

NORTHWESTERN MICHIGAN COLLEGE
BOARD OF TRUSTEES
MINUTES
Monday, February 22, 2021
Virtual Zoom Webinar ID: 988 6269 1122
Traverse City, MI

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

ROLL CALL

In compliance with PA 254 each trustee should publicly announce if they are attending remotely and provide their current physical location. The member's announcement must identify specifically the member's physical location by stating the county, city, township, or village and state from which he or she is attending the meeting remotely.

Trustees present: **Douglas S. Bishop**, attending remotely from City of Bonita Springs, Lee County, Florida; **Chris M. Bott**, attending remotely from Traverse City, Grand Traverse County, Michigan; **Rachel A. Johnson**, attending remotely from Garfield Township, Grand Traverse County, Michigan; **Laura J. Oblinger**, attending remotely from Garfield Township, Grand Traverse County, Michigan; **Kenneth E. Warner**, attending remotely from East Bay Township, Grand Traverse County, Michigan; **Kennard R. Weaver**, attending remotely from Peninsula Township, Grand Traverse County, Michigan

Trustees absent: Michael Estes

Also present: President Nick Nissley, Patti Burgess, Vicki Cook, Marguerite Cotto, Diana Fairbanks, Joy Goodchild, Tom Gordon, Holly Gorton, Brian Heffner, Tony Jenkins, Troy Kierczynski, Mark Liebling, Lynne Moritz, Kyle Morrison, Todd Neibauer, Stephen Siciliano, Rebecca Teahen,

REVIEW OF AGENDA—The agenda was accepted as presented.

REPORTS

Faculty Report—Sabbatical Report—Humanities Instructor Tom Gordon reported on his recent one-semester sabbatical work to redesign all NMC history courses to a competency-based learning format, which he noted students seem to prefer. His presentation also included a comparison showing positive student success and completion through the online course format that resulted from the COVID pandemic. The Board thanked Tom for his report.

Enrollment Report—Todd Neibauer, Vice President for Student Services and Technology, provided the enrollment report. He noted that while there are very positive new Futures of Frontliners program enrollment numbers, the decrease in returning students brings the total spring enrollment to 14.9% decline. Neibauer anticipates the combination of fall and summer enrollment will keep the tuition revenue aligned with budgeted targets. In response to a question from the Board, next month's enrollment report will include data from other comparable Michigan community colleges.

Financial Report—Vicki Cook, Vice President of Finance and Administration, reviewed the financial report for the period ending January 31, 2021, noting fall tuition revenue was higher than

projected, which should cover the decline of spring. She also shared that investment income is down due to low interest rates. Cook assured the Board that yearend net return projections are still positive due to no decline in state funding.

Foundation Report—Rebecca Teahen, Associate Vice President for Resource Development and Executive Director of Foundation, provided an NMC Foundation update, sharing that campaign funds raised are ahead of projections toward the goal. She acknowledged the recent gift from Kim Hagerty and Antonio Simão of \$1 million to support the college’s greatest needs. Teahen also reminded the Board of the upcoming Taste of Success in April that will be a “to go” event this year due to the pandemic.

PRMC Report—Diana Fairbanks, Executive Director of Public Relations, Marketing, and Communications, reported on activities for the month of January 2021. In earned media, Fairbanks highlighted the wonderful community partnership with the Grand Traverse County Health Department. The Board reported positive feedback on the use of NMC’s Hagerty Center as a mass vaccination site which has been recognized statewide for the positive collaborative.

Executive Committee Report—Committee Chair Chris Bott reminded the Board that he, Rachel Johnson and Kennard Weaver are members of the newly appointed Executive Committee that will meet with President Nick Nissley on a monthly basis.

Strategic Planning Report—Vicki Cook, Vice President of Finance and Administration, shared that eight proposals were received in response to NMC’s request for proposals for strategic planning consultant services. Following interviews with four firms and reference check process, the core strategic planning committee is recommending to contract with CampusWorks, which is an action item for approval later in the agenda. Cook also noted an internal website was set up for strategic planning communication. Rachel Johnson shared from her participation in the process, as a representative of the Board, that staff did a very thorough job in the RFP and selection process and CampusWorks was outstanding, especially with their process to engage community stakeholders.

Legislative Issues Report—President Nick Nissley discussed the FY22 state budget and federal CRRSAA funding. Nissley highlighted that Governor Whitmer’s proposed budget includes a 2% increase for colleges over fiscal year 2021, as well as investments in the Michigan Reconnect and the Futures for Frontliners programs. Regarding CRRSSA funding, Nissley thanked NMC Director of Financial Aid Linda Berlin and her team for their terrific work distributing funding to 900 students. There were questions from the Board pertaining to MCCA’s position on tuition restraint language included in the FY22 state budget.

PUBLIC INPUT—There was no public input offered.

UPDATES

President’s Update—President Nick Nissley stated positive cases of COVID with campus exposure has remained quite flat at 20 for students and 4 for employees as a result of students, faculty and staff adhering to procedures and protocols. The college will maintain its commitment to keep employees and students safe while limiting disruptions to learning with possible increases in in-person sessions for summer and fall semesters.

Nissley discussed important components of the strategic planning process, including serving as a model for collaboration and broad engagement; building institutional excitement for change and ownership of the plan; campus and community alignment for the strategic vision; engaging external stakeholders and strengthening community relations; and increasing data driven planning processes.

Addressing the recently announced GVSU Pledge, Nissley shared he has researched and discussed the program with other community college presidents and MCCA. While community colleges anticipate minimal impact because of the narrowly defined set of eligible students, Nissley stated NMC needs to be clearly communicating its value proposition.

Nissley also congratulated the following college recognitions:

- \$1 million commitment from Kim Hagerty and Antonio Simão
- Be What's Possible Campaign has raised more than \$34M toward the \$35M campaign goal
- International Affairs Forum (IAF) thanked departing IAF Executive Director Leila Hilal and welcomed Jim Bensley as Interim Executive Director
- February 8 virtual event with Governor Whitmer

Board Chair Update—Chair Chris Bott stated the Board will follow the college reopening plan with virtual meeting format. Bott also mentioned the upcoming employee Town Hall on Friday, February 26, at 8:30 a.m. and referenced the upcoming strategic planning process.

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

- Minutes of the January 25, 2021, regular meeting
- Minutes of the February 2, 2021, special study session

ACTION ITEMS

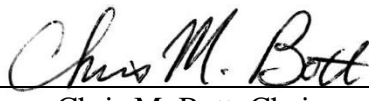
Dennos Museum Center Deaccessions—Doug Bishop made a motion, seconded by Ken Warner, to approve three deaccession proposals as provided per Collections Management Policy D-504.05 process for deaccessioning (removing) objects from the Dennos Museum Center's collection. The motion passed with a unanimous vote.

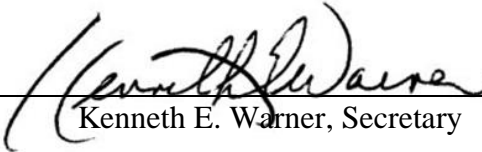
Strategic Planning Consultant—On a motion by Kennard Weaver, seconded by Rachel Johnson, the Board authorized administration to enter into a contract with CampusWorks, Inc. for strategic planning consulting services in the amount of \$90,000, with an additional \$8,000 for possible travel, for a total budget of \$98,000 to be funded by the Board Designated Fund for Transformation. 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 6:40 p.m.

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

SIGNED _____

Chris M. Bott, Chair

ATTESTED _____

Kenneth E. Warner, Secretary