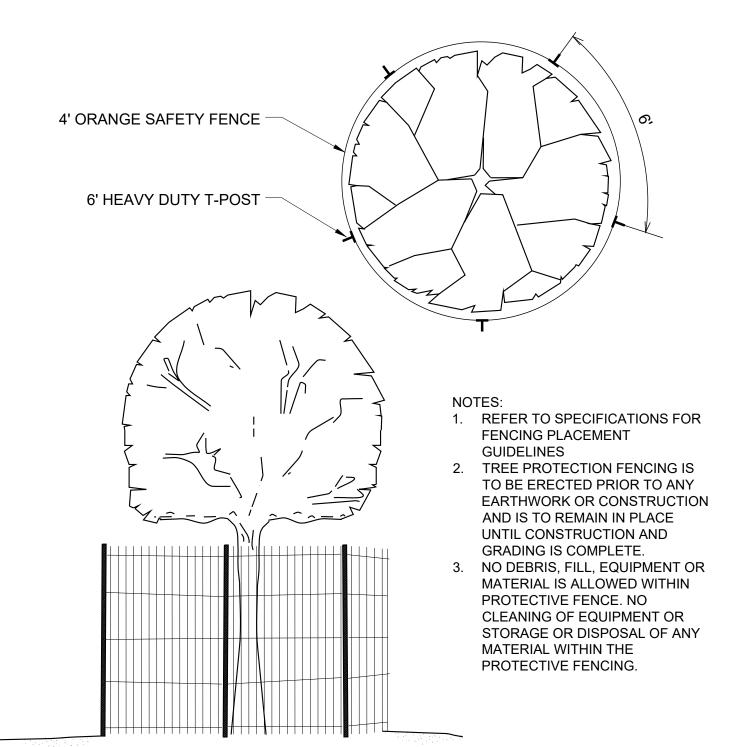
4. THE PLANTING PROCESS IS SIMILAR FOR DECIDUOUS AND EVERGREEN TREES.





- 1. SHRUB SHALL BEAR SAME OR SLIGHTLY HIGHER RELATION TO FINISH GRADE AS TO PRIOR GRADE - NEVER LOWER.
- 2. PRUNE ONLY AS DIRECTED EXCEPT FOR REMOVING DEAD OR BROKEN
- BRANCHES; RETAIN NATURAL FORM.





D = DIMENSION OF PLANT SPACING AS INDICATED IN PLANT LIST.

SEE PLANT LIST FOR SPACING

GROUNDCOVER PLANTING - TYPICAL
SCALE: NTS

MULCH

SEE SPECIFICATIONS

- EXISTING SUBGRADE

TREE PROTECTION FENCING







SCALE VARIES SEE DRAWING

DATE:	ISSUED FOR:
2019-1-30	PRELIMINARY STUDY
2019-3-13	PRELIMINARY STUDY
2019-5-1	BID SET

TITLE **PLANTING**

18NMC01

DETAILS

JOB NO.



L400

Know what's **below. Call** before you dig.