

Northland Pioneer College
Strategic Planning and Accreditation Steering
Committee Meeting Minutes

Friday, January 19, 2018

9:00 a.m. – 11:30 p.m.

WMC – Aspen Center 111

Voting Members in Attendance: Jason Foutz (Proxy for Peggy Belknap); Randy Hoskins; Eleanor Hempsey; Susan Jamison; Maderia Ellison; Ann Hess; Colleen Readell; Nicole Ulibarri; Vicki Bessinger; Kevin Jones

Advisory Members in Attendance: Mark Vest; Christine Roediger; PJ Way

Others in Attendance: Pam Dominguez (Recorder)

1. Call to Order

Randy Hoskins called the meeting to order.

2. Roll Call

Pam Dominguez conducted the roll call.

3. Approval of Minutes from 12/15/2017

Minutes need to be corrected.

4. Guest Speakers:

a. Marketing Survey Results

Ann reviewed the highlights of the Marketing Survey Results. Ann noted ninety-two percent of our students are mobile friendly and expect us to be mobile friendly. Most students' data plans have unlimited texting. Radio is not as effective. Students like Facebook and Instagram. The college does use Facebook. The college could use a full time person just to focus on social media. Half our students own a tablet. Ann would like the college in the future to have recruiters, advisors, and other departments use texting to get their areas message out to students. A texting policy would need to be created to follow good texting practices. Ann also sees a need for software to keep track who is sending and what messages are they sending so the students do not receive the same messages. Starfish is for retention and not for recruitment. Some students were not aware they had been awarded financial aid. A text message could have alerted these students. People calling to ask questions about starting college; those potential students' information need to be collected, so a follow-up call can be made. We also have students that attend for a couple of semesters and do not come back and finish. Ann would like SPASC to push an initiative to get a system to help us manage student's information for recruitment. An Excel file can be used temporarily; It would start the habit of collecting information. Madera recommended Ann add this software to her budget.

5. Assigned Task Report

a. Co-Chair Nomination and Election

Randy reviewed the new membership procedure and the length of service. You can appoint Jason Foutz or Mark Vest as a proxy. We need to elect our other co-chair, so they can go to the HLC conference. *Eleanor Hempsey made the motion to have Colleen Readell as the coming Co-Chair. Kevin Jones seconded. **The motion passed unanimously.*** Randy received nominations for the upcoming vacancies. Once the new members are decided, they should be invited to the June and July 2018 meetings to help them get up to speed. Randy reviewed the Procedure 2125 draft. Employee Relations Committee (ERC) was discussed, with Chris Roediger being the OR. Chris needs to present at the next live meeting on February 16. Randy will not be at the next SPASC meeting due to attending SkillsUSA on February 2.

Criterion Writing Review

SPASC will need to find someone to replace Dr. Swarthout on the writing team. Dr. Swarthout may have a recommendation.

6. Current Strategic Priorities

- a. Maderia gave an update on the pilot program that allows our students to use one of our fleet vehicles to take a lab class. Students from Kayenta Center, Hopi Center, and Whiteriver Center are traveling to Winslow and Show Low to attend Biology 181 classes. We need to get the advisors involved more. The classes with students coming from a distance having the start times at 10a rather than 8a. would be helpful. A need for a step-by-step process would be helpful if this makes. It has been very positive. As we continue, we will receive more information on scheduling.

7. Long Term Plans/Concerns/Actions

- a. Mark noted that they ran out of time at the breakout session at Convocation to survey for future priorities. We need to send out a simple survey to everyone through Qualtrics asking for three issues in the order of importance and we can aggregate them here at SPASC. Mark mentioned that Pat Lopez said these meetings are open, but all the materials for the meeting are hidden behind a group participation wall.

8. Executive Report

They are four finalists for the Presidential search; dates to meet the candidates have been sent out.

9. Next Steps/Review of Tasks/Agenda Items

Task: Review procedure 2125, and recommend edits to Paul.

Task: Find out Dr. Swarthout's intent beyond June 30 for the writing team.

Task: Mark needs to talk to Paul about others accessing SPASC information.

Task: Randy to have the new approved calendar posted on SPASC group.

Task: Colleen to get HLC trip paperwork completed.

Task: Mark to talk to Deb Myers about Qualtrics survey.

Task: PJ to send nominations to SPASC.

Task: All read the criterion reports and have a summary of changes.

10. Adjourn

*Kevin Jones made a motion to adjourn. Ann Hess seconded. **The Motion passed unanimously.***