



Northwestern
Michigan
College

Board of Trustees

www.nmc.edu/trustees

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, September 27, 2021

West Hall Innovation Center, Room 106/107

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. SPECIAL REPORTS AND PRESENTATIONS

- E. Program Focus—Student Success Coaches—*Sally Smarsty, Student Success Coordinator*
- F. Faculty Report—Learning Together—*Lisa Blackford, Social Work Instructor*
- G. Enrollment Report—*Todd Neibauer, Vice President for Student Services and Technologies*
- H. Financial Report—*Troy Kierczynski, Interim Vice President of Finance and Administration*
- I. Presidential Performance and Compensation Committee—*Rachel Johnson, Committee Chair*

III. EXECUTIVE REPORTS (Provided to the Board in their materials packet, which can be accessed on the nmc.edu Board of Trustees website.)

- J. Foundation Report—*Rebecca Teahen, Associate Vice President for Resource Development and Executive Director of Foundation*
- K. PRMC Report—*Diana Fairbanks, Executive Director of Public Relations, Marketing, and Communications*
- L. Executive Committee Report—*Chris Bott, Committee Chair*
- M. Legislative Issues Report—*President Nick Nissley*

IV. PUBLIC INPUT

V. UPDATES

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

VI. DISCUSSION ITEMS

- P. Strategic Planning—*Stephen Siciliano, Vice President of Educational Services, Vicki Cook, Special Assistant to the President, and President Nick Nissley*



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Q. FY 2023 Five-Year Capital Outlay Plan Overview—*Troy Kierczynski, Interim Vice President of Finance and Administration*

VII. 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:

R. Minutes of the August 23, 2021 regular meeting

VIII. ACTION ITEMS

S. **Local Strategic Value Resolution** (Pursuant to Policy A-106.00 Finance)

Recommendation to adopt presented Local Strategic Value Resolution certifying that Northwestern Michigan College meets the best practice standards required by the appropriations law for fiscal year 2022.

T. **Storage System Replacement** (Pursuant to Policy A-106.00 Finance)

Recommend authorization for administration to enter into contract with iXsystems for the replacement of the Storage Area Network System at a cost of \$489,598.50.

U. **Security Log Management Software** (Pursuant to Policy A-106.00 Finance)

Recommend authorization for administration to enter into contract with August Schell Enterprises for the capacity increase and license extension of the Security Log Management System at a cost of \$40,458.64.

V. **Voicemail System Replacement** (Pursuant to Policy A-106.00 Finance)

Recommend authorization for administration enter into a contract with BSB Communications for the replacement of the voicemail system on our Mitel phone system at a cost of \$56,148.80.

W. **Drone Purchase** (Pursuant to Policy A-106.00 Finance)

Recommend authorization for administration to purchase a DJI Matrice 300 RTK Combo (drone) from Unmanned Vehicle Technologies (UVT) for the purchase price of \$55,141.

IX. 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.

X. ADJOURNMENT

Upcoming Board Meeting Dates:

All board meetings are open to the public.

October 25, 2021

November 22, 2021

Posted Friday, September 24, 2021, 12:00 p.m.



NMC BOT Faculty Presentation Form

Questions Responses 14

14 responses



Accepting responses

Summary

Question

Individual

< 14 of 14 >



Responses cannot be edited

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.

* Required

Name *

Lisa Blackford

Your Title *

Social Sciences Faculty

Presentation Title *

Learning together

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

Examples of classroom instruction/projects.

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. *

I have served multiple roles at NMC, starting with Diversity Services/Advising, Dir. of Student Life, adjunct and now full time faculty.

I am a licensed social worker and have a wide range of experiences in the field, including working with juvenile justice programming, foster care system, and various mental health roles.

Teaching is my passion, students are my passion, and being a part of their journey is an honor and a privilege.

Submitted 9/7/21, 2:07 PM



**Northwestern
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MEMO
Enrollment Services

To: Dr. Nick Nissley, President
 From: Todd Neibauer, VP for Student Services & Technologies
 Date: September 13, 2021
 Subject: Enrollment Update – Fall Semester 2021

Fall 2021

We ended the fall semester enrollment cycle up 20 students and 162 contact hours over last year. The .5% increase is a positive variance over budget projections which anticipated a 3.8% decline in contact hours for the fall.

The full Count Day Report links are included within this report. It includes reports from the dashboard on enrollment broken down by demographics and by academic program as well community college enrollments from MCCSSA (Michigan Community College Student Services Association).

Statistics

(Resources: September 13, 2021 -Digital Dashboard – Same Date Comparison, FA2018-2021)

	2018	2019	2020	2021
New Students Registered	1,597	1,543	1,405	1,528
Prior Admits Registered	26	26	25	38
Retained from Spring	1,849	1,795	1,665	1,494
Re-Admitted Students	254	218	183	239
Average Contact Hours	10.76	10.77	10.73	10.71
Total Headcount	3,726	3,581	3,278	3,298
Total Contact Hours	40,076	38,571	35,167	35,329
Tuition	7,398,664	7,227,356	6,601,822	6,712,509

Fall 2021 Housing

We started fall semester with 269 residents in North and East halls which represents a 73% occupancy rate. There were 208 residents in fall semester last year.

Enrollment Reports

- [Academic Enrollment Report](#) ... Summary for the past six years

Registration

- [Report Day Status](#) ... Executive summary which includes inquiries, applications, financial aid, headcount, credit hours, contact/billing hours, and assessed tuition and fees
- [Credit Hours](#) ... Generated by departments
- [Contact Hours](#) ... Generated by departments
- [Student Demographics](#) ... Comparison of students registered by residency, financial need, age range, credit load, ethnicity, gender, student type, and count of residence
- [Program Analysis](#) ... Contact hours of students enrolled in specific programs
- [Projections Report](#) ... For upcoming semester

Admission and Recruiting Information

- [Applicant Demographics](#) ... New applicants showing residency, financial need, age range, ethnicity, gender, and student type
- [Admission Application Sources](#)
- [Prospect Demographics](#) ... by gender, age range, and county
- [Prospect Statistics](#) ... by program of study
- [Prospect Statistics](#) by High School
- [Source Analysis](#)

Michigan Community College Enrollments – Fall 2021

Community College	% change in credit hours	% change in headcount	Total credit hours	Total headcount
Alpena	-6.3	5.3	13,055	1,466
Bay	4	10	17,152	1,921
Delta	-3.3	1.4	60,610	7,053
Glen Oaks	-3.3	-5.2	8,457	904
Gogebic	-3.3	-3.3	8,968	866
Grand Rapids	3.5	4.4	107,164	12,685
Henry Ford	-2.1	0.9	103,806	11,644
Jackson	10.1	7.2	35,591	4,163
Kalamazoo Valley	1.8	4.9	49,660	5,801
Kellogg	-1.7	1.2	28,906	3,718
Kirtland	7.3	7.2	11,743	1,423
Lake Michigan	18.2	18.8	26,343	2,985
Lansing	4.1	5.8	82,020	8,833
Macomb	-3.2	0.6	143,286	16,338
Mid Michigan	0.6	3	28,143	3,398
Monroe County	6.9	11	20,581	2,570
Montcalm	6	6.4	11,781	1,507
Mott	5	-1.6	54,308	6,189
Muskegon	5.4	7.1	32,460	3,695
North Central Michigan	-7	-6.1	13,968	1,652
Northwestern Michigan	0.6	0.6	30,787	3,298
Oakland	-7.3	-3.4	115,903	13,969
Schoolcraft	-2	-1	72,701	8,180
Southwestern Michigan	-1.5	-0.4	17,803	1,805
St. Clair County	-2	-1.8	30,533	3,317
Washtenaw	-2.4	-0.7	90,406	10,760
Wayne County	-0.5	-2.2	93,309	13,145
West Shore	-9	-5	8,827	1,035



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MEMO
Administrative Services

To: Dr. Nick Nissley, President

From: Troy Kierczynski, Interim Vice President of Finance and Administration

Date: September 14, 2021

Subject: Summary Report for the General Fund as of August 31, 2021

The attached reports summarize the financial results for the General Fund as of August 31, 2021. The second month represents 16.66% 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 under expenses of -\$390,574. Revenue decreased by 4% when comparing August 2021 to August 2020. The decrease is primarily due to timing of property tax receipts. Expenses increased by 6% when comparing August 2021 to August 2020, primarily due to additional labor and food services for the additional GLMA summer cruises running this summer and fall.

