

ALPENA COMMUNITY COLLEGE BOARD OF TRUSTEES
DISCUSSION WORKSHOP
August 20, 2009

Members Present: John Briggs, Marc Ferguson, Joseph Gentry, Dr. Judith Grenkowicz, Lisa Hilberg, Florence Stibitz, and Thomas Townsend

Absent: None

The Board of Trustees toured the remodeled facilities at Van Lare Hall and returned at 6:30 p.m. to the Board Room to discuss highlights of the Michigan Community College Association's Board of Directors Summer Workshop held in Traverse City. Members Briggs, Gentry, Hilberg and Stibitz as well as Board Secretary Spragg, and President Joynton attended the activity held on July 22-24, 2009. President Joynton also attended the President's Workshop that began earlier that week.

Trustees especially enjoyed presenter Dr. Mark D. Milliron, an award-winning leader, author, speaker, and consultant best known for exploring leadership development, future trends, learning strategies, and the human side of technology change. They also enjoyed former college administrator Representative John Walsh who introduced legislation for community college BA degrees in Concrete Technology, Culinary Arts, and Nursing. Senate Fiscal Agency Director Gary Olson presented a frank and timely forecast of future state revenue collections. The secretary was asked to produce copies of the State's Economic, Revenue, and Budget Update presented by Gary Olson for other members of the Board who did not attend. Overall the summer workshop was deemed informative and time well spent.

The discussions were concluded at 7:00 p.m.

Respectfully submitted,

Elizabeth L. Spragg
Secretary of the Board of Trustees

ALPENA COMMUNITY COLLEGE BOARD OF TRUSTEES
OFFICIAL PROCEEDINGS
August 20, 2009

The Alpena Community College Board of Trustees convened its regular August meeting on Thursday, August 20, 2009, in the Roger C. Bauer Board Room, Room 400 Charles R. Donnelly Natural Resources Center, 665 Johnson Street, on the college campus.

Chairman Briggs called the regular meeting to order at 7:05 p.m. Prior to the regular meeting the trustees toured the remodeling in Van Lare Hall at 6:00 p.m. and returned to the Board Room at 6:30 p.m. for a discussion on the MCCA summer workshop held in Traverse City on July 22 through 24, 2009.

Present: John Briggs, Marc Ferguson, Joseph Gentry II, Dr. Judith Grenkowicz,
Lisa Hilberg, Florence Stibitz, and Thomas Townsend

Absent: None

Pledge of Allegiance

Chairman Briggs led the Board in the Pledge of Allegiance.

The special meeting proceedings for May 7, 2009; the regular meeting proceedings for June 18, 2009; and the special meeting proceedings for July 1, 2009, were approved as presented.

Introduction of Guests and Public Comment

The following guests signed the register: Crystal Nelson, *The Alpena News*, April Ahlgren, WATZ Radio; Dick Sutherland, ACC; Don MacMaster, ACC; Jeff Blumenthal, ACC; Mary Beth Stutzman, ACC; Lyle Dorr, CFS NE MI; and Wade Yocum, World of Life Baptist Church

Communication(s)

There were no articles of communication

Board Member and Subcommittee Reports

None

Faculty Report

None

Student Report

None

President's Report

The president's report is attached as it was presented. ACC Dean of Workforce Development/Director Community-Based Job Training Grant Don MacMaster was present to discuss the results of the CBJT grant during the president's report.

During a portion of the president's report youth pastor Wade Yocum and Child and Family Services Director for Northeast Michigan Lyle Dorr were present to discuss Programs and activities held at the old East Campus building and plans to house Hope House girls in a portion of the facility.

Director of Public Information and Marketing Jay Walkterreit, Instruction Development/Website Management Technician Jeff Blumenthal, and Communications Technician Mary Beth Stutzman, displayed the new website and told trustees of all new additions to the site making it easier and less complicated to use.

Action Items

There were no action items.

Information Items

3.638 Financial Report

Questions regarding the financial report were directed to President Joynton and Vice President Richard Sutherland

3.639 Personnel Report

The personnel report showed two additions/replacements and no resignations, retirements or others.

3.640 Gifts and Grants Report

The gifts and grants report showed the attached activity.

New Business

There was no new business

Suggested Future Agenda Items

None

Next Regular Meeting

September 17, 2009

At 8:25 p.m. Member Townsend moved that the Board adjourn to closed session to discuss contract negotiations.

