

Student Affairs Committee Meeting Minutes

Monday, May 6, 2019 2:00 pm - 4:00 pm

Haverhill: Isabelle Gagne, Deb McKinney, Liz Teoli, Jennifer Levesque, Solanyi Munoz (A), Brian MacKenna-Rice, Deb LaValley, Hilmar von Strunck, Kirsten Kortz, Amanda Fregeau

Lawrence: Kathy Hudson, Eldiane Elmeus, Denise Trinidad

Students: Daniel Keating (student rep), Hannah Benning (SGA rep/student), Joe Paquin (SGA/ student)

Guests: Bill Heineman, Mike McCarthy, Ron Taber, Sheila Muller

Absent: Kelly Sanborn, Emily Gonzalez, Meredith Gunning (A), Amy Cameron (A), Alexander Quiroz (A, student)

1. Chairperson Isabelle Gagne called the meeting to order at 2:01 pm
2. 4/8/2019 Meeting Minutes
 - a. Solanyi Munoz motioned to approve, Karen Hruska seconded
 - i. All in attendance agreed
3. Guests Bill Heineman and Mike McCarthy to discuss their reasoning behind the allocation of resources at the college.

Resources & Space:

- a. How are resources allocated between academic programs at NECC?
 - i. Bill H: Annual budgeting allows for and allocates resources. Theoretically the programs that have more students also have more faculty funding. Although, this isn't always the case, there are other circumstances at times.
 - ii. Sheila Muller: When will the budget be approved?
 1. Bill H: The Board will approve the current budget on May 8, 2019. This is reviewed each semester so that finances can be corrected (if necessary) as it is based upon enrollment numbers.
 - iii. Isabelle Gagne: Is it possible for the committee to see the budget? We are interested in department-specific budgets.
 1. Mike M: The budget is available to be shared with interested parties/committees, but it is an overall budget not a line-item one that includes things such as salaries. It is vetted through the Finance Committee, and is not meant to be secretive.
 2. **Bill H: We will send you a copy of the budget**
- b. How are resources and space allocated between student services at NECC?
 - i. Bill H: All campus resources go through the budget process. Student Activities are not part of the regular college budget, they have separate funding and has a separate budget that is handled by the Student Affairs department. The Student Affairs Committee has the potential to take part in this process.
 - ii. Isabelle: How can we communicate what the SAC priorities are and where we see the needs? When questions arrive to the SAC, how should we communicate that to the administration?
 1. Mike M: The administration is working on sharing the information they have gathered as well as communicating that information to

- all interested/necessary parties. People need to bring issues to the attention of the administration so that they can allocate personnel or resources when needed. For example there was a roof leaking in a computer lab in the Amesbury Street building and Mike was not informed of it until well over a year after the issue was discovered.
2. Bill H: Please send the necessary information up the chain of command. Do not be afraid to bring problems to their attention, as the administration is willing to work on things.
 3. Mike M: Communication is a two-way street and, collectively, everyone needs to do a better job of it. Once the standing committees start sharing information it will increase the response rate of the administration.
- iii. Isabelle: Last year the SAC spent a great deal of time working with the issues surrounding the Learning Accommodations relocations. It seems that now we're having to go through the same difficult process this year w/ the tutoring center in Lawrence. Why is the administration once again making large departmental decisions without consulting with/listening to the personnel in these specific departments?
- iv. Jennifer L: The tutoring center was not told that they were moving out of L200, they found out by seeing it on the schedule of classes/events. These moves do not line up with the goals of the Integrated Student Experience. Also, finding out about the relocation in that fashion did not make the department members feel like they were valued members of the NECC Community.
1. Bill H: Even as we roll the schedule out to students and staff, it is still a work in progress. How the tutoring center found out was unfortunate timing. The administration learned that they were losing 3 classrooms in the downstairs area and had to scramble to find extra spaces to put courses. Ideally, he would not have picked L200 for classes, but it was one of the only available spaces at the time of the necessary makeshift decision.
 2. Mike M: The [Dimitry renovation website](#) is being updated weekly. Please go there for updates on all things Dimitry-related. They are shooting for an official Dimitry online date of July 8, 2019.

Costs & Budgeting:

- c. What is the average cost per pupil for each student at NECC? Is this cost different depending on program/division/academic center? What is the average cost of running a course at NECC?
 - i. Bill H: NECC did an analysis of course costs two years ago. Due to the number and variety of factors that go into play for each course it is impossible to give an average cost for courses. They decided to only try

to measure the direct costs (instructor, supplies, etc...) of courses/programs. This is what gave them the per student, per credit, per course, cost of \$45-\$400. AA-only programs range from \$4000-\$16000. This is why it's so difficult to generalize to students how much it will cost for them to attend NECC. This information is available on the website, but is not necessarily in the clearest of language, but it is there.