Revenue (letters refer to the attached General Fund summary)

- A. Tuition and fees represent a 1% increase from those of August 2020. For Fall 2021, the budget was set at 33,823 for a total budgeted revenue of \$6,523,277. Actual fall billing hours are at 34,528 with actual fall revenue of \$6,817,417. Fall revenue is over budget by \$294,140.
- B. Property Taxes: Tax revenue is recorded as payments are received. The overall increase for the fiscal year is expected to be 3% over the previous fiscal year.
- C. State Sources include budget appropriations, personal property tax payments and MPSERS retirement offset payments. State appropriations payments will begin 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 2021 reflects interest income only. Interest income is higher due to slight recovery of interest rates from lows a year ago.
- F. Both Private Sources and Other Sources are timing and event dependent.

Expenses

- G. Salaries and benefits are under budget due to open unfilled positions.
- H. Overall expenses are under budget at this time.
- I. Capital Outlay reflects expenditures budgeted through the allocation of COAT dollars.

Northwestern Michigan College

Unaudited



Summary Report for General Fund Accounts

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

Fiscal Year 2022, Period 02

Funds	Accounts	2021-2022 Adjusted Budget	YTD Activity	% of Annual Budget	
TOTAL GENERAL FUND					
50	Revenues				
	Tuition and Fees	19,916,110	3,207,711	16.11%	A
	Property Taxes	12,030,623	1,325,995	11.02%	B
	Other Local	<u>0</u>	<u>0</u>	*	
	Local Sources	31,946,733	4,533,706	14.19%	
	State Sources	10,730,000	0	0.00%	C
	Federal Sources	1,075,000	0	0.00%	D
	Private Sources	868,897	0	0.00%	F
	Investment Income	172,000	42,521	24.72%	E
	Other Sources	<u>392,600</u>	<u>58,037</u>	14.78%	F
	Total Revenues	45,185,230	4,634,264	10.26%	
60	Labor				
	Salaries & Wages	22,282,506	2,653,880	11.91%	G
	Benefits	<u>9,332,244</u>	<u>1,189,782</u>	12.75%	G
	Total Labor	31,614,750	3,843,662	12.16%	
70	Expenses				
	Purchased Services	2,311,193	359,292	15.55%	H
	Supplies & Materials	3,318,742	277,181	8.35%	H
	Internal Services	99,220	219	0.22%	H
	Other Expenses	1,670,689	165,274	9.89%	H
	Institutional Expenses	1,737,924	132,750	7.64%	H
	Maintenance & Renovation	1,828,864	205,476	11.24%	H
	Prof Develop, Travel & Events	362,070	40,984	11.32%	H
	Capital Outlay	<u>177,852</u>	<u>0</u>	0.00%	I
	Total Expenses	11,506,554	1,181,175	10.27%	
	Total Expenditures	43,121,304	5,024,838	11.65%	
80	Transfers				
	Transfers	2,063,926	0	0.00%	
	Total Transfers	<u>2,063,926</u>	<u>0</u>	0.00%	
	Total Expenditures and Transfers	45,185,230	5,024,838	11.12%	
	Net Revenues over (under) Expenditures	0	-390,574		



**Northwestern Michigan College
Comparison - Fiscal Year to Date
General Fund
Aug 2021 vs. Aug 2020**

INTERIM
This statement does not
reflect year-end results.

	YTD 8/31/2021	YTD 8/31/2020	\$ Diff	% Diff	Comments
Revenue					
Local Sources:					
Tuition & Fees	\$ 3,207,711	\$ 3,185,042	\$ 22,669	1%	Consistent with prior year
Property Taxes	1,325,995	1,548,675	(222,680)	-14%	Timing of property tax payments received from townships
Total Local Sources	4,533,706	4,733,717	(200,011)	-4%	
State Sources	-	-	-	0%	Consistent with prior year
State PPT Reimbursement	-	-	-	0%	Consistent with prior year
Federal Sources	-	-	-	0%	Consistent with prior year
Private Sources	-	-	-	0%	Consistent with prior year
Investment Income	42,521	28,165	14,356	51%	Higher interest/dividends recognized in FY22 than in FY21
Other Sources	58,037	44,124	13,913	32%	Primarily due to higher write off reversals for students in FY22
Total Revenue	4,634,264	4,806,006	(171,742)	-4%	
Expenses					
Salaries and Wages	2,653,880	2,611,116	42,764	2%	Consistent with prior year
Benefits	1,189,782	1,238,816	(49,034)	-4%	Primarily due to lower health and dental expenses to date in FY22
Purchased Services	359,292	170,221	189,071	111%	Primarily due to food services for GLMA cruises (higher cruise activity in summer 2021 than summer 2020)
Supplies & Materials	277,181	225,724	51,457	23%	Primarily driven by the timing of aviation fuel purchases
Internal Services	219	1,429	(1,210)	-85%	Timing of internal events/charges
Other Expenses	165,274	172,484	(7,210)	-4%	Primarily related to higher recruiting/promotional expenses and non-professional development travel expenses in FY22; partially offset by timing of equipment rental expenses from the GLMA tugboat lease
Institutional Expenses	132,750	108,092	24,658	23%	Primarily due to the timing of invoices/payments
Maintenance & Renovation	205,476	176,237	29,239	17%	Primarily due to timing of software maintenance renewals
Professional Development	40,984	29,660	11,324	38%	Increase in professional development expenses as professional development has been added back into the budget in FY22
Capital Outlay	-	557	(557)	-100%	Timing of COAT purchases
Total Expenses	5,024,838	4,734,336	290,502	6%	
Transfers	-	-	-	0%	Consistent with prior year
Total Expenses & Transfers	5,024,838	4,734,336	290,502	6%	
Net Revenue Over (Under) Expenses	\$ (390,574)	\$ 71,670	\$ (462,244)	-645%	



**Northwestern Michigan College
Comparison - Month Over Month
General Fund
Aug 2021 vs. July 2021**

INTERIM
This statement does not
reflect year-end results.

	YTD 8/31/2021	YTD 7/31/2021	Aug 21 Activity	July 21 Activity	Comments
Revenue					
Local Sources:					
Tuition & Fees	\$ 3,207,711	\$ 2,281,172	\$ 926,539	\$ 2,281,172	July higher for fall general fees and course fees. Also July had 4 weeks of summer tuition; August had 1 week of summer & 0.5 weeks of fall tuition
Property Taxes	1,325,995	258,189	1,067,806	258,189	Timing of tax collections received
Total Local Sources	4,533,706	2,539,361	1,994,345	2,539,361	
State Sources	-	-	-	-	- Consistent with prior month
State PPT Reimbursement	-	-	-	-	- Consistent with prior month
Federal Sources	-	-	-	-	- Consistent with prior month
Private Sources	-	-	-	-	- Consistent with prior month
Investment Income	42,521	13,961	28,560	13,961	Higher interest activity from investments in August
Other Sources	58,037	24,703	33,334	24,703	Primarily driven by timing of NJTP Administrative fees received in August
Total Revenue	4,634,264	2,578,025	2,056,239	2,578,025	
Expenses					
Salaries and Wages	2,653,880	1,003,775	1,650,105	1,003,775	Faculty and adjuncts began in August; partially offset due to there being three pays in July
Benefits	1,189,782	545,524	644,258	545,524	Taxes and retirement related to fall faculty wages
Purchased Services	359,292	98,034	261,258	98,034	Primarily due to timing of food services for the GLMA cruises
Supplies & Materials	277,181	109,780	167,401	109,780	Higher classroom fee related expenses and timing expenses related to international trips
Internal Services	219	(440)	659	(440)	Consistent with prior month
Other Expenses	165,274	58,077	107,197	58,077	Primarily driven by timing of permit/licensing expenses (aviation) and non-professional development expenses in August along with higher financial fees incurred in August
Institutional Expenses	132,750	26,014	106,736	26,014	Timing of electricity and insurance payments in August
Maintenance & Renovation	205,476	62,894	142,582	62,894	Primarily due to timing of software and equipment maintenance expenses in August
Professional Development	40,984	9,791	31,193	9,791	Primarily driven by timing of professional development expenses
Capital Outlay	-	-	-	-	
Total Expenses	5,024,838	1,913,449	3,111,389	1,913,449	
Transfers	-	-	-	-	- Consistent with prior month
Total Expenses & Transfers	5,024,838	1,913,449	3,111,389	1,913,449	
Net Revenue Over (Under) Expenses	\$ (390,574)	\$ 664,576	\$ (1,055,150)	\$ 664,576	

Northwestern Michigan College
Board of Trustees
Presidential Performance and Compensation Committee Minutes
September 9, 2021
University Center
2200 Dendrinos
Traverse City, MI 49686

Committee Chair Rachel Johnson called the meeting to order at 3:00 p.m.

