

## President's Council Meeting Notes – April 19, 2019

**1) Welcome** – President Hanson welcomed all and reminded them of the Council's role and commitment as listed on the agenda.

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

- Tim Borchers – Our band concert on Sunday was a joint event with the Southeast Nebraska Community Band. There were 70 musicians on stage and many new people on campus to attend the event!
- Dan Hanson – Many student success stories including:
  - Lyle Hexom – First-team All-American!
  - Unnamed freshman – she started the year in tears and he never thought she would stay. Now she is doing well and planning to return!
  - Trey Nelson – has been accepted in an MBA program.
  - Andrew Shackelford – has accepted a grad assistantship and hopes to return one day to work at Peru.
- Adam Neveau – Another student success, Anthony DeAbreu Fernandes has accepted a grad assistantship at UCF and will be helping in their housing department.

**3) City Water Plans** – Dr. Hanson reported on the City's water situation. Currently, there are 10-12 tanker loads of water delivered daily from Auburn to fill the water tower. This process will continue for another three to four weeks until the new portable water processing plant is installed, which will solve the water concerns for the next 18-24 months. FEMA and NEMA will cover the majority of costs for these current and interim solutions. For the long term, the City of Peru initiated a water study last year. The results of this study will be presented at the next City Council meeting on May 20. Dr. Hanson appreciates the water conservation efforts of the City and the College during this challenging flood event.

**4) Quality Initiative** – Dr. Borchers and Dr. Dorman distributed a handout for review and explained that the Quality Initiative is required of the College prior to the next HLC visit. The topic of First-Year Experience will be the focus of our Quality Initiative. We will need to make a "genuine effort", regardless of the success of the initiative. Those who work in relevant areas of study will be asked to provide information to help in this process.

**5) Online Recruitment** – Dr. Hanson shared PowerPoint slides, which he had shown previously to the Chancellor. Online recruitment is an area of SEM focus and one that the College needs to adapt to the growing competition. Currently, our marketing investment is about \$320/student, which includes staffing. The Ruffalo Noel Levitz organization notes that our investment should be closer to \$1,000/online student. The online sector generates approximately 22% of revenue annually, however our online trend has been on a steady decline. Particularly concerning is the declining number of new transfer/online students. We are looking at three potential strategies for handling online recruitment:

- Affinity consumer database

- Outsource recruitment services
- Online program recruitment (OPR) partnership – this option would mean a large, upfront investment by the recruitment company for their marketing across Nebraska and within a 150 mile radius of Peru. In return, they ask for a commission on each new online student.

Next steps in developing a new strategy will include:

- Projecting potential growth and determining ROI
- Working with faculty for feedback and insight
- Working with the NSCS
- RFPs this spring

**6) Updates** – Due to time constraints, updates will be given at the next President’s Council meeting.

**7) Announcements** –

- Dr. Borchers announced that Dr. Galardi has resigned as Dean, but will be back in the fall advising students and teaching business classes. Dr. Borchers is serving as interim Dean until a replacement is named.
- Dr. Dorman is serving along with several others from campus on the NSCS Strategic Planning Committee. They will be meeting throughout the summer and into the fall to develop the Plan.

**8) Future meeting dates** – Next meeting will be May 10. Regular meetings are the second Friday of each month, September-June.