Ayes: Briggs, Ferguson, Gentry, Grenkowicz, Hilberg, Stibitz, and Townsend

Nays: None

Motion carried. All ayes.

Member Briggs called the regular meeting to order again at 9:00 p.m. Moved by Member Gentry that the Board adjourn the regular meeting.

Ayes: Briggs, Ferguson, Gentry, Grenkowicz, Hilberg, Stibitz, and Townsend.

Nays: None

The meeting was adjourned at 9:01 p.m.

Respectfully submitted,

Elizabeth L. Spragg
Secretary of the Board of Trustees

1. East Campus Programming

Child and Family Services Executive Director Lyle Dorr and Word of Life Baptist Church Youth Pastor Wade Yocum are present this evening to describe services and ministries offered at the East Campus, which was transferred from ACC for these purposes a year ago.

2. CBJTG Implementation Update

Dean of Workforce Development Don MacMaster has some new data on course development, industries served, and student enrollment in programs supported by the U.S. Department of Labor Community Based Job Training Grant. Points to be covered:

- Rollout of Lafarge online Control Room Operator certification course.
- Status in online enrollments for August-September CBJTG courses.
- Proposed development of "green" online courses through the WCCT focusing on waste stream reuse, carbon capture, and energy conservation.

3. ACC Website Improvements

During the January retreat the Trustees expressed interest in ACC website improvements. Director of Marketing and Public Information Jay Walterreit and Communications Technician Mary Beth Stutzman will demonstrate the advances that have been recently made.

4. MCCA President's Institute and Board of Directors Workshop

President's Institute

a. Sylvia Manning (president of the Higher Learning Commission) spoke on the subject of re-thinking accreditation. 250 new reporting requirements in Higher Education Reauthorization Act in 2008 communicate distrust from public, primarily about cost of higher education. Community colleges are in the catbird seat because they control costs so well. HLC has not traditionally addressed cost. Its job is to ensure quality (only a threshold) and to drive improvement. To increase value of the process, HLC wants to reduce paperwork without compromising rigor, contain or diminish costs, develop other pathways to accreditation than PEAK and AQIP, separate the federal requirements from the HLC criteria, and maybe eliminate routine site visits. There's also a move to select 18 of the 1,000+ HLC schools to be "pioneers" to make up a completely new accreditation process.

b. Daniel Wolf (managing director of Dewar Sloan, a healthcare consulting firm) took up the topic of strategic management (based on the analogy that faculty are a lot like physicians). Strategy related to stakeholders, bench strength, and communication. Hallmarks of good strategy enable organizations to adapt to change and to absorb a hit. To whom does the college strategy really matter? Does it support a culture of engagement, or are people disengaged from it? We operate in a VUCA environment: more volatile, more uncertain, more complex, and more

ambiguous. Develop a strategic agenda (as opposed to a strategic plan) – a way to get people to think strategically and to create value for stakeholders. Strategy direction, integration, and execution operate less like a linear journey and more like a conversation. Four levels of engagement with strategy: awareness, understanding, appreciation, and true engagement.

c. Robert Gochicoa of Academic Marketing Services led a panel discussion on the CareerFocus magazine, which began as an initiative by Washtenaw CC President Larry Whitworth. Schoolcraft CC uses Perkins money to pay for part of CareerFocus production and distribution.

d. President Tim Nelson of Northwestern Michigan College spoke to us about alternative business models for the sustainability of community colleges. If we don't think in terms of business models, we won't be around. What's our value proposition? Michigan CCs are better positioned to change business models because of their independence. Principle of economic substitution says when something becomes too expensive, people will look for substitutes, which is why we are getting students from four-year schools. What will happen if we become too expensive? Arizona and Pennsylvania are considering no-frills four-year college to address spiraling costs.

NMC approaches:

- Modularized curriculum
- Global connectedness with topic of water (Water Studies Institute)
- Entrepreneurship requirement with any new occupational program
- Differential tuition for maritime program
- Strategic agenda rather than strategic planning orientation
- Public/private partnerships (equity investments for revenue streams)
- Examination of legacy structures and commitments, faculty workload and compensation, for quality of sustainability.

e. President Conway Jeffress of Schoolcraft CC discussed scenario building and rehearsing as a technique for responding to financial crises (as is done with pandemics, campus violence, cyber-terrorism, etc.). For example, an X% cut of state funding or local tax revenue. Schoolcraft has a formula which it will share for calculating the cost of each program.

f. MCCA President Mike Hansen gave a state budget and legislative update.

- Community colleges continue to be exempted from cuts except for the Senate-sponsored elimination of renaissance zone reimbursement. It's unlikely that we will survive the conference agreements without a cut. Announcement could come in mid-August.

- The legislative intent to eliminate the Michigan Promise and need-based programs could be vetoed by the governor.

- Issues with Obama's \$12 million American Graduation Initiative: money goes to states, it has to be used for systemic change, and required metrics diminish value of the funds.
- House Speaker Dillon's universal state employee health care plan would affect community college employees, would entail lower benefits and higher participation costs. MCCA will likely oppose plan because of local control issues. Not likely to pass, governor not supportive.
- Capital outlay will not occur this year, next year more likely because it's an election year.

Board of Directors

- a. Mark Milliron, president of Catalyze Learning International and past president of the League for Innovation in Community Colleges, addressed the theme of "Education and the Road Ahead" with attention to how demographic groups use technology and a list of favorite books on social trends affecting community colleges.
- b. David Baime, vice president for governmental relations for the American Association of Community Colleges, provided some interpretation of President Obama's recent address on federal support for community colleges delivered at Macomb Community College.

According to the AACC, the 10-year plan consists of:

- A "Community College Challenge Fund" to develop new and improved workforce training and other related programs. Funds could also be used for high school dual enrollment programs and improved articulation with four-year institutions, developmental education improvement and increased access to "wrap around" services such as tutoring and childcare to increase persistence.
- The "College Access and Completion Fund," previously proposed by the Administration, to fund innovative efforts to increase college graduation and close achievement gaps. Funding for the two funds would total \$9 billion over ten years.
- \$2.5 billion of federal funds to spur \$10 billion in community college facilities construction and renovation. The federal funds could be used in a number of ways, including to pay off bond interest or as seed money for capital campaigns. The funds would prioritize uses for high priority areas, such as green jobs, nursing, and building trades.
- A national "Online Skills Laboratory" would make grants for the development of open, free courses for high school and college career-oriented curricula. This program would be funded at \$50 million per year over ten years.

Mr. Baime remarked that of the non-construction/renovation funding, about half would go to states and the other half directly to community colleges. Legislation to support the proposed plan is working through Congress.

- c. State Representative John Walsh (R-Livonia) held a session on the bill he has introduced into the Michigan House to allow community colleges to offer baccalaureate degrees in selected occupational programs – concrete technology, nursing, and culinary arts.

- d. Senate Fiscal Agency Director Gary Olson covered state revenue downturns which amount to 21% (\$1.9 billion) from FY08 to FY09 and which are predicted to fall another 7% (\$486 million) in FY10. A \$984 million deficit in the FY09 General Fund/General Purpose budget will likely be covered by American Recovery and Reinvestment Act monies. Current projections for FY10 show a \$1.8 billion GF/GP deficit with only \$1.2 billion of ARRA dollars to stabilize the budget. A more serious problem looms for FY11, when ARRA funds will be down to \$210 million and deficits estimated at \$1.2 billion. Community college funding has not been cut yet. We are told that we will be lucky to survive cuts in FY09 and extremely lucky in FY10.
- e. Scott Jaschik, editor of the online publication *Inside Higher Education* and former editor of the *Chronicle of Higher Education*, challenged members of the audience to develop national media attention for their local community colleges.

5. Preliminary Fall Semester Enrollment Report

Strong enrollment gains were posted this morning after the conclusion of Wednesday evening's registration activity. Overall we are looking at increases of 5% in headcount and 7% in credit hour enrollment compared with the same point last year. These gains are attributed to

- Improvements in the quality of instruction from carefully selected and mentored faculty and from facilities upgrades during the last two years.
- Integration of the Datatel system allowing registration both online by students and from faculty offices.
- Emphasis on and extra resources for the correct technical programs desired by students and aligned with future job growth.
- Growing numbers of students accessing the No Worker Left Behind program through Michigan Works.
- The tuition freeze and the increase of Pell Grant maximums.

The drop in online course enrollment varies from several years of steady growth and has yet to be thoroughly analyzed. Today concluded the last day of Central Registration, and Late Registration will be limited to next week.

It's particularly gratifying to note that we are more than 300 students and 3,600 credit hours over the comparable day three years ago. These figures represent 19% and 20% gains, respectively.

Finally, today's activity brought us to the point of surpassing budgeted fall semester tuition revenue by more than \$155,000.