Members Present: Rachel Johnson, Chris Bott, Ken Warner

Others Present: President Nick Nissley, Lynne Moritz, Mark Liebling

Presidential Evaluation Process and Timeline

The committee discussed the evaluation process and dates listed below.

- October 1—President submits evaluation reference materials (including self-evaluation) to Board of Trustees
- October 18—Trustees completed evaluation forms to be submitted to the President’s Office for compilation
- October 25—Monthly Board meeting will include president’s evaluation

Committee Chair Rachel Johnson suggested incorporating a 360 feedback and development and feedback tool in the future. The committee agreed to seek further information on the 360 process, expense, and timeline, and asked Associate Vice President of Human Resources Mark Liebling and Executive Director of President’s Office and Board Operations Lynne Moritz to gather the requested information.

Presidential Contract Process and Salary Benchmark Data

The prior contract process was reviewed and it was suggested to gather data regarding the typical length of a presidential contract.

Public Comment—There was no public comment offered.

The meeting was adjourned at 3:32 p.m.

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



MEMO: Resource Development

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

From: Rebecca Teahen, CFRE
Assoc. Vice President, Resource Development
Executive Director, NMC Foundation

Date: September 20, 2021

Subj: Foundation Update

Fund Raising – a “check” on FY22 goals

- We are now tracking behind last year, as is expected based on the exceptional results last year.

\$385,036 Total received (including Annual Fund, pledges, and *documented planned gift intentions*) raised toward goal

+ \$70,700 Gross event revenue

\$455,736 Total of gifts + events (Goal: \$3,550,000)

These dollars raised will support student scholarships and NMC programs today, and for the future. Thank you, donors!

Foundation Initiatives

- Fall direct mail and email campaigns are underway.
- The Foundation is eager to learn more about the NMC strategic plan, and begin a complementary strategic planning process to determine how to best support the college and our students in the future.



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MEMO

*Public Relations, Marketing,
and Communications*

To: Nick Nissley, President

From: Diana Fairbanks, Associate Vice President of PR, Marketing and Communications

Date: 9-16-21

Subject: August 2021 Monthly Report

NMC annually sees a boost in public relations, marketing and communications activities in the month of August as our communities gear up for the fall semester. This year we saw positive growth in all media categories including 100% positive or neutral earned media sentiment, which is a first since we've started using this media tracking service 5 years ago. PRMC has also been working with Human Resources to finalize work on the new positions as part of the re-imagined PRMC effort supported by the Board earlier this year. The positions will go before the Compensation and Classification Review Team in September ahead of public posting. The following is an overview of the work of PRMC for August 2021.


Paid Media





- Google search, display, remarketing
- Paid Facebook
- Paid Instagram
- Spotify
- Programmatic digital
- Ticker
- TCBN
- Northern Express

We are seeing positive growth from our plan to stabilize our Google Search & Display campaigns with increases in our conversions. This shift in bidding strategies is aimed at achieving higher conversion rates and reducing our target cost per acquisition as we drive more users to new landing pages with clearer calls to action. In this report we will also focus on conversion goals over clicks and impressions. Our identified conversion goals include visiting the Ellucian page to apply or log-in, the admissions page and mail/telephone link.

Outcomes:

- Conversions

	August '21	MOM
NMC Branded-	535.34	+156 

search (local)		
NMC General-display (traditional learners)	234.38	+88 
NMC General-display (traditional learners)	187.35	+116 
NMC General-remarketing (adult learner MI)	123	+94 
NMC Branded-search (MI)	105.87	+17 

- Paid social for enrollment
 - One FB/IG campaign (8/1-8/31)
 - 423 clicks to landing page
 - Web traffic (8/1-8/31)
 - [Affordable degrees landing page](#) for paid campaigns
 - 13,352 visits/pageviews
 - 4% of all site traffic
 - It's driven:
 - 589 NMC homepage
 - 328 visits to apply page
 - [Adult learners landing page](#)
 - 7,601 visits/pageviews
 - 3% of all site traffic
 - It's driven:
 - 248 visits to the apply page
 - 70 NMC homepage
 - 42 visits to the admissions page

Earned Media

Monthly recap of media coverage and sentiment

NMC was featured in 94 media mentions with an estimated publicity value of \$43,600 based on the Cision media monitoring system. Media stories that had high attention include:

- [NMC Great Lakes Maritime Academy Honors U.S Senator Levin](#) 9&10 News, July 30
- [Peters Reintroduces Bipartisan Legislation To Make Higher Education More Accessible & Affordable](#) Michigan Business Network, August 9
- [Vaccinated NMC Students to Earn Shot at Free Tuition, Other Prizes](#) 9&10 News, August 19

- [One Up XP Show: Northwestern Michigan College Esports](#) 9&10 News,s August 20

Media sentiment ranking for August (based on a Cision algorithm that ranks pre-assigned tone of keywords) shows 100% positive or neutral coverage. This is an increase MOM (July, 97.9%) and YOY (2020, 96.1%).

Owned Media

Monthly published owned media

PRMC published one NMC Now e-newsletters to 870 supporters and community members. The average open rate was 40%. The feature article [Success Story: Leadership realignment creates new executive role](#) highlighted the new Vice-President of Strategic Initiatives position. Other popular links include:

- [Dr. Nissley video announcing the new VP of Strategic Initiatives search](#)
- [Big Blue Future: TC A Potential Hub For Freshwater Research. Policy And Technology](#) Traverse City Business News, August issue
- [From The Persistent To The State Of Michigan: A Maritime Transformation](#) The Ticker, August 15

Work continues strategic planning communications and COVID-19 communications. Planning is underway for the January Nexus magazine which will highlight the college's strategic planning and DEI efforts.

Shared Media

Monthly progress report on NMC's Main social media channels

We saw growth in followers and organic MOM engagement metrics. We continue to refine content with the goal is boosting engagement. Highest performing organic posts this month include the first day of classes, a featured student, Pine Palooza and the Dean's List. We are also developing a plan to expand to TikTok and create more video content for YouTube users.

Platform	Followers	Impressions	Engagement	Gender	Age	Region
Facebook	11,869 Up 1% YOY Up 0.2% MOM	65%* Down YOY 51% Down* MOM	43% Down* YOY 27% up MOM	Fans 68% F 31% M Reach 49%F 50%M	#1 25-34 (26.9%) #2 35-44 (19.8%) #3 45-54 (19.8%)	GT Region & Grand Rapids
Instagram	2,705 up 11% YOY) 0.2% Up	76% Down* YOY 62% Up MOM	58% Down* YOY 20% Up MOM	62% F 36% M	#1 18-24 (29%) #2 25-34 (29.6%)	GT Region & Grand Rapids

	 MOM				#3 35-44 (18.2%)	
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* This is due to a decrease in paid social media content.

Northwestern Michigan College
Board of Trustees
Executive Committee Meeting
September 9, 2021
University Center
2200 Dendrinos
Traverse City, MI 49686

Committee Chair Chris Bott called the meeting to order at 3:35 p.m.

Members Present: Chris Bott, Rachel Johnson, Kennard Weaver

Others Present: President Nick Nissley, Lynne Moritz

President's Update

President Nick Nissley provided an update regarding COVID-19 and the recent start to the fall semester. Nissley further discussed how NMC is reimagining facilities use and the delivery of services to meet learners' needs post-COVID as well as how students are being welcomed back to campus. There was discussion regarding current campus events and programming.

Upcoming Board of Trustees Meeting Agenda

The September 27 Board Agenda was reviewed with no questions at this time.

Other Discussion

There was discussion regarding TCAPS dual enrollment numbers.

Public Comment—There was no public comment offered.

The meeting was adjourned at 4:24 p.m.