- d. How could we make it easier for students to understand the cost of their education? Could all the different fees be simplified for students?
- i. Isabelle: It is important for NECC to clean up this language and make it more easily explainable to our students. That way they can be aware of how much it will cost for them to attend classes here. If Bunker Hill CC is able to have a chart that will give you an estimate of how much it will cost their students to attend, then why can't we?
 - ii. Bill: It would not be challenging to put a general ballpark of program costs on the website, but costs will always change. \$12k-\$13k is the idea of how it will cost here right now.
 - iii. Deb M: Often students do not know about extra fees, such as health fees for those taking 9+ credits. It would be nice if that information was out there for people, if we could be upfront about these standard costs & fees.
 - iv. Sheila: Is there any way to make the tuition calculator more program-specific to help fine-tune it for the actual individuals?
 1. Ron T: This is through a third party vendor, and we have no control over the customization of it.
 2. Bill H: It is a federal requirement to have a tuition calculator on the website, so it's not something that we can simply take down even if it is seemingly ineffective.
 3. Mike M: For the past 3 years the focus has been on completing the budget sooner to allow for students to plan better. Fees are now approved in April so that the budget can be approved in May and students can know how much it will cost them to attend the next Academic year. This also lends a hand to how we deal with payment plans.

College fees:

- e. Credit fee (2.5%), could the college come up with a less costly alternative for students?
- i. Touchnet was chosen because it works best with our system, and saves the college \$100,000. There are ways around paying the credit fee, you can pay with an EFT (electronic funds transfer) via the website. As we inherited an extremely high debt due to students not paying tuition we had to look for alternative means of collecting funds. Also, this allows

for students to set up payment plans and not have to incur the costs all at once.

Long Term Concerns:

- f. Isabelle: what is the contingency plan for when there is an insufficient number of students? What happens with the employees in the next 3-4 years?
 - i. Bill H: Unfortunately, the math is brutally simple, if we keep dropping we have to keep shrinking the budget. The administration thought enrollment would have stopped dropping by now, unfortunately it hasn't.
 - ii. Mike M: We're sitting better this year due to the cuts we made last year. Last year it was as difficult as it was due to the removal of some short-term fixes. We are working with the high school students, the police academies, and other groups to help our numbers increase. They are happy to say this new budget allowed them to find holes that were made last year that can be fixed this year.

- g. How does the college justify spending money on services/programs used by a limited amount of students? Are these students paying more fees?
 - i. Karen H: do the early college students generate funds for NECC, and what does the college gain from this partnership? What kind of revenue does that bring to the college & what type of services are we expected to provide the students while they're here?
 - 1. Bill H: The state has been pushing to do more early college programming, and now they are giving us financial support for it. Marcy Yeager has worked to build a model where we're physically doing less in high schools and more on NECC property, which means that fewer resources. These students are paying less than the regular NECC students. Having the HS students here shows them opportunities they may not have had otherwise.

Campus Signage:

- h. Deb L: Is there a type of online ticketing system that can be used for campus issues? Something similar to the IT & Facilities system? This would allow for us all to report issues that arise to one central location. For example, the Career Center had to redirect around 10 students today alone because there is no signage on campus to direct them to the appropriate locations.
 - i. Mike M: The building signage across campus is going to look like the signs that are at the entrances in the Spurk building. At this time they are finalizing the signage list for the Student Center, and will be working on the Signs for the Dimitry building next. The list of signs needed will be created by working closely with Bill Heineman's office.
 - 1. Ron Taber: Signage is a never ending challenge. There is no easy way to determine what the most needed signs are, so the

marketing department is starting with the obvious ones. During the first week of June 2019 the buildings will start to be marked on all sides. They will be labeled in the same fashion that class schedules are (ie. SC, B, etc...).

Integrated Services:

- i. Is the college envisioning an integrated experience for Faculty and Staff? How can we ensure less duplication of services and better communications between all areas of the college?
 - i. Sheila Muller: It is an ultimate goal for the campus to ensure better communication across all committees, allowing for less duplication of guests such as Bill and Mike to discuss the same issues. Additionally, we need to focus on expanding the culture of the campus to help with the ongoing communication issues.

Food on Campus:

- j. Mike M: Lucky's will not be returning in the fall. Mike is working with representatives from SGA to convey their concerns and needs for the Haverhill students. They are stressing price point as a topic for the potential food vendors, and throwing around new ideas. NECC is in talks with a company for the spot in Dimitry.

