

To: Cabinet, Archives
From: Candy Horton
Subject: Minutes of March 15, 2016
Date: March 15, 2016

Members Present: Anderson, Bertch, Cannell, Depta, Collins, Cosby, Doherty, Hutchins, Ives, McCurdy, Miller and Schlack

Staff Present: Horton

Discussion and Action Items

- Travel
 - Lois Baldwin to attend the state Michigan Occupational Special Populations Association (MOSPA) State Conference in Bay Harbor, MI on May 4-6, 2016.
 - Russ Panico to attend the NJCCA Compliance Seminar in Tampa, Florida on May 23, 2016.
 - Brian Lindberg to attend the Craft Brewers Conference in Philadelphia, Pennsylvania on May 3-6, 2016.
- Grants
 - An update was given about a grant that the Bronson Healthy Living Campus staff submitted to the National Institute of Food and Agriculture (USDA). Support from this grant would permit KVCC, in partnership with the MSU-Extension Service and the MSU Center for Regional Food Systems, to coordinate a planning conference (proposed for 2017) with the goal of developing a Fresh Local Food Management program at KVCC.
- International Admission/Enrollment Management
 - Mike Collins provided an update: task force still meeting on management plan, international and domestic recruiting, establishing goals, communication, payment plan, common message – marketing, and local recruitment. “Enrollment is everyone’s responsibility.”
- Middle School
 - Kalamazoo Public Schools is on board – working with teachers and administrators – they all like the “Guided Pathways” approach. Who will be responsible to help these students, transportation, etc? Different areas of possible funding – local, state, federal funds?
- University Center
 - Process includes meeting with other colleges and universities – still in progress.
- Retention
 - Customer Retention Management (CRM) – specific programs, specific cohorts, how to tie these together, getting out messages and talking to counselors.

- Analytics
 - Proposed next steps
 - Decide areas to focus on
 - How do we want to share the information
 - Software from “Information Builders” – may be a possibility

Personnel Items

- Kudos
 - To Denise Morrison – great job organizing the rooms/set up/and people for the Science Olympiad.
 - Kudos for IT for the Wi-Fi and cameras set-up at the new campus.
 - For Blake Glass for his thoughtful comments regarding a wellness/fitness participant.
 - Denise Thomas for her hard work and dedication in the making of the video of No Violet to be shown at the AACC Conference in Chicago in April. The video will be available for additional marketing venues.
 - Kudos for the strong representation at the Science Olympiad: Mike Collins, Russ Panico, Deb Coates, Dan Maley, Terry Hutchins, Andria Brown, Beth Gregory-Wallis, Gail Fredericks, Paige Eagan, Diane Vandenberg, Mary Johnson, Dennis Bertch, EJ Bast, Jim Taylor, Darryl Chapman and Laura Cosby.

- Reality Checks
 - none

- Hires, Resignations and Retirements
 - Resignation:
 - Tim Hulinec, Public Safety Officer, resigned effective March 31, 2016.
 - Retirement:
 - Lee Marsh, Math Faculty, retiring effective May 31, 2016.
 - Waive extra weeks for hiring in the Public Safety office.

- Other
 - Discussion on the best use of advertising – social media, TV, Radio, billboards, etc. to be brought back.
 - Bronson Healthy Living Campuses – phones moved, fiber network in process, Fire Marshall went through the Culinary and Allied Health buildings, brewing equipment delayed, Board approved alcohol policy language, dispatch radios working
 - High School students are meeting with counselors (middle college cohorts)
 - College-wide meetings scheduled for March 18 – 11:00 TTC, Room 9130 and 3:00 AWH, Room 128 – topics include the new campuses, International admissions, middle college, enrollment, guided pathways, University Center, retention
 - Higher Learning Commission visit on March 21 & 22, 2016

- Discussion regarding customer service software and the possible use of “Sales Force” software
Laura Cosby, Dennis Bertch and Terry Hutchins will bring back recommendations.
- Goals for International admission, middle college, enrollment management/retention,
University Center-how do we measure these, keep momentum going, tracking information,
timelines, & strategic plan for marketing.

**~Next Meeting is March 29, 2016, 8:00 a.m. in Room 4380~
Cabinet Members**