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



148 E. Front Street, Suite 203
Traverse City, MI 49685

Phone: (517) 449-6453
www.northernstrategies360.com

MEMO

To: Northwestern Michigan College Board of Trustees
Cc: Dr. Nick Nissley, Ed.D.
From: Gabe Schneider, Founder/Principal, Northern Strategies 360
Date: Tuesday, September 21, 2021
Re: State/Federal Legislative Update

State

FY22 Community College Budget

With only a handful of days left in the current fiscal year, the Legislature is poised to pass the largest state budget in at least the last 25 years, totaling over \$68 billion dollars. Budget agreements were released late in the day on Tuesday, September 21st with full House and Senate passage expected on Wednesday, September 22nd.

Overall, the FY22 community college budget includes key elements that we advocated for such as:

1. Maintain at least a 2% increase for community college budgets
2. Support fully funding Michigan Reconnect and Frontliners programs
3. Do not support changes to the community college distribution formula
4. Do not support inclusion of tuition restraint language

Here is a summary of the FY21 budget, the proposed budgets from earlier this year and the latest FY22 Conference Committee recommendation that is expected to be signed into law.

	FY21 Enacted	FY22 Governors	FY22 Senate Passed	FY22 House Passed	FY22 Conference Committee
<i>Statewide Community College Funding</i>		<i>2% increase (existing funding formula)</i>	<i>2% increase (existing funding formula)</i>	<i>6.7% increase (new funding formula)</i>	<i>One time 1% increase (existing funding formula) plus a one-time supplemental increase of 4%* (\$375,300)</i>
<i>NMC Base plus Operations Appropriation</i>	<i>\$9,843,100 0% increase over FY20</i>	<i>\$9,995,400 +\$152,300 +1.5%</i>	<i>\$9,995,400 +\$152,300 +1.5%</i>	<i>\$10,822,600 +\$979,000 +10%</i>	<i>\$9,906,900 +\$63,800 +0.6%</i>
<i>Tuition Restraint Language</i>	<i>No</i>	<i>Yes: 4.2% cap</i>	<i>Yes: 4.2% cap</i>	<i>No</i>	<i>No</i>
<i>MI-Reconnect</i>	<i>\$30 million</i>	<i>\$90 million</i>	<i>\$30 million</i>	<i>\$0</i>	<i>\$55 million gross</i>
<i>F4F</i>	<i>\$0</i>	<i>\$39.1 million</i>	<i>\$0</i>	<i>\$0</i>	<i>\$25 million in one time funding to pay for currently enrolled students. No additional funding included</i>
<i>Wraparound Services</i>	<i>\$0</i>	<i>\$6 million</i>	<i>\$0</i>	<i>\$0</i>	<i>\$6 million</i>

FY22 Community College Budget (SB 94 and HB 4401)
FY22 LEO Budget (SB 85) or General Government (HB 4398)
*Meets the maintenance of effort requirements in the CARES Act

Other notable inclusions in the FY22 community college budget boilerplate include:

Sec. 210g. Bachelor of Science in Nursing Articulation Agreements Reporting – NEW

Senate adds a reporting requirement on a summary of efforts for any community college seeking articulation agreements with universities on a bachelor of science in nursing. Conference concurs with Senate.

Sec. 210h. Community College COVID-19 Vaccination Exemption Requirement – NEW

House adds language that restricts community colleges from requiring COVID-19 vaccination as a prerequisite for enrollment or attending in-person instruction as Sec. 226f. Senate does not include. Conference does not include House language but adds language detailing exemptions and reporting requirements that community colleges must provide if a campus mandatory vaccine policy is implemented.

Sec. 226f. Pregnant and Parenting Student Services Office Requirements – NEW

Senate adds language establishing the requirements of a pregnant and parenting student services office. If a community college establishes an office, a report must be submitted by December 1, 2022 detailing expenditures, a performance evaluation and the number of students served. Conference concurs.

Sec. 226g. Campus Advocacy Policy – NEW

Senate revises Sec. 226d with legislative intent language that universities adopt advocacy policies for distribution and demonstrations around first amendment activities and political speech and to submit a report of complaints under the policy and the actions taken in response to those complaints. Conference concurs with Senate but adds as Sec. 226g and does not include the reporting requirement.

Federal

Edith Nourse Rogers STEM Scholarship

As you may know, The Edith Nourse Rogers STEM Scholarship program, also known as the Rogers Scholarship, is a new pilot [GI Bill](#) program available from the [Department of Veterans Affairs](#). The VA opened a new pot of funding on Oct. 1, 2020.

The Rogers Scholarship program offers up to nine additional months of Post-9/11 GI Bill benefits to eligible veterans and dependents for an additional maximum payout of \$30,000. Since this is a pilot program, funding is limited. That means that possibly some applicants may not be approved for the program.

Per Public Law 115-48, which created the program, only \$75,000,000 is available each fiscal year from 2020-2022, and \$100,000,000 for each fiscal year thereafter. Since the maximum payout is \$30,000 that means funding could be limited to 2,500 people each year.

We are working with Congressman Bergman's office to see if we can have the GLMA Deck and Engine Officer bachelors' programs listed as eligible programs under the Rogers Scholarship program.

Budget Reconciliation Legislation

As you know, Congress is currently working on assembling pieces of the larger Budget Reconciliation bill. This includes recent action by several key House Committees:

On September 15, L the House Ways and Means Committee approved their [FY 2022 budget reconciliation proposal](#) by a vote of 24-19. The measure comprises the committee's portion of the Build Back Better Act, a \$3.5 trillion bill that Congressional Democrats are working to pass through the budget reconciliation

process. The Ways and Means Committee's reconciliation proposal is aimed at creating jobs and reinvigorating local communities, and contains the following notable provisions:

- \$9.1 billion over 7 years to reauthorize the Trade Adjustment Assistance for Community College and Career Training (TAACCCT) grant program.
- \$425 million over 4 years to continue the Health Profession Opportunity Grant (HPOG) program, which aims to prepare low-income individuals for healthcare professions.
- Excludes Federal Pell Grants from gross income for tax purposes.
- Eliminates the Pell Grant offset included in the American Opportunity Tax Credit (AOTC) formula, allowing thousands of students to receive the full benefit of the AOTC.

The proposal will now go the House Budget Committee for inclusion in the comprehensive Build Back Better Act and consideration by the full House. For ACCT's complete summary on education, labor and tax provisions in the Build Back Better Act to date, click [here](#).

Also in recent days, the House Education and Labor Committee approved their [reconciliation proposal](#) by a vote of 28-22. This measure comprises the committee's portion of the Build Back Better Act, a \$3.5 trillion bill that Congressional Democrats are working to pass through the budget reconciliation process. The Education and Labor Committee's proposal contains \$761 billion and includes the following provisions:

- Free community college tuition to eligible students through America's College Promise
- \$9 billion for retention and completion grants
- \$2 billion for community college and industry partnerships grants
- \$500 annual increase to the maximum Pell grant for Award Years 2022-2023 - 2029-2030
- \$3.6 billion for Adult Basic Education
- \$3 billion for Perkins CTE
- \$5 billion for Apprenticeships, Youth Apprenticeships, and Pre-Apprenticeships
- Makes DACA recipients eligible for Title IV financial aid programs

The proposal will now go the House Budget Committee for inclusion in the comprehensive Build Back Better Act.

An Update on How NMC is Reimagining Facilities Use and the Delivery of Services to Meet Our Learners' Needs in a Post-COVID Future

- September 6, 2021 -

This memo is intended to provide a high level review of how the college is reimagining facilities use and the delivery of services to meet our learners' needs in a post-COVID future. The sudden pivot in the spring of 2020 forced many organizations, including NMC, to find new ways to deliver services while continuing to support the college's mission. Our goals during the pandemic have been to ensure student and employee safety while limiting the disruption to learning. Last year in-person classes were primarily delivered for programs that could not offer an on-line option. Those included areas such as Maritime, Aviation, Culinary and our skilled trades. Many courses and services shifted to on-line delivery while others were temporarily paused. During subsequent months we have taken the opportunity to begin reimagining delivery systems based on changing student demand.

As COVID restrictions loosened, many courses and services are now offered in a variety of formats including in-person and on-line. The college has more ways than ever to meet the needs of our learners and advance our organizational goals, by providing instruction and services in a way our stakeholders desire.

