



## Board of Trustees Meeting Agenda

11:00 a.m. | Friday, September 27<sup>th</sup>, 2019

Saranac Lake Campus | HH-105

- I. Call to Order
- II. Approval August 2019 Minutes
- III. Liaison Reports
  - A. College Senate
  - B. NCCCAP
  - C. CSEA
- IV. College Reports
  - A. Board Chair
  - B. Interim Vice President for Academic Affairs
  - C. Vice President for Marketing & Enrollment Management
  - D. Vice President for Administration & Fiscal Operations
  - E. President
    - o Middle States Liaison Visit
    - o NCCC Mission, Vision, Values
  - F. Representative Reports
    - o NCCC Association
    - o NCCC Foundation
- V. Old Business
  - A. Board of Trustees By-Laws
- VI. New Business
- VII. Public Comment\*
- VIII. Executive Session
- IX. Adjourn

An Executive Session of the Board of Trustees may be called pursuant to Article 7 of the Public Officer's Law to discuss *the Medical, financial, credit or employment history of a particular person or corporation, or matters leading to the appointment, employment, promotion, demotion, discipline, suspension, dismissal, or removal of a particular person or corporation and collective bargaining negotiations conducted pursuant to Article 14 of the Civil Service Law. (Public Officers Law §105).*\* Public Comment: Visitors are requested to sign in before the beginning of the meeting. Provision is made at this point in the agenda for citizens of the community to make comments regarding any agenda item to be discussed at that meeting. Citizens will not be recognized at any other time. No person, not a member of the Board, shall speak for more than five (5) minutes. The minutes shall show that privilege of the floor was granted and shall include a brief statement of the subject matter presented.

*Board of Trustees Minutes | Friday, August 30, 2019 | Saranac Lake Campus*

**Board Members Present:** Steve Reed, Tim Burpoe, Mary Irene Lee, Pete Suttmeier, Jerry Griffin, Mark Moeller, Anne McDonald and Dan Kelleher.

**Others Present:** Joe Keegan, Stacie Hurwitch, Sarah Maroun, Chris Knight, Erik Harvey, Shir Filler, Lee Susice, Alex Parnia, David St. Germain, Lisa Symonds, Diana Fortune

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Board Chair, Steve Reed, called the meeting to order at 11:00 a.m.

**Meeting Minutes**

Anne McDonald moved to approve the July 2019 meeting minutes as they were shared. Mary Irene Lee seconded the motion. The July 2019 meeting minutes were approved unanimously. (8-0-0).

**NCCCCAP**

No report

**CSEA**

No report

**Board Chair Report**

Steve Reed shared with the board the proposed updates to the NCCC BoT by-laws. He encouraged members to review the documents and offer changes by email prior to the next meeting. The board discussed these proposed changes.

**College Senate**

Shir Filler reported that she is new to the position.

- Senate will soon discuss how to streamline processes in the College
- Shared Governance document has been approved by NCCCCAP and Senate. Still waiting for other entities to complete their portion.
- FCCC has shared a rubric with the College to ensure expectations from SUNY are being met.
- The board discussed the importance of communication throughout the college and its constituents.

**Interim Vice President for Academic Affairs**

Sarah Maroun reported:

- The first week of classes has been great.
- Met with Selina LeMay-Klippel in Ticonderoga this week; she will be sharing new program ideas in the next couple of weeks. They will go through the normal channels of review. Selina's focus is on the needs of the area and what aligns best with the vision of the College and the community.
- David St. Germain has been working on three grants for the College.
- First round of classes at Akwesasne was off to a great start.
- It was reported there was a 100% pass rate for last year's graduating Radiologic Technology students.
- It was reported there was an 88% pass rate practical nurses and a pass rate of 85% those with an associate degree in nursing.
- There will be 90 swimmers in the offered continuing education course this fall.

- Tina LaMour and Susan Hoffer will be offering pottery again on the Saranac Lake campus as a continuing education offering.
- Middle States monitoring report is due September 1<sup>st</sup> but will be submitted today.
- Middle States self-study design draft will be the next on the radar for the College to complete and submit.
- The board briefly discussed the future of negotiations with the Path to Potsdam program. There is still a potential for the program to occur and will be explored again at a later date.

*The board recommended the following resolution:*

Jerry Griffin recommended resolution 2018/19 |47 that the North Country Community College Board of Trustees hereby approves the temporary appointment as Assistant Professor for the Science Department, for the Fall 2019 semester, at a pro-rated salary of \$25,619. Mark Moeller seconded the motion. The motion was approved unanimously (8-0-0).

