Southwestern Michigan College
Long Range Planning Meeting Minutes

Monday, October 26, 2020
Virtual Zoom Meeting

General Business
Members of the Southwestern Michigan College Board of Trustees met on October 26, 2020 for a Long Range Planning meeting.

The meeting was convened at 8:03 a.m. by Board Chairman Tom Jerdon.

Members Present: Tom Jerdon, Keith McKenzie, Bill White, Becky Moore, Beth Cripe, Dr. Elaine Foster, Tracy Hertsel

Members Absent: none

The Pledge of Allegiance was recited.

Minutes of the September 21, 2020 regular convened meeting required no changes and were placed on file.

Beth Cripe moved, seconded by Tracy Hertsel, to approve the agenda. Motion passed unanimously.

Public Input
David Lawhorn, former XC athlete at SMC and 1987 alumni spoke in favor of recreating the XC program and is fundraising nationally among SMC alum.

Long Range Planning Presentations and Discussion
Trustees discussed each of the items listed in this section.

A. Audit Review with Plante Moran (for 2020 ending June 30, 2020)– Vicky Vandenberg and Tyler Scime presented unmodified report for the college and reviewed annual CFI ratios. Overall budget was dramatically impacted by Covid-19 enrollment decreases and substantial State appropriations reductions to higher ed. Administration worked diligently to create austerity measures as well as not filling personnel vacancies. Budget was again balanced with, to date, no furloughs or layoffs while approximately doubling the Budget Stabilization Fund going forward. Assuming as stipulated by the State, that 2020 State appropriations are returned in full, and 2021 State funding back to this level along with continued austerity measures and anticipated increased enrollment, the CFI ratios and budget should improve. SMC is in overall very strong financial condition with manageable debt and no deferred maintenance on either campus.
B. Higher Learning Commission Update – Dr. David Fleming, VP of Instruction, presented a detailed review of the status and timeframe of continued work on the Reaffirmation Update concerning the core components of federal compliance, assurance arguments and site visit/review and how explanations of institutional strengths and potential weaknesses concerning the criterion of mission, integrity (ethical and responsible conduct), and teaching and learning (quality resources and support) (Evaluation and improvement). Coincidentally, the BOT has already begun to provide more detail in BOT meeting minutes. It was noted that to date, that during 2020 Board Chair Jerdon and President Odenwald have presented the mission to 25 municipal townships, villages, city, and other boards within the College district and will complete all by year’s end as part of communicating directly to the stakeholders of the institution. This has been a herculean task never before accomplished but has been exceptionally well received and has communicated the purpose, mission, and success of the College to its district.

C. Strategic Plan Draft – Brent Brewer, Chief of Staff, Steve Carlson, Registrar, & Hailey Sheets, Communications Chair, presented on: history of LR strategic planning, its institutional context, the downward Michigan K-12 declines out to 2034, the post-secondary attainment rates and the State’s goal increases, and the potential earnings increases by higher ed students compared to those entering the workforce from high school. Eight essential conditions were detailed in great depth for continued SMC success: 1. Enrollment conscious and growth culture, 2. Engaged students, 3. Entrepreneurial Academic spirit, 4. Eager education partners, 5. Excellent facilities and infrastructure, 6. Established assessment process, 7. Exceptional faculty and staff, and 8. Efficient use of technology. Broad intended outcomes include: enrollment of 2,500 by 2025 (and 2021 for 2021), improving the financial position, and creating success stories for every category of student. Assessment and accountability evaluations will be made as presented.

D. Enrollment Goals for Spring 2021 and Beyond – Presented by Mike O’Brien, VP of Marketing, Dr. Lucian Leone, Director of Admissions, Lauren Mow, Director of Financial Aid, and Michelle Kite, Controller. Review of Fall 2020 strategies and March pandemic affects. Review of 2021 Spring, Summer, and Fall strategies, along with varied student marketing types and proposed increased scholarship resources to target those enrollments and student categories.

E. Michigan Collaborative Programs – Dr. Melissa Kennedy, Dean of Nursing, presented two new programs to compliment the Nursing Program for non-nursing majors with an Associate in Applied Science in MRI technology and Associate in Applied Science in Neurodiagnostic Technology (EEG). BOT to consider action on these programs.

F. Food Service – Presented by Susan Coulston, VP and CBO. Transition current café at the SAC to a Starbucks franchise Café with private operator Canteen. Details of contract and financial commitments. Other food service options to be determined later for Fall of 2021 with pandemic effects and concerns to provide the long-term food service needs of the students and new athletic program. It was also noted that some students have food insecurity and how past measures and future plans will address.

G. Diversity Program – Dr. Odenwald presented the purpose, plan, and goals of this program complete with new scholarship funding for creating an in-district minority student pipeline focused on a leadership program named after a local and historical minority trailblazer. While SMC is three times more diverse than the its college district, much of the diversity is from outside the legal district. This program is to attain students within the district first, and develop recruiting, advisement and mentoring of students with a focus to increase student success, completion, persistence, and leadership for the next generation of minority leaders. Program announcement to take place in November 2020 with first scholarships awarded for Fall 2021.

H. Cross Country Athletics – Presented by Jeff Hooks, Ex. Director of Campus Life and Juris Silenieks, Head Coach XC. Reviewed the history and legacy of the program and introduced Coach Silenieks to the BOT. Coach Silenieks presented his 30, 60, and 90-day plan, coaching philosophy, community building strategies, recruiting highlights, scholarship allocation, academics, and overall vision.
**Action Items**

Board Chair Jerdon briefly presented the changes to board policy proposals that were forwarded to trustees previously since the last presentation.

Beth Cripe moved, seconded by Becky Moore, to approve the review of Board Bylaws Article VIII. Motion passed unanimously.

Becky Moore moved, seconded by Tracy Hertsel, to approve the amending of Board Bylaw Article I. Motion passed unanimously.

Dr. Elaine Foster moved, seconded by Beth Cripe, to approve the Strategic Plan. Motion passed unanimously.

Becky Moore moved, seconded by Tracy Hert, to approve the Collaborative Programs in MRI and EEG. Motion passed unanimously.

Dr. Odenwald briefly outlined the need to continue with the 80/20 plan.

Becky Moore moved, seconded by Dr. Elaine Foster, to approve the Employee 80/20 Health Care Cost Sharing Resolution for the coming year. Motion passed unanimously.

**Review of Follow-up Requests**

Incorporate the HLC items into the reaffirmation report as discussed.

**Adjournment**

William White moved to adjourn at 3:03 p.m. Tom Jerdon seconded. Passed unanimously.

Bill White, Secretary

Thomas F. Jerdon, Chairman