Strategically Reimagining Facilities Use

What seems inevitable, especially with the increased off-campus learning (e.g., increased virtual learning), is a review and reimagination of campus facilities and spaces. We must begin asking, *what may be required of our campus spaces, to meet new patterns, needs, and challenges as we enter a post-pandemic future?*

- What will be the new demand on physical space?
- What will be the new patterns that students and community members will seek that the College provides?
- How does this impact our infrastructure?

The college stakeholders should engage in a broad conversation to consider all voices. This should be similar to our strategic planning process. Such reimagining will include an assessment of our facilities utilization, broad campus discussions with faculty, staff and students on needs; and, discussions of planning recommendations with the Board of Trustees Building and Site Committee.

Welcoming Students Back for Fall Semester 2021

Fall 2021 has many more on campus classes and activities compared to Fall 2020. The following offers a glimpse of how we're welcoming back students for this fall semester:

- 30% of our classes are meeting face to face compared to 13% face to face last year, and 79% in 2019, pre-COVID. The complete breakdown of classes is 30% face to face, 46% online/livestream, and 24% are hybrid. It should be noted that through student demand-driven scheduling there is more student interest in/demand for online classes versus lecture-based instruction. Presently, the fall 2021 fill rates are: online (89%), livestream (81%), and lecture (72%).
- Welcome Week had over 11 events such as Pine Palooza, ice cream social, game night, speed friending with mock cocktails, as some examples.

- Advising, Financial Aid, and other student services are now open for in person meetings. We are still seeing that many students prefer the virtual option for flexibility but all offices are open for in-person appointments.
- Student groups are able to meet in person this semester, and have already begun doing so.
- We have a regular-length semester this fall. Last year students did not come back to campus after the Thanksgiving break.
- We have eased restrictions in the residence halls allowing for more spontaneous social opportunities for the residents.
- North Hall fitness center is open to students and employees.

Campus Facilities Utilization Changes

We have taken this opportunity to re-evaluate how to best utilize our facilities. The following shows how we have responded to both demands of our community and students.

- Okerstrom Fine Arts Building
 - This summer a renovation has been initiated, to repurpose some space to expand the arts classes. The changes are intended to afford a more welcoming and more student-centered space.
- Oleson Center
 - Also, this summer renovation was completed on the NMC Children's Learning Center (Daycare), which was relocated to the Oleson Center. First and foremost, this was about creating a better space for our littlest Hawk Owls. The move to the Oleson Center also expands Munson's ability to offer 30 more daycare seats for families. The renovation also shows the college's commitment to our community, as we seek to improve this on-campus learning space.
- Osterlin Building
 - Planning has been initiated to renovate Osterlin to serve as an integrated student service hub. This is intended to increase student retention and completion through improved, holistic customer service experience. It will obviously enhance student experience on campus.
- University Center
 - There was an opportunity to redesign the use of some of the space at the University Center. Many of our partner Universities have pivoted their delivery of classes to a virtual format. The agreement with Greenspire School to utilize the north end of the facility and outside surroundings offers new partnerships.
 - Additionally, the expansion of the TART trail to the University Center was completed earlier this summer. The final loop and construction began in late summer. This partnership will be a benefit to the Traverse City Community and NMC.

Re-opening of Buildings and Programming

As restrictions lifted we brought many of our services back as we were able to based on staffing and safety protocols.

- Innovation Center
 - ELI has engaged student input to design their space to invite student/community use of the space.
 - The Hawk Owl Café has reopened effective the end of August. The Café serves as a sort of ‘student hub’, bringing the campus community together for food and conversation. In fact, we have three times as many student with meal plans this semester (61 meal plans last spring versus 202 mal plans this fall).
 - Our varsity Esports program is located in the lower level, and has just completed tryouts. This will bring much student activity and life to the building.
 - NMC’s Audio Technology and Music Program has begun planning to begin offering ‘Friday Concerts’ to activate and further enliven the space.
 - NMC’s Board of Trustees are also ‘leading the way’, holding their monthly meetings in the Innovation Center, further activating the space and showing off the college-community possibilities
 - The building and student study spaces were well used last academic year. Many students used the space for project and study needs. With 24/7 access and large breakout rooms this was a popular building to find students in.
 - Student Life began having movie nights in the building in Spring of 2021 this will be another activity that will continue this year.
 - A pool table and other games are ordered for the building. This will allow for spontaneous student activity.
 - Craig Hadley, Zach Tate and Glenn Wolf are leading a committee to recommend ways to display student art, further engaging the campus community in this space.
- Hagerty Center
 - In August, the college began holding events again at the Hagerty Center, hosting our third wedding since before the pandemic’s onset. Additional business will be booked as we are able to staff up. Obviously, such events will signal ‘back in business’ at the Hagerty Center.
- North Hall
 - NMC’s Fitness Center in North Hall reopened this summer and will continue to open its doors to students and employees. Affording physical fitness opportunities on campus.
- Great Lakes Campus
 - This summer GLCI operated their hands-on baking class with Cafe Lobdell’s, affording the college/community to visit the Great Lakes Campus (and taste the Bakery students’ creations). Lobdell’s is scheduled to be open this fall offering the popular lunch opportunities to the community.

Campus Events/Programming on Campus

As our region continued to see an increase in COVID-19 vaccination rates, and updates to state and federal health guidelines, on July 19, NMC moved to Stage 4 of our 4-Stage Reopening Plan. In Stage 4 campus is ‘fully operational’. Given this, we’re breathing life back into campus through a variety of campus events/programming on campus, including:

- More than 280 EES course offerings (some virtual still, and many in-person).
- College for Kids was offered in-person this summer.
- Experiential Learning Institute project are being planned to include students engaging in service learning in our community – e.g.,: Kristy McDonald’s project around food insecurity and NMC Students, partnering with the NMC Food Pantry and Student Success Team; as well as others that will engage with community partners like the Children’s Museum, Goodwill (the Inn and Food Rescue), and more.
- NMC is hosting (in our Innovation Center), “Northern Michigan Startup Week” in partnership with 20Fathoms, Northern Michigan Angels, Newton’s Road, and TC NewTech.
- Marine Center workshops were conducted throughout the summer.
- In-person student/family tours and orientation sessions.
- Student Welcome Wednesday events. Hosting new students with special activities on Wednesdays throughout the summer.
- Library is open regular hours.
- Continued in-person programming at the Dennis Museum Center.
- A return to in-person events with the International Affairs Forum (in addition to on-going virtual programming).
- Planning has begun to relaunch student short-term international travel/learning opportunities (as soon as safely feasible).
- Throughout the summer the weekly faculty/staff pick-up basketball game has occurred – bringing life back to our campus courts!
- The Music Department held a fall semester ‘Convocation’, presenting Music, Audio Technology, and Dance faculty performances to the campus community.

Future of Work:

As with our academic programming opportunities the pandemic has also offered us the opportunity to have a campus wide discussion on how work is done to meet shifting stakeholder needs. The committee is being led by Diana Fairbanks and Mark Liebling. They are engaging with staff and Leadership Council for input on college policies, technology needs, campus culture and safety.



MEMO
Administrative
Services

To: Dr. Nick Nissley, President

From: Stephen Siciliano, Vice President for Educational Services
 Vicki Cook, Special Assistant to the President

Date: September 23, 2021

Subject: Monthly Strategic Planning Update

The Strategic Planning process is progressing as agreed upon by the Board of Trustees and the Strategic Planning Steering Committee. The months of August and September have been primarily focused on finalizing the draft vision, mission and values statements, along with drafting the strategies. The Work Team and the Strategic Steering Committee (SPSC) have both had workshops designed around these items. The Work Team consists of over 50 employees that represent multiple college departments and programs. The Strategic Steering Committee consists of Board of Trustee representatives, NMC employees and community members. The teams are designed to ensure we gather the perspectives of multiple stakeholder groups. Chris Bott has asked us to add two months to our schedule - instead of targeting a December finalization date, to afford in-depth conversation of the plan at a January Board of Trustees retreat, with approval sought in February.