### **Interim Vice President for Enrollment Management**

Alex Parnia reported:

- 848 registered students, a 1.2% drop from this time last year. He explained the College still has a good enrollment base. He stressed that the College can no longer rely solely on the high school population.
- Kyle Johnston will be coming into the position as the new VP of Marketing and Enrollment in mid-September. He is already working with the College remotely learning processes and designing potential initiatives.
- Second Chance Pell registration has been going extremely well. Thanks to Sarah Kilby for all her hard work and efforts.
- The Rebranding soft launch last week was well received and turned out to be a successful event. The next event, in conjunction with the Saranac Lake Chamber of Commerce, on September 12<sup>th</sup> will have the unveiling to the local community and will also officially welcome Joe Keegan to his new role in the College Presidency.
- The new view book was launched for the College; it includes a way to target adult learners. Alex strongly encouraged the College to offer night and weekend programs and classes to maximize enrollment potential for the adult learners and veterans.
- Amy Tuthill is working to reinstate relationships with the College and the Department of Defense so the College can go to local camps and bases to talk to military personnel and future veterans.
- Mary Ellen Chamberlain has done a phenomenal job in ensuring the students have been successful with regard to Financial Aid.
- The 2+2 program book with Paul Smith's College is being drafted to attract new students. It is expected to launch this fall.
- The board briefly discussed the opportunity to build more dorms or offer other means of rentals to accommodate more students making NCCC a destination community college.
- The board discussed the current numbers regarding acceptances.
- There was a suggestion about offering a one year honors institute; making the courses harder and showcasing the College to students who are hesitant to join a community college.
- The board discussed accommodating students in our dorms. Currently there are 99 students residing on campus when typically, the dorms are designed to house 94; there were 148 applicants for this semester.

### **Vice President for Administration/CFO:**

Erik Harvey, Comptroller, shared with the board the current forecast for the college in the CFO, Bob Farmer's absence.

- Erik explained that the retirement line is the College's obligation to the employee to match their contribution (TRS, ERS, TIACREF). Board discussed the potential of having a reserve in the fund balance for the ERS.
- Anne McDonald moved to approve the July 2019 financials as they were shared and presented. Dan Kelleher seconded the motion. The motion was approved unanimously (8-0-0).

### **President's Report:**

Joe Keegan reported:

- Expressed his thanks to Alex Parnia for his hard work and dedication to the College during his interim term as VP of Enrollment.
- Congratulated Shir for her new position as Senate Chair.
- Lee Susice has returned as NCCCAP president. Dianna Trummer will also continue as president for CSEA members.
- Opening week has been successful and there was a lot of positive energy from all involved. Thanks extended to all that made it possible.
- Joe asked that those available to attend the graduation for 2<sup>nd</sup> Chance Pell sites, please reach out to him soon so arrangements can be made with the sites.
- The next step for Middle States is work on the self-study – Joe requested that a member of the board join the steering committee. On September 26<sup>th</sup> the new Middle States liaison will be joining us to kick-off that process.
- Investment for the new Soccer Coach and Admissions position has already yielded a positive return.
- The adult student market has been funded showing positive return on investment as well.
- Joe continues to meet with the legislators and local officials. There is an unmistakably positive report from both members of our sponsoring counties of Essex and Franklin.
- Opening week event with the College community included a series of break-out sessions to talk about new strategic direction. There were numerous ideas of items to work on this next year, while also working on the self-study report. Those notes will be shared with the board and the College community soon.
- A Work-Life Survey will be sent out mid-semester to assess the workspaces of the College community. This assessment will be helpful to get a pulse on what needs the most attention where everyone benefits.
- Launch of the English track has been successful.
- The board spoke of moving the monthly reports to a bi-monthly; keeping Enrollment and Financial monthly. Steve Reed asked both Tim Burpoe or Mark Moeller to assist with financial related questions and decisions if needed.

*The board recommended the following resolution:*

Tim Burpoe recommended resolution 2018/19 |48 that the North Country Community College Board of Trustees hereby approves the appointment of Kyle Johnston, to the full-time, management confidential appointment as Vice President of Marketing and Enrollment Services, effective September 9, 2019 at an annual salary of \$115,000. Mary Irene Lee seconded the motion. The motion was approved unanimously (8-0-0).

#### NCCC Foundation:

Diana Fortune reported:

September 12<sup>th</sup> event with the Saranac Lake Chamber of Commerce will begin at 5pm on Mount Pisgah. All are welcome to attend. Similar events will occur in Malone and Ticonderoga in October.

