

## President's Council Meeting Notes – April 13, 2018

**1) Welcome** – Dr. Hanson welcomed all and thanked them for taking time to be present. He also reviewed the “Leadership Commitment” and “Role of the President’s Council” included on the printed agenda document.

**2) Good News** - Several departments communicated highlights, including the following:

- Greg Galardi – Congratulations to the 95 PBL state convention winners, including 16 first places. They had a better showing than did UNL. Dr. Galardi mentioned that some new students are choosing to attend PSC in order to join our PBL chapter.
- Eulanda Cade – Pleased to announce that Human Resources’ student worker, Camie Stratman, was selected by the Governor as Peru’s new student trustee.
- Matt Thielen – We had 21 students travel to Boulder, CO, for the Conference of World Affairs. They will be arriving back to campus tonight.
- Adam Neveau – Reported that part of the requirement for being a Resident Advisor (RA) includes one-on-one conversations with the students in their halls. These interactions help with student retention. Thus far, this year the RAs have logged 730 interactions totaling more than 18 hours!
- Greg Galardi – Congrats to our psychology faculty who were selected to present at a national psychology conference.
- Amy Mincer – Her daughter will be among the graduates on May 5, and currently has her work on display with two other seniors in the campus art gallery. The exhibit will be available until May 2.

**3) Support Services** – Stephanie Pfeifer was present to share highlights in her department including the following:

- Currently we have 34 students receiving services. Many are active and involved. Average gpa is 2.7.
- 143 students visited in the fall and, thus far, 92 this spring.
- Emotional support animals are a growing entity and we have six on campus at this point.
- Access to Support Services information is found at [peru.edu/disability](http://peru.edu/disability). Thanks to Jaymi Victor for this page!
- Tutoring visits during the fall semester totaled 303. Not quite as many in the spring.
- Throughout the year, we have had between 14 and 17 tutors helping students. **Stephanie requested that faculty use the *Tutor Recommendation Form*, as they will be hiring in the next few weeks and need more tutors.**
- A writing center was opened, both on the second floor of CATS and online, to help students with writing skills and proofreading needs. The online access has been more popular than the brick and mortar option.
- Plan to host freshman tutoring this fall in Delzell and Morgan.

**4) Recruitment Campaign** – Jason Hogue and Cindy Cammack offered a Power Point presentation to share information about the College’s customer relationship management (CRM) software called EMP (Enrollment Marketing Platform). They attended a training conference last summer, along with Jari Dunekacke, to learn how EMP works. Cindy noted that, by using EMP, our student inquiries get their own URL within five minutes of submitting an inquiry. They also receive a personalized print piece in the mail and Cindy showed an example of such.

In addition, Admissions and Marketing work collaboratively on email campaigns. They noted that currently the College has 42 active email campaigns that help keep us connected to prospective students. One example is the “Yes, No, Maybe” campaign, in which inquiries receive messages up to ten times until they take action. To date, 2,890 inquiries have received this message throughout the academic year. Of those, 196 have responded YES, 170 have responded NO, and 47 selected MAYBE. Admissions staff prioritizes their ongoing correspondence with these inquiries based on this information. Jason added that the follow-up messages are personalized and relevant.

Admissions is pleased to report that, to date, there are 152 students registered to attend orientation for the fall semester.

**5) SEM Data Report** – Dr. Hanson thanked those present who are serving on the SEM committee. Dr. Dorman offered a brief review of the SEM data results, sharing that the goal is to achieve a 2-5% growth path. The question now is, “What strategic initiatives would achieve the “hurdle rate” to get the College on the 2-5% growth path?”

Jesse distributed a handout listing potential SEM strategies, some of which have already been eliminated. He asked all to discuss, in small groups, these options and be prepared to answer two questions: 1) Which strategies does our campus have the energy for?

2) Which strategies have a strong likelihood of approaching or passing the “hurdle rate”?

Following discussion, Dr. Borchers recorded the responses, which included highlighting:

- Dance team
- JV football and baseball
- Master’s degree leading to initial education certification
- Something with marketing/communication/graphic design combined
- Freeze tuition for graduate cohorts
- Hispanic outreach

Additional feedback on this information should be sent to Dr. Borchers and/or Dr. Dorman. The committee will be selecting strategies early in the fall and moving forward.

## **6) Updates**

- A. Enrollment** – Jesse Dorman reported that the College is currently up 9% in freshman admits for the fall, with 323 having been offered scholarships thus far. Overall, housing is running about the same as the last two years, but housing for juniors and seniors is up significantly.
- B. Budget** – Tammie Hart reviewed a handout showing total revenue is near \$780,000 and budget shortfall is just under \$744,000. We are handling this shortfall through many areas and will indeed have a balanced budget at year-end. Next year’s budget will be affected by a 1% appropriations reduction (much less than expected!). Even with this decrease and our drop in enrollment, Tammie is confident the College is in good shape for next year. Dr. Hanson added that he does not anticipate a large tuition increase.
- C. Facilities** – Jill McCormick provided updates on projects across campus as follows:
  1. Field House – Waiting for Board approval to proceed with exterior sprucing up. Signage will also be installed.

2. Road by AWAC – The condensate line has been repaired and thus the road will be fixed and reopened by Monday.
3. Fire Alarm System – Contracts are out for review.
4. Theater – Geothermal drilling is in process.
5. Administration Building – Bids are coming in for the geothermal installation.
6. Event Setups – Students have not been responding to this opportunity for work, but Campus Services will keep trying.
7. Intruder Locks – These have been added to TJ Majors.
8. Flood in AWAC Gym – The bubble will be fixed before commencement.
9. Commencement Preparations – Once it warms up a bit, we will be seeing outside campus preparations for the big day.

**D. Strategic Plan** – Dr. Hanson reported that Cabinet will be sending an implementation plan notice and will be asking for assistance with areas of interest. The marketing version of the Plan will be completed soon.

### **7) Announcements**

- The annual Employee Recognition Luncheon will be held on April 30 – please remind your department members to submit their rsvp using the link sent in the reminder email.
- Mary Goebel-Lundholm noted that concerned faculty have approached her regarding the rank, promotion and tenure process, with hopes their concerns will be addressed.
- Cindy Cammack announcement that a phishing email is going around. It claims to be from Dr. Hanson but it is not legit. Delete it!
- April is alcohol awareness month AND sexual assault awareness month. Attendance at these events has been good thus far.
- Kristin Buscher reminded all that this is the last day to complete the *Great Colleges to Work For* survey. Our completion rate is now at 52%, which is 10% higher than last year!

**8) Future meeting dates** - Next meeting date is **Thursday, May 10** at 11:00 a.m. in CATS Conference Room.