CampusWorks facilitated the discussions for each of the vision/mission/values statements and the strategies. The guiding principles for development of mission, vision, and values are defined on page two along with the SPSC draft statements. The draft strategies will be reviewed by the Board in October, in advance of the survey that is being sent to stakeholders (to further engagement and afford feedback regarding the articulation of the vision/mission/values). These draft statements will go to all employees, the SPSC, Board of Trustees, and the same stakeholder groups from the spring focus groups and SWOT survey for feedback (these groups will not be editing or voting; they will strictly be providing input). The SPSC will use the survey results and information from the feedback sessions in making their final edits to the four documents. In November the SPSC will submit the final recommendation of the proposed vision/mission/values statements. The approval of the mission, vision and values statements will follow the same process as all Board Policies: proposed at a regular or special meeting of the Board of Trustees on a first-reading basis and adopted at a subsequent regular meeting.

Public relations continues to provide monthly updates to employees and students. Community members and NMC stakeholders can access the Strategic Planning website to stay informed. The website is nmc.edu/strategic-planning.

Upcoming October activities include:

- October 8 SPSC draft Excellence Value & draft Strategies
- October 22 Objective workshop #1
- October 25 BOT to review draft strategy statements to be included in survey
- October 26-31 Survey and Focus groups

Guiding Principles and Recommended draft statements

Mission Statement guiding principles and SPSC recommendation:

A mission statement should state the institution's reason for being. Some key characteristics include:

- Institution's reason for being
- Reflects the purpose and the value institution provide
- Remains unchanged for long periods of time
- Memorable and concise
- It answers both the 'what' we do questions as well as describes 'how' we do it

SPSC Draft Mission Statement: **We promise lifelong learning opportunities to transform lives and enrich our community.**

Vision Statement guiding principles and SPSC recommendation:

A vision statement is aspirational. The key characteristics of this statement include:

- Helps to set long-term goal
- Different from current position
- Future orientated & ambitious
- Clear and concise
- Serves as a filter for all decisions

SPSC Draft Vision Statement: **A global community where all learners unlock their full potential.**

Values guiding principles and SPSC recommendation:

Institutional values are the fundamental beliefs that help to define the organization's culture. The values should be developed through a process that actively engages all employees. The characteristics should include:

- Should be aspirational
- Should be authentic
- Reflect how employees will hold themselves accountable
- Should limit the number for ease of remembering
- Define in easy to understand terms

SPSC Draft Values Statements:

Integrity: We act with the highest degree of ethics, personal responsibility, fairness, and openness ensuring that we match our actions with our words.

Collaboration: We co-create solutions and celebrate the joy of working together, empowering each other and nurturing community partnerships for the benefit of our learners.

Respect: We demonstrate mutual regard and appreciation for one another to assure a culture of trust.

Inclusion: We foster belonging and build organizational capacity that celebrates diversity and promotes equity.

Innovation: We are agile, imaginative, and forward-thinking, taking risks to meet future needs of the college and our communities.

Learning: Learning is at the center of all we do and is foundational to a thriving community; we are life-long learners.

Stewardship: We practice stewardship by investing responsibly in the human, physical, financial, and environmental resources entrusted to our care.

Excellence: *To Be Developed October 8, 2021*

SPSC Draft Strategic Directions -- Draft Strategy Statements To Be Developed October 8, 2021

1. Future-Focused Education
2. Student Engagement and Success
3. Diversity, Equity, and Inclusion
4. Community Partnerships and Engagement
5. Institutional Distinction and Sustainability



Northwestern
Michigan
College

MEMO

Administrative Services

To: Dr. Nick Nissley, President

From: Troy Kierczynski, Interim Vice President of Finance and Administration

Date: September 10, 2021

Subject: **FY 2023 Five Year Capital Outlay Plan**

This document provides an overview of the annual Five Year Capital Outlay Plan. The FY2023 Five Year Capital Outlay Plan will be submitted to the NMC Board of Trustees at their October 25, 2021 meeting. The Plan will include the information indicated below:

Overview (Executive Summary)

Section I – Mission Statement

Section II – Instructional Programming

- Appendix A Programs of Study (NMC Catalog)
- Appendix B Initiatives Impacting Facilities Usage
- Appendix C Socioeconomic Benefits

Section III – Staffing and Enrollment

- Appendix D Current Enrollment Report Fall 2021
- Appendix E Five Year Enrollment Patterns by Program
- Appendix F Faculty/Staff Headcount History
- Appendix G Class Size & Projected Class Size Needs - Course Efficiency Report

Section IV – Facility Assessment

- Appendix H Summary description of each facility (net to gross ratios)
- Appendix I Building and/or Classroom Utilization Rates
- Appendix J Functionality of Existing Structures (Space Allocation)
- Appendix K Replacement Value - Appraisal of Buildings
- Appendix L Map of Parking and Roads
- Appendix M Energy Audit Report
- Appendix N Land Inventory

Section V – Implementation Plan

Appendix O FCAP Schedule

In Fall 2020, the State’s Department of Technology, Management Budget (DTMB) notified Northwestern Michigan College that they were not accepting major project requests for Fiscal Year 2022. However, in June 2021, at the request of a State legislator, we submitted an informal funding request to the State’s Joint Capital Outlay Committee to renovate the Osterlin building into an “Integrated Student Services Hub”. We intend to resubmit the Integrated Student Services Hub as our Fiscal Year 2023 project along with the Five Year Capital Plan.

**NORTHWESTERN MICHIGAN COLLEGE
BOARD OF TRUSTEES
MINUTES
Monday, August 23, 2021
West Hall Innovation Center, Room 106/107**

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, Rachel A. Johnson, Laura J. Oblinger, Kenneth E. Warner, Kennard R. Weaver

Trustees absent: Michael Estes

Also present: President Nick Nissley, Jeff Cobb, Tamara Coleman, Vicki Cook, Marguerite Cotto, Diana Fairbanks, Tony Jenkins, Troy Kierczynski, Mark Liebling, Laura Matchett, Sarah Montgomery-Richards, Lynne Moritz, Kyle Morrison, Todd Neibauer, Colin Riker, Kristen Salathiel, Rebecca Teahen, Kirk Waterstripe

REVIEW OF AGENDA—The agenda was accepted as presented.

SPECIAL REPORTS AND PRESENTATIONS

Program Focus—Laura Matchett, Director, provided an overview of Extended Educational Services (EES), focusing on how EES leverages employee resources to teach courses. Matchett then introduced current staff, faculty, and adjunct faculty who teach EES courses in areas of life enrichment, State Continuing Education Clock Hours (SCECHS) for current teachers, and youth programming. Kirk Waterstripe, Sarah Montgomery-Richards, Dr. Tamara Coleman, and Jeff Cobb contributed to the presentation by explaining how their courses connect to the college’s mission and the community, especially to adult learners.

Faculty Report—Kristen Salathiel, Communications Instructor, and student Colin Riker, who previously took Salathiel’s ENG 111 course last spring, discussed non-traditional grading. Non-traditional grading emphasizes reflection, self-assessment and lifelong learning, allowing for risk-taking and focus on the student rather than teacher. The instructors’ emphasis is on providing feedback and encouraging a growth mindset. Riker completed his honors project on non-traditional grading, which included surveying students in different courses using non-traditional assessment. According to Riker’s survey, students felt non-traditional grading was fair, actionable, supportive, and reflective.

Enrollment Report—Todd Neibauer, Vice President for Student Services and Technology, provided the enrollment report. Fall count numbers will be available in next month’s report.

Financial Report—Troy Kierczynski, Interim Vice President of Finance and Administration, reviewed the financial report for the period ending July 31, 2021.

Strategic Planning Report—Vicki Cook, Special Assistant to the President, reported on the current strategic planning process. Cook emphasized the recent work of 9 scan teams, which was presented on August 17 to the Strategic Planning Steering Committee. Strategic Planning will now shift from the “scan” phase to “planning” as draft mission, vision, values, and strategies are being developed.

EXECUTIVE REPORTS—The following written reports were provided in the packet of materials: Foundation Report, PRMC Report, Executive Committee Report, and Legislative Issues Report.

PUBLIC INPUT—There was no public input offered.

UPDATES

President’s Update—President Nick Nissley reviewed the Legislative Issues Report before providing updates on COVID-19 protocol, strategic planning, and upcoming campus events.

CONSENT ITEMS—On a motion by Kennard Weaver, seconded by Doug Bishop, the minutes of the July 27, 2021 regular meeting were approved by a unanimous vote as a group without discussion.

