NORTHEASTERN MICHIGAN COLLEGE
BOARD OF TRUSTEES RETREAT
February 4 and 5, 2010
Arcturos Room, Black Star Farms
10844 E. Revold Rd., Suttons Bay, MI

February 4, 2010

CALL TO ORDER – The meeting was called to order at 12:00 p.m., Thursday, February 4, 2010, by Chair K. Ross Childs.

ROLL CALL
Trustees present:  Douglas Bishop, Robert Brick, K. Ross Childs, Cheryl Gore Follette*, Walter J. Hooper, William Myers*, Susan Sheldon
*Note: Cheryl Gore Follette and William Myers left meeting at approximately 4:00 p.m.
Trustees absent:  None
Also present:  Timothy J. Nelson

PUBLIC INPUT – There was no public input.

DISCUSSION ITEMS

Review of Board Meetings Format and Notification Process
Chair Ross Childs facilitated a discussion during lunch about preferences for study session timing, dinner meeting attendance, and report format. Trustees requested that Vice Presidents attend dinner, that reports remain in their same format and where possible their linkage to strategic agenda items should be identified, and that study sessions be held when needed with a preference for morning time slots with as much advanced notice as possible to facilitate scheduling.

All discussion items from this point forward had information sections in the Retreat Notebook. Please refer to those sections for information on the topics.

Review of Strategic Agenda, Planning, and Execution Processes

Review and Discussion of Strategic Agenda – The Board reviewed the diagrams attached to these minutes and reviewed the process and the proposed agenda. Consideration of an even larger emphasis on linkages to economic development and activity was discussed. President Nelson will finalize a written document capturing the strategic process as well as the agenda and bring it to the March meeting of the Board.

NMC SCAN and Assumptions – The assumptions in the August 2009 and December 2009 NMC SCAN were reviewed and discussed relative to completeness and fit with the Strategic Agenda.

Review of Strategic Results

Great Lakes Maritime Academy – GLMA results were compared to goals identified in the 2008 GLMA plan. Enrollment, cruise time and STCW certification review are all on or ahead of schedule.
Value Added Agriculture/Culinary – President Nelson reported on the recently adopted viticulture option within the Plant Science Associates Degree. This is an example of a “networked” degree involving three separate institutions.

Dennos Museum Center – The Board discussed the fundraising efforts for the Dennos Museum Center. President Nelson reported that they will have a balanced budget this year due to fundraising and cost containment.

Measuring Strategic Agenda Movement
The Board discussed and reviewed the following four reports and commented on their suitability for measuring future progress on the NMC Strategic Agenda. In all, the reports are both useful and informative.
- 2009 Economic Impact Study and Analysis
- 2009 Regional Awareness and Satisfaction Survey
- 2009 NMC Service Effectiveness Survey
- A3 Example – Presidents Council

Master Planning
The Board discussed the proposed “preliminary” master plan for Eastern Avenue and President Nelson reported on planned activities for a comprehensive, all-campus master plan.

ADJOURNMENT – The meeting adjourned at 5:15 p.m.

February 5, 2010

CALL TO ORDER – The meeting was called to order at 8:00 a.m., Friday, February 5, 2010 by Chair K. Ross Childs.

ROLL CALL
Trustees present: Douglas Bishop, Robert Brick, K. Ross Childs, Cheryl Gore Follette, Walter J. Hooper, William Myers, Susan Sheldon
Trustees absent: None
Also present: Timothy J. Nelson,

PUBLIC INPUT – There was no public input.

Presidential Evaluation – Process Discussion
The Board reviewed the current Presidential evaluation process discussing weights and categories. Chair Childs asked that the Presidential Evaluation Committee review the document at one of their meetings and make any recommendations they see necessary to the full Board. President Nelson stated his intention to take much of June 2010 as vacation and requested that the evaluation be completed in May 2010.

Employee Health Insurance
President Nelson discussed the likelihood of changes in either the State of Michigan or Federal health insurance programs and policies. NMC continues to examine its health insurance practices.
Making Strategy Happen

The dynamics of contemporary strategy are better addressed with a framework that is relevant everyday, and to everybody.

VUCA Factors

Conditions for Organized Learning
Higher Education, Beyond

Strategy Direction
Focus & Choices

Strategy Integration
Assets & Systems

Strategy Execution
Actions & Impact

Natural Goals of the Enterprise
The College and Partners

Value Factors

The strategic agenda is shaped by assumptions, matched with plans and decisions that are tempered by experience and risk...

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NMC Strategic Pyramid

NMC Mission/Vision and Values

Strategic Agenda Going Forward
- Global Competencies Connected to the Region
- Learners Well-Prepared for a Global Economy
- Learning Delivered Through an Integrated Workforce
- Strong Lifelong Relationships with NMC Learners
- Learning Credentials that Have Sustainable Value

Responding to Evolving Stakeholder Needs  Matching Resources and Opportunities  Connecting Processes and Improvement
2009+ NMC Strategic Agendas

External Subsidies
Low Price Alternative

$$$
Differentiated Products With Higher Pricing
RISK

Earned Subsidies

A

B

Northwestern Michigan College
Board of Trustees Meeting Minutes

February 4-5, 2010

President Nelson reported on the changes and savings the College has created. The Board discussed the issue of employee contributions to the cost of health care. President Nelson said he will report back to the Board on this issue during the budget process.

**MCCA Legislative Agenda and Strategic Goals**
President Nelson discussed his expectations on three of the MCCA legislative goals. These were: retirement funding, State funding, and the Community College Baccalaureate. The College is active in each of these goals and hopeful that positive outcomes will occur this calendar year.

**Future funding streams for NMC**
The Board discussed the future of funding for community colleges in the State of Michigan. The continued decline in State support is expected to continue. Issues of differential tuition for high cost programs was discussed. President Nelson reported on the financial and political implications of five-county millages and Headlee rollback initiatives. While no action was taken, there was little interest by the Board in a five-county millage. He stated he will provide more information on Headlee at a later date.

**Future Programming and/or Relations**
President Nelson reported on discussions NMC is having with the K-12 community and with business on the following topics. He will provide update information as any outcomes are achieved.

- K-12 relationships
- Early/middle Colleges
- Project Re-Imagine
- Federal "Race to the Top"
- STEM education
- Sustainability Studies (including alternative energy)

**High-Tech Corridor/High Tech Incubators/Innovation Centers**
The Board discussed the concept of operating or partnering with business and others in order to encourage and support educational opportunities and economic activity in the region. President Nelson will provide ongoing updates on discussions planned in this area.

**ADJOURNMENT** – The meeting adjourned at 11:45 a.m.

Recorded by Timothy J. Nelson

SIGNED

William Myers, Secretary

ATTESTED

K. Ross Childs, Chair