Email Blasts:

4. Guest Ron Taber will discuss the email blast situation at the college
 - a. Ron: Just to debrief the previous discussion with Bill & Mike, we are seeing more students and community members, we are marketing ourselves better, enrollment will balance out.
 - i. Enrollment is currently down 13% for fall 2019, there is still a long time until the start of the semester.
 - ii. Enrollment is down 32% percent since our peak year, but we're still 9th out of all the CCs in the state. We're not that different than others in the region and nationally.
 - b. How has the email blast project evolved since we last met?
 - i. Marketing has decided that instead of having a digest it partial information that has links to a backend web page, all of the information will be in the digest itself. This is a great deal less work, but means that the digests may sometimes be quite lengthy. However, all of the information will now be in one place. There will even be the option to include clickable PDFs for more visibility. Additionally, the formatting will all be the same, this means no more competing fonts, colors, etc...
 - ii. Holyoke & Bristol CC use Constant Contact and Mail Chimp, which are essentially the same product. We will most likely use Constant Contact and follow their model of sending out 2 weekly digest emails per group (2 for students & 2 for faculty/staff). We will always have the ability to send one-off emails, but it will be used far less frequently than it is now.

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- iii. Marketing will create an initial form, probably a Wufoo, for collecting the event information. There will still be an approval process for postings, much like we have now. There will be a necessary processing time, such as events will be due Friday to go out in a Tuesday blast. Those specifics will be worked out down the road.
- iv. The biggest problem facing us now is the labor needed to do this. The work involved will be about 8 hours per week, and there is not anyone on the marketing team with the availability to do this on top of their other responsibilities. It feels as if it's not a good idea to have students (intern, work study, etc...) run this, so Ron will propose ideas at the next cabinet meeting and see if they can get the monetary piece approved. If the funding request is approved, it could be completed and rolled out over the summer, if denied it will take longer.
- v. Isabelle: Since Mike M repeated how focused on communication he and his team are, that should definitely go a long way in Ron's proposal. We need this to streamline the communication for the college.
 - 1. Karen H & Sheila M: We also need to change the culture of email at this school as we don't need to have nearly as many emails going around. We need to work within our own departments to help curb the unnecessary emails, which will potentially aid us in the struggle to actually get people to read their email.
- vi. Isabelle: The committee asks to be kept in the loop about any updates related to the monetary support for the broadcast email needs.
- c. How will the loss of our webmaster (Nathan Gilbert) affect the MARCOMM operations?
 - i. Ron T: It is worrisome that Nathan is gone as he was handling a great deal of important projects. Someone else has picked up each portion of what he was involved in. Contact Andrea McPherson-Mesa for anything related to the website. Ernie Greenslade & Ellen Small-Davis are handling the social media portions.
 - ii. Isabelle G: What is happening with the republishing of the faculty/department webpages, Nathan said it was going to happen.
 - 1. Ron: Anything that Nathan may have promised/said was going to happen will need to be revisited to ensure what information is/isn't there. It's best to re-engage in conversations about these things with Ron & Andrea. Nathan is still available to the college for discussion purposes.
 - 2. Hilmar: Regarding faculty websites, NECHE has recommended that faculty information be available on the NECC website far more than it currently is.
 - iii. Sheila M: We received the email about Nathan and Lauren being let go, but MARCOMM should have made an announcement that they were

leaving and who faculty/staff should contact with concerns/future collaboration. Better communication would have been ideal due to how integrated into a great deal of projects Nathan was. We understand that workloads have increased, but we still need to know what we should do next.

1. Ron: I agree, communication could have been better. Hopefully, Nathan was able to do a meaningful handoff with all of his projects.
 2. The Committee all agreed that Ron T should send out an email to faculty/staff to touch base on this.
 - iv. Sheila: Michelle Simon does lots of workshops, is there anyway to organize specific trainings for faculty who want to manage the academic hub web pages? This will mean that the hubs can take the burden off of MARCOMM and also allow for them to control their own content.
 1. Ron: I will talk to Andrea McPherson-Mesa about this.
5. Recap/debriefing
- a. Concentrated discussion of the aforementioned guests. Further concern about the cutting of classes that have higher enrollment, such as abnormal psychology that had 3 sections with 25 students that were told they had to combine into 2 sections with 32 seats apiece, leaving 11 students without the option of taking the course.
6. Student Affairs priorities for the 2019-2020 school year

Initiatives in Progress:

- a