ACTION ITEMS

General Fund Transfer—On a motion by Rachel Johnson, seconded by Kennard Weaver, the Board authorized for administration to transfer \$2,500,000 out of the general fund, with \$200,000 transferring to the Strategic Fund, \$100,000 to Funds for Transformation, and an additional \$2,200,000 to the Plant Fund for deferred maintenance and new construction. The motion passed with a unanimous vote.

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 6:35 p.m.

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

SIGNED _____
Chris M. Bott, Chair

ATTESTED _____
Kenneth E. Warner, Secretary



Northwestern
Michigan
College

MEMO

Office of Research, Planning and Effectiveness

To: Dr. Nick Nissley, President

From: Joy Goodchild, Executive Director of Research, Planning, & Effectiveness

Subject: NMC Local Strategic Value Resolution

Date: September 2, 2021

NMC must satisfy four of the five best practices in three different categories related to local strategic value in order to receive our portion of performance funding appropriation from the State of Michigan for fiscal year 2022. As such, we must demonstrate compliance by means of a Board of Trustees resolution certifying that we have met these requirements. In the following resolution, NMC has provided specifics as to how we meet each best practice measure.

We request that the NMC Board of Trustees review and approve our Local Strategic Value resolution. NMC not only meets, but also exceeds the best practice standards required by the appropriations law, as the following table demonstrates.

**NORTHWESTERN MICHIGAN COLLEGE
LOCAL STRATEGIC VALUE RESOLUTION**

A regular meeting of the Board of Trustees of Northwestern Michigan College was held at the West Hall Innovation Center of Northwestern Michigan College, on the 27th of September 2021, at 5:30 o'clock in the evening.

The meeting was called to order by Chris M. Bott, Chair.

Present: _____

Absent: _____

The following preamble and resolution were offered by _____ and seconded by _____:

WHEREAS:

Michigan Public Act [###] of 2021, approved by Governor Whitmer on [ENTER DATE]. The law requires the Northwestern Michigan College Board of Trustees to pass a resolution certifying that the college meets at least four out of five of the best practice standards under each of the three categories. Among the components of the appropriations for all Michigan community colleges is performance funding based on "local strategic value," which is defined in terms of three categories as shown below. Each category covers five standards of local strategic value, called "best practices."

THEREFORE, BE IT RESOLVED THAT:

Northwestern Michigan College not only meets, but also exceeds the best practice standards required by the appropriations law for fiscal year 2022, as the following table demonstrates.

Best Practices by Category	Examples of Adherence
Category A: Economic Development and Business or Industry Partnerships (must meet 4 of 5)	
<p>(i) The community college has active partnerships with local employers including hospitals and health care providers.</p>	<p><i>Health Education Institute (HEI)</i> with Munson Medical Center through which NMC partners in nursing degree education (clinical site for ADN and PN student rotations), accredited surgical technology degree education (financial support and clinical site for AAS student labs), biomedical technologist associate's degree, community education specifically related to wellness and nutrition programs (joint listing in Extended Education Catalog), consultation regarding specialized needs for technical training such as CNA's, phlebotomists, and medical coders. Through NMC University Center, supporting GVSU's Masters in Physician Assistant degree program.</p>
<p>(ii) The community college provides customized on-site training for area companies, employees, or both.</p>	<p>NMC offers customized, on-site resources for companies, employees, and individuals in partnership with the Michigan Manufacturing Training Center (MMTC), Networks Northwest, Traverse Connect, and multiple regional partners. NMC facilitates contracting as well as providing over \$7.0 million dollars of specialized training through the Michigan New Jobs Training Program leading to the development of 990 projected jobs paying 175% above minimum wage. NMC's Extended Educational Services, Marine Center, and Technical Divisions publish training opportunities on a quarterly basis.</p>

<p>(iii) The community college supports entrepreneurship through a small business assistance center or other training or consulting activities targeted toward small businesses.</p>	<p>NMC partners regionally with organizations and agencies specifically focused on the needs of small business. We collaborate directly with the Small Business Development Center (SBDC) and Networks Northwest through joint offerings in the NMC Extended Educational Services catalog providing short and flexible format training and courses. We partner formally with programs such as the Workforce Innovation and Opportunity Act (WIOA), and MiLeap. We support start-up activities in select areas of applied technologies through access to our Maker's Space, technical programming, and regional incubators. NMC is also a training partner to start-up companies recognized through the Small Business of the Year national recognition program.</p>
<p>(iv) The community college supports technological advancement through industry partnerships, incubation activities, or operation of a Michigan technical education center or other advanced technology center.</p>	<p>NMC Aero-Park campus emphasizes automotive technology, engineering technologies, manufacturing, renewable energy, construction technology, PLC certificate training, robotics and unmanned systems, and associate and bachelor's level marine technology remotely operated vehicles and acoustical sonar training. The Great Lakes Water Studies Institute is the only academic institution, world-wide, offering international credentialing from the Association of Diving Contractors International (ADCI) and the Marine Technology Society (MTS). Industry specific advanced professional development leverages NMC's state-of-the-art technical resources, including advanced simulation training for welding, unmanned aerial systems, IT.</p>

<p>(v) The community college has active partnerships with local or regional workforce and economic development agencies.</p>	<p>NMC has a long-standing collaboration with Networks Northwest as part of the Regional Prosperity network, is a partner with MMTC, and similar agencies. NMC is also a founding member of the Traverse Connect (chamber) EDC, and regional, state, and national organizations supporting workforce and economic development in the region. NMC is a regional host for MI Lean Manufacturing Summit. Since 2019, NMC has been a member of the Grand Traverse Regional Foundation’s Community Dashboard project, with a focus on program and service coordination in support of the area’s economic and community development.</p>
<p>Category B: Educational Partnerships (must meet 4 of 5)</p>	
<p>(i) The community college has active partnerships with regional high schools, intermediate school districts, and career-tech centers to provide instruction through dual enrollment, concurrent enrollment, direct credit, middle college, or academy programs.</p>	<p>NMC actively engages local educational entities to provide early college programming. Additionally, NMC has a strong dual enrollment program for high school students and direct credit opportunities. NMC has expanded articulation agreements for programs such as pilot training (Cheboygan ISD) and Computer Information Technology (Elk Rapids Schools and Traverse City St. Francis High School).</p>

<p>(ii) The community college hosts, sponsors, or participates in enrichment programs for area K-12 students, such as college days, summer or after-school programming, or science Olympiad.</p>	<p>NMC's Extended Educational Services (EES) provides the <i>College for Kids</i> catalog, featuring week-long courses for over 1,800 K-12 students during the summer, and offerings during the academic year. Working with Traverse City Area Public Schools, TBA Intermediate School District, private and charter schools, NMC supports multiple activities that introduce K-12 students to higher education opportunities such as national robotics and unmanned aerial systems (UAS) competitions. In addition, NMC is the home of regional Academic World Quest, in conjunction with NMC's International Affairs Forum and as an affiliate of WACA (World Affairs Council of America). Academic World Quest student teams compete regionally and nationally.</p>
<p>(iii) The community college provides, supports, or participates in programming to promote successful transitions to college for traditional age students, including grant programs such as talent search, upward bound, or other activities to promote college readiness in area high schools and community centers.</p>	<p>NMC Learning Services assists in providing college placement testing in the high schools to inform students of readiness. NMC promotes continued pursuit of higher education through its Commitment Scholarship directed at first generation students in ninth grade.</p>
<p>(iv) The community college provides, supports, or participates in programming to promote successful transitions to college for new or reentering adult students, such as adult basic education, GED preparation and testing, or recruiting, advising, or orientation activities specific to adults.</p>	<p>Through collaboration with Michigan Works!, NMC offers activities specifically designed for new and returning adult learners. Examples of expanded services are the testing prep and certified testing services through the NMC Student Success center and the Pro-metric testing center located at the Parson-Stulen building, Aero-Park Campus. We also offer employment readiness services in conjunction with Michigan Works! We have been active participants in federal and state adult-focused programs such as Michigan ReConnect, MiLeap, and Futures for Frontliners.</p>

<p>(v) The community college has active partnerships with regional 4-year colleges and universities to promote successful transfer, such as articulation, 2+2, or reverse transfer agreements or operation of a university center.</p>	<p>NMC and Michigan Technological University have seven engineering 2 + 2 agreements that enable NMC students to enroll at MTU as true juniors after two full years of coursework at NMC. At NMC's University Center, the community has access to education opportunities beyond the Associate level in undergraduate and graduate level degree programs offered by eight university partners. Over 30 bachelor's completion, master's, and professional post-associate certificates are available at the Cass Rd. Campus. Through the University Center, specific 3+1 programs have been developed by partner institutions in response to regional needs such as in Aviation and Nursing (Davenport University), Water and Sustainability (Western Michigan University), in addition to extensive articulation agreements across the disciplines. NMC is an active member of the Michigan Community College Transfer Network.</p>
<p>Category C: Community Services (must meet 4 of 5)</p>	
<p>(i) The community college provides continuing education programming for leisure, wellness, personal enrichment, or professional development.</p>	<p>Broad range of courses offered through the NMC Extended Education Services (EES) catalog. This is distributed quarterly to over 40,000 households with special sections on wellness, leisure, personal enrichment, etc. A special section includes opportunities designed for community members over 50 (Life Academy). EES partners with regional Aging Councils in the delivery of select learning options in Benzie, Antrim, and Kalkaska counties. Notable within this programming as specialty enrichments tracks such as the Naturalist Certificate which serves to combine field-based programming in conservation, sustainability, and regional natural history.</p>

<p>(ii) The community college operates or sponsors opportunities for community members to engage in activities that promote leisure, wellness, cultural or personal enrichment such as community sports teams, theater or musical ensembles, or artist guilds.</p>	<p>Arts and Cultural enrichment programs are a specialty in the EES catalog. Of note: community choirs and bands; broad menu of physical fitness and exercise clubs, activities-targeted through age groups; extended cultural trip opportunities for theater, opera, and symphony experiences. NMC EES collaborates with cultural organizations in theatre & dance, symphonic music, museums, libraries, and civic enterprises.</p>
<p>(iii) The community college operates public facilities to promote cultural, educational, or personal enrichment for community members, such as libraries, computer labs, performing arts centers, museums, art galleries, or television or radio stations.</p>	<p>Community has access to WNMC 90.7 FM, NMC's public radio station; community observation nights for the Rogers Astronomical Observatory; senior discounts at the Dennon Museum Center, UpNorth Media.</p>
<p>(iv) The community college operates public facilities to promote leisure or wellness activities for community members, including gymnasiums, athletic fields, tennis courts, fitness centers, hiking or biking trails, or natural areas.</p>	<p>The EES catalog provides a number of short-format courses with emphasis in outdoor and recreation pursuits; we partner with local businesses to provide options that share facilities for specialized activities such as yoga, dance.</p>
<p>(v) The community college promotes, sponsors, or hosts community service activities for students, staff, or community members.</p>	<p>NMC offers many opportunities for community service through student service learning programs and community outreach projects, including the Commitment Scholars program and Student Government Association sponsored activities. Programs such as the International Affairs Forum provide specific opportunities for students and teachers in both K-12 and NMC communities. These opportunities expose students to global leaders and international experts in smaller settings for stronger engagement and learning opportunities.</p>

Ayes: _____

Nays: _____

Resolution declared adopted.

Kenneth E. Warner, Secretary
Board of Trustees

The undersigned duly qualified and acting Secretary of the Board of Trustees of Northwestern Michigan College, hereby certifies that the foregoing is a true and complete copy of a resolution adopted by the Board at a regular meeting held on September 27, 2021, that notice of the meeting was given to the public under the Open Meeting Act, 1976 PA 267, as amended.

Kenneth E. Warner, Secretary
Board of Trustees



MEMO
Systems & LAN Management

To: Dr. Nick Nissley, President
From: Todd Neibauer, Vice President for Student Services and Technologies
Date: September 27, 2021
Subject: Storage Area Network System Replacement

Board Authorization Requested

Authorize the administration to enter into contract with iXsystems for the replacement of the Storage Area Network System at a cost of \$489,598.50.

Background

NMC sought bids to replace our aging Storage Area Network System, which has an end-of-life in 2022. The replacement system increases the overall storage capacity of our data infrastructure system to meet the increasing data storage needs for several years to come. As many of our course offerings have been moved to an online format, their use has resulted in a higher level of video storage needs.

Bid Summary

NMC has analyzed and reviewed potential replacement systems. We have solicited replacement systems from five different vendors representing five different manufacturers. We have selected a system presented by iXsystems providing a solution from TrueNAS. Other bids were received from Avalon Technologies with a solution from Dell in the amount of \$555,204.00, Frontier Computer with a solution from Hewlett Packard in the amount of \$627,075.43, Trace3 with a solution from Pure Storage in the amount of \$764,252.45 and Sentinel Technologies with a solution from NetApp in the amount of \$908,704.80.00

Funding Source

This purchase will be funded by the Technology Plant fund.



MEMO
Systems & LAN Management

To: Dr. Nick Nissley, President
From: Todd Neibauer, Vice President for Student Services and Technologies
Date: September 27, 2021
Subject: Splunk Log Management and Analysis License

Board Authorization Requested

Authorize the administration to enter into contract with August Schell Enterprises for the capacity increase and license extension of the Splunk Log Management System at a cost of \$40,458.64

Background

NMC's increased use of technology resources has increased the complexity of IT security and analysis. In an effort to enhance the security measures at NMC, we have implemented a log management and analysis system. As this system grows, we are required to increase the license to process the amount of information that our logs create.

Cost Summary

The increased capacity and license extension will run through January 21, 2023. The cost for this is \$40,458.64. The company has also provided 3 licenses for the 2021 User conference, which will be held virtually in October. The cost for these 3 passes would normally be \$11,685.00, but they have been provided at no cost to NMC.

Funding Source

This purchase will be funded by the Technology Plant fund.



MEMO
Systems & LAN Management

To: Dr. Nick Nissley, President
From: Todd Neibauer, Vice President for Student Services and Technologies
Date: September 27, 2021
Subject: Voicemail system replacement

Board Authorization Requested

Authorize the administration to enter into a contract with BSB Communications for the replacement of the voicemail system on our Mitel phone system at a cost of \$56,148.80.

Background

NMC's Mitel VoIP phone system was installed and became operational in 2012. At that time, the voicemail system that was installed was from a company whose product worked well with the Mitel system. That company was ultimately purchased by AT&T, and AT&T has decided that they will no longer support the use of that voicemail on a Mitel phone system. All current systems will be decommissioned on October 31, 2021.

The new voicemail system from Mitel will provide functionality and services that we do not currently have available to us with our current voicemail system.

Cost Summary

The costs provided by our telephone system vendor include all of the necessary mailbox licenses, automatic call distribution services, enhanced remote use capabilities that have not been available with the previous system as well as installation, implementation, configuration and migration.

Funding Source

This purchase will be funded by the Technology Plant fund.



Northwestern
Michigan
College

Technical Division

To: Dr. Nick Nissley, President
From: Marguerite Cotto, Vice President of Lifelong and Professional Learning
 Jason Slade, Director of the Technical Academic Area
Date: September 1, 2021
Subject: COAT Funding – UAS (Drone) Purchase for the Technical Division

This document is intended to provide an overview and recommendation for the selection of a DJI Matrice 300 RTK Combo (drone) with advanced payloads.

Recommendation

Authorize the administration to purchase a DJI Matrice 300 RTK Combo with sensor and camera payloads for \$55,141.00 from Unmanned Vehicle Technologies (UVT). UVT is the lowest qualified bidder.

Background / Scope of Work

The acquisition of the DJI M300 with accompanying cameras and sensors will have a significant impact for individuals looking to obtain UAS (drone) training at NMC. This aircraft represents the latest in drone technology, allowing NMC to maintain industry relevancy. Currently, this aircraft is used in the commercial drone industry in such areas as law enforcement, land survey, marine technology, agricultural monitoring, infrastructure inspections, firefighting, disaster monitoring, and powerline inspections.

This aircraft will support current UAS credit and / noncredit offerings and will allow for more advanced training opportunities.

Bid Analysis

Company	Location	Amount
UVT	Fayetteville, AR	\$55,141.00
RMUS	Centerville, UT	\$55,641.00
Maverick	Savage, MN	\$55,666.20

Funding Source

The funding source is the Fiscal Year 2022 COAT funding.