#### NCCC Association:

Beth Quinn reported:

- There were 350 pre-packages this year compared to 180 to this time last fall. The new process of pre-packaging students proved to be a great success and the process will continue for future students.
- Over the summer the residence halls were filled with over 350 guests. This included hosting the new baseball team Saranac Lake Surge.
- Facilities has finished the volleyball pit for the residence halls. The Basketball court will be completed soon.
- The Association has approximately 60 student athletes in the residence halls this semester.
- There is a new associate director in the residence halls, Jared Milligan, and he is doing very well in his new position.
- Deposits for the residence halls was waived for early applicants between February 15<sup>th</sup> and May 1<sup>st</sup>- resulting in 148 applicants. There is already a wait-list for students coming for the Spring semester. Those who chose to double up where available do get a lower cost of stay.

Old Business

None

New Business

None

Executive Session

Jerry Griffin made the motion to enter Executive Session at 12:13 a.m. in relation to *collective bargaining negotiations conducted pursuant to Article 14 of the Civil Service Law; and the medical, financial, credit or employment history of a particular person or corporation, or matters leading to the appointment, employment, promotion, demotion, discipline, suspension, dismissal or removal of a particular person or corporation.* Tim Burpoe seconded the motion. The motion was passed unanimously (8-0-0). Joe Keegan was invited to join the meeting at 12:13 a.m.

Jerry Griffin made a motion to adjourn executive session at 1:40p.m. Tim Burpoe seconded the motion. The motion was approved unanimously (8-0-0).

Adjourn

Jerry Griffin made a motion to adjourn the meeting. Tim Burpoe seconded the motion. The motion was approved unanimously (8-0-0). The Board meeting was adjourned at 1:40 p.m.

Respectfully Submitted,



Stacie G. Hurwitch  
Assistant Secretary to the Board of Trustees

Unapproved

Friday, September 27<sup>th</sup>, 2019

Motion:

Second:

Action:

**VP - M&E Report to the Board of Trustees**  
**Created September 20, 2019**

Today I am completing my second week of work at NCCC and I have found it to be a very warm and welcoming place. I've spent most of my time on the Saranac Lake Campus but was able to venture up to Malone to meet the faculty and staff there. I look forward to meeting the faculty and staff at Ticonderoga the week of September 22. Additionally, I was invited to this week's Department Chair meeting and have reached out to all members to schedule 1 on 1 meetings with them. We will be talking about their program areas and ideas for program-specific marketing efforts.

**Admissions Team Updates:**

- The entire admissions team has been out for much of this week and will continue to travel to various college fairs in the coming weeks. Our own college fair will be on October 3<sup>rd</sup> at Sparks.
- Once the admissions team returns, we will work on developing a Strategic Communications Plan to improve our follow-up with the leads that are generated throughout their travels.
- Alex and I have been working to identify and fund a Customer Relationship Management (CRM) tool to improve communications and processes throughout the entire student lifecycle. Improved customer service and overall experience will lead to more referrals.
- I'm looking at all admissions processes to make sure they are seamless between admissions and financial aid. There are some efficiencies to be gained.
- We will be dialing back the number of leads purchased from entities like NRCCUA/ACT. My belief is that a smaller quantity of leads worked strategically will yield greater results. Additionally, the budget allocated to this can be re-purposed to more fruitful initiatives.

**Communications and Marketing Team Updates:**

- College rebranding has been communicated and deployed this past week. We will now work to carry the new look throughout advertising, communications, email signatures, marketing materials and the public facing website.
- Currently having meetings with all internal and external constituents to get a better feel for who has done what in the past. Also examining contracts to stretch our marketing funds as far as they can go.
- Priorities: work towards landing pages for /apply, /request, and /visit. These need to become our primary call-to-actions for students and we need to present information on these pages in a very straight-forward way. Applying, requesting information and visiting a campus need to be at the root of all we do.

**Financial Aid Team Updates:**

- Reporting has been identified as a pain point for the financial aid team and I've made it a top priority to help them with that. With better reporting they will be able to stream line their processes greatly which will in-turn speed up the process for students.
- The financial process is one of the toughest roadblocks to overcome for students at all colleges. I've provided examples of content used by other colleges that would help our incoming and current students navigate through these processes.
- Admissions staff will receive cross-training from the financial aid department to help with customer service. Students should be able to get through admissions, financial aid, housing and scholarship application processes with the same person.

Sample University

Data Import Date: 05/16/2017

**Date Filters**

Funnel Point-in-Time Date  
5/16/2017

Enrollment Year  
(All)

**Student Filters**

Source Rate  
Inquiry to Applicant

Top N Sources  
20

First Source  
(All)

**Legend**

- Search List 1
- My College Guide
- NRCCUA - Outr...
- Web Inquiry thr...
- Hubspot-Pxyl C...
- Zinch
- Web
- Chegg Match PL...
- College Fair
- Cappex

