

University Advisory Council

October 11, 2012 meeting notes

CH 319 – 3:00 PM

Present: James Limbaugh, Debbie Ritz, Greg Kegel, Lexy Fisher, Cindy Small, Sue Solomon, Nicki Branden, Lisa O'Neil, Larry Strizich, Lanny Wilke, Vicki Gist, Jane Stuart, Denise Brewer, Fred Everingham, Rock Brown, Stacey Gonzalez, Steven Don, Stacey Dolezal, Tracey Jette, Jay Howland, Randy Bachmeier, Ligia Arango, Norton Pease, Shawna Hanson.

Policy 903.1 - Chancellor reminded everyone that as per Section II of this policy our campus Food Services must be used for events on campus. We have made considerable investment to improve our Food Services and need to support them by working with them when having events on campus.

Two Year Initiative – Chancellor gave handout of what we will focus on during the next two years in order to meet the needs of our students and obtain enrollment of 1,350 students by Fall 2014. This would be a 6% increase over our current enrollment. We need to improve and expand our recruitment and retention services. RFPs have gone out for consultants to help us with our recruitment and retention plans and e-communications evaluation. The team will meet on Friday to look over the proposals received and make a decision. The recruitment portion will be an 18 month initiative and the retention will be 9 months. We will have campus meeting for input on how to move institution forward with regard to rec/ret. These initiatives are costly. The retention portion is \$66,000 and funded by grant that Tracey Jette wrote. The recruitment portion is \$150,000 over two years and will be paid through budget reallocations. Evaluation of new position needs is also on the list. This process is asking members of Chancellor Council to work with those in their areas to identify additional positions that will be needed as we grow. These are due Oct 22 to the Chancellor. The group will go through the requests during a series of discussion and put them in order of significance to the needs of the university and students. When we begin to grow and have dollars for an additional position it will be advertised. This is not for faculty positions as those are vetted through chairs, deans and provost.

Marketing group – Tracey Jette, Jim Potter and Chancellor are members of the strategic marketing group and this time, however the membership will increase in time. The Academic Council recently identified eight academic programs that a large focus will be put on in relation to recruiting efforts: Elementary Education, Industrial Tech Secondary Ed, Online Business, Online BSN, Agriculture, Criminal Justice, Sustainable Energy and Civil Engineering Tech. These were selected because they are good programs with a capacity for growth and capacity to become a niche program for Northern. Chancellor pointed out that Nursing and Diesel are not on list only because they are good strong programs and are not in need of additional recruiting. Chancellor will be meeting with departments to ask questions and for data points for Admissions folks to take on the road and for marketing materials. There will be a marketing lunch for anyone interested soon. This will be an opportunity to engage the campus for broader discussion on the issue. Admissions is focusing on increasing their social media sites. Facebook can be a big recruit tool for the traditional age student. Our student ambassadors will be taking over the MSUN facebook page and tailor it more to the proper age group. May create FB pages for each of the classes also and they can keep in touch with each other throughout their college years and beyond. A parent page is also being considered.

Academic Program Review – Norton reported that they are looking at rubric and identifying criteria for each program. They will be meeting with faculty to explain how the process is done, what is needed, explain the rubric and how the program must fit in one of four areas – grow it; maintain it; merge it, or phase it out. Program review reports are due to the Chancellor Mid Spring semester. Provost will be sending out more information on Program Review soon.

Chancellor reported that members of the Northern faculty leadership met in Bozeman this week with he, Dr. Cruzado and Assoc Deputy Commissioner. Dr. Cruzado reaffirmed that basic Psychology and Native American Studies will not be put forth to BOR. She has gone on record that she will not support a new program unless it is creative, meets the needs of the region, is responsive to time to degree and student debt burden. This is not only at Northern, but across the MSU system. The Regents are willing to consider anything following those guidelines. Chancellor again stated that Northern has a great opportunity as an institution to move forward and create unique programs. We have large support from community, BOR, OCHE and Bozeman. He wants to go on record that he is not trying to get rid of programs. Faculty need to build unique programs that the rest of us can support and the university can build on.

Points of Pride

- Chancellor showed 3-minute video of the volunteers from campus and community that made improvements to the Food Court and Gymnasium as well as curtains for the Residence Halls. These projects were possible because of the 60 volunteers with over 2,000 hours of time. The costs would have been much more had we not had the volunteer help. Chancellor showed this video at meeting in Bozeman earlier this week and they were all very impressed. Dr. Cruzado has asked him to show at November BOR meeting also.
- Enrollment is at 1,282 which is 9 over last Fall.
- Foundation has brought forward three donors – one who wants to tear down condemned wing of Morgan Hall. And others who are interested in building resident halls. We are currently looking at areas on campus for this. General idea would be for apartment style so they can fit the needs of many types of students, single or married.
- Fireside Conference room should be completed by Oct 22.
- Workforce Development in Eastern MT. Greg Kegel spoke of the opportunities Northern has in meeting needs of industry on a demand-basis, such as on job training in a variety of areas. Northern is in public eye to respond to the needs of industry and we have support of Senator Baucus for our part in this.
- Lisa reported that Northern Nursing program is 2nd only to Carroll in number of grads, we have better rate than Bozeman. Currently 150 BSN on-line and could double to 300.

General Discussion – Chancellor asked what other types of suggestions does the group have for engaging the campus and giving Northern a greater presence. Ideas listed below:

- Suggestion box and prize of some sort when suggestion is implemented.
- Stronger presence along Highway 2, maybe banners.
- More welcome to Northern signs or Home of MSU-Northern signs along 87 and Hwy 2.
- Electronic marquee along First Street.
- Build university spirit – employee awards; celebrate daily business; employee of week or month.
- Student recognition – student of the month; send to newspaper and home newspaper.
- Recognize volunteer work of students and employees. Get that info off TV or newspaper and send them congratulations letter.
- Develop a Student Spotlight and Faculty Focus
- Department and/or college open house events to introduce employees to other areas of campus and faculty and staff they don't normally engage with.
- General area to find out information of what is going on around campus, so that if someone comes to your office asking where a meeting is you can get them to right area.
- Put events on web calendar so everyone can see them.

- General database of events.
- Front line people should have training from admissions so they know where to send students.

Announcements

Chancellor's Lecture Series is tonight.

Open House for Bio Energy Testing Center will be held on Tuesday, Oct 16 at 12:00 noon.

Sue Ost will retire after 31 years. Her retirement will be effective Jan 4, 2013.

Meeting was adjourned at 4:10 PM