MINUTES **Doc: 44 FY2022**

NSCC
Board of Trustees
Tuesday, March 22, 2022, 4:45 pm - 6:30 pm
Lynn Community Conference Room and Zoom

Approved 6.15.22

In Attendance

Andrea Gayle-Bennett; Anh Dao Tran-Moseman; Barbara Heinemann; Dr. Dharma Cortés; Joseph Riley; Maria Vega-Viera; Richard Yagjian; Yuleika Lluveres

Not In Attendance

Dr. J.D. LaRock

Additional Attendees

President William Heineman; Miranda Gualtieri; Interim Vice President of Student Affairs Stephen Creamer; Interim Director of Human Resources Mary Chatigny; Interim Vice President of Academic Affairs Andrea DeFusco-Sullivan; Vice President of Administration and Finance Janice Forsstrom; Tim Johnson; Linda Brantley; Laurie LaChapelle; Joanne Sullivan; Jason Marsala; Mary Meng-Lee; Amanda Dooling; Josiah Bourgeois; Eileen Gerenz; Cristy Sugarman; Susan Sullivan; Samantha McGilloway; Kimberly Odusami; Brian Falter; Alie Wilkins

1. 4:45pm Call to Order

   Co-Vice Chair Riley called the meeting to order at 4:46pm.

2. 4:46pm New Members of the North Shore Community

   President Heineman read names, titles and departments of new employees at NSCC. New members of the community are invited to introduce themselves, but there were none present.

3. 4:50pm Public Comments

   There were no public comments.

4. 4:55pm Student Trustee Report Doc: 42 FY2022

   Student Trustee Yuleika Lluveres reviewed student opinions on some of the challenges they face at NSCC, and how faculty and staff can help them become successful students.

   Challenges included accessibility to the Danvers campus, lack of diversity in Danvers, class schedules, adjunct faculty, and STEM pathways. Faculty and staff can help students by providing more feedback and interaction on grades throughout the semester, being mindful of workload with a focus on quality and meaningful learning, making discussion boards optional, providing better advising, and recognizing the costs of books and materials that are barely used and cannot be returned to the bookstore.

   Yuleika reported that students are happy with the overall lower and more manageable costs, as well as the overall support from faculty and staff.

Yuleika also reported that the Student Government Association is discussing how to develop an orientation program that will better prepare students for success.

5. 5:00pm Education Report Doc:36 FY2022

Brian Falter presented CentroHub, a virtual student success center, which includes advising, student financial services, enrollment/admissions, vaccine review/approval, registration, and RAP coaching. Additionally, CentroHub has representation from Veteran's Services, TRIO SSS, Dean of Students, Student Engagement, and Accessibility Services.

Students benefit from assistance with an actual person via Zoom. Part time clerks serve as hosts and speak both English and Spanish.

There was discussion about the future of CentroHub as a long term investment and whether a third language may be supported.

6. 5:15pm Chair's Report

a. Review Minutes of 2/15/22 Doc:37 FY2022

Co-Vice Chair Vega-Viera asked if there were any corrections or edits to the minutes of 2/15/22. Hearing none, she asked for a motion to approve.

- Motion 22:16 to accept the minutes of 2/15/22

Move: Richard Yagjian Second: Joseph Riley Status: Passed

7. 5:30pm President's Report

a. Enrollment Outlook Doc:38 FY2022

Interim Vice President Stephen Creamer presented an update on enrollment. Disruption and uncertainty continued in Spring 2022, which impacted enrollment; however NSCC was the only MA Community College to enroll more students in Spring 2022 than in Spring 2021.

The growing trend of part-time enrollment resulted in a credit decrease of -9.8%

Key actions that support the opportunity to rebuild enrollment with current students include encouraging students to keep momentum, utilize Navigate for enrollment campaigns, build on Success Grant team's work with part-time, ESL, Black and Hispanic populations, and staying focused on the student experience by utilizing CentroHub/Here to Help.

Key actions that support the opportunity to rebuild enrollment with new and former students include utilizing HSI funding to support two new positions in Admissions, building a Student Ambassador Program, and sustained outreach to re-recruit students lost to the pandemic.

The enrollment goal for Fall 2022 is a 2% increase.

There was discussion about inflation, rising costs, and the impact of depleting emergency funds.

Samantha McGilloway reviewed marketing initiatives, which include a multitude of campaigns utilizing Google Search, social media, display advertising, streaming audio, billboards, constant contact, and direct mail. Channels focused on younger viewers, such as Snapchat and Tiktok, relay messages of assistance and affordability. Site traffic is returning to pre-pandemic levels.

b. Strategic Planning Update Doc:39 FY2022

Jason Marsala and Mary Meng-Lee presented the strategic planning update.

The Strategic Plan Steering Committee is in the process of gathering data through the Appreciative Inquiry and Environmental Scanning processes. Subcommittees have been formed to coordinate and host Appreciative Inquiry interview sessions, coordinate SOAR forums, analyze qualitative data, and determine themes and priorities from the data.

A Strategic Planning Summit is planned for May 3rd, 2022, where initial findings will be presented to the college community, and feedback will be gathered from all college and community constituents.

In the summer of 2022, a finance team will do a cost analysis, a metrics team will determine the indicators of success, and writing and editing will begin to focus on crafting the priorities in the proposed plan.

The final draft of the Strategic Plan will be completed in Fall 2022 and presented to faculty and staff, NSCC Trustees, and to the Board of Higher Education for approval.

There was discussion as to the sense of scale of the committees and meeting face to face for the Summit in an effort to re-energize the college community. Trustees are invited to attend the Summit, if able. They will also have a preview of the Strategic Plan at the upcoming April board meeting.

c. Covid Update

President Heineman reported that the fifteen MA community colleges made a joint decision to move away from the mask mandate. Each institution is going through its own process of establishing a timeline. NSCC's Covid Response Team has been meeting and will make a recommendation in the coming weeks.

There was a brief discussion on the vaccine requirement. There are no changes to the vaccine requirement for students and staff.

d. NECHE Update Doc:40 FY 2022

President Heineman reported that the NECHE Progress report was submitted earlier in the month. Feedback provided by the trustees at the February board meeting was incorporated into the final report. NECHE will consider the report in April and will likely send a small team in the Fall to follow up.

e. Leadership Update

President Heineman reported that the two searches for leadership roles are nearing completion. The four Provost finalists are currently interviewing at the college and the two Chief People Culture Officer finalists will be interviewing in early April.

There was brief discussion about student involvement in the interview processes.

f. Commencement Doc:41 FY2022

Amanda Dooling reported on Commencement. Holding Commencement at Salem State University poses challenges related to a 50% reduction in student's guests. Results of student feedback regarding Commencement were that they want to celebrate with family and friends, walk across the stage, take pictures on an NSCC campus, and hear from their peers.

The 56th Commencement will be held on the Lynn Campus on Thursday, May 26th. Four smaller ceremonies are planned and graduates will receive four tickets. The format of the ceremonies will be: Procession, Student Soloist, Presidential Remarks, Student Speaker, Conferral of Degrees, Calling of Graduates and Procession out.

There was discussion about how ceremonies will be broken up and there was appreciation amongst trustees for the thoughtful consideration of student input and meeting their needs. There was also discussion about trustees attending ceremonies and willingness to confer degrees in the absence of Chair LaRock.

8. Other Business

There was no other business.

9. Adjournment

The meeting was adjourned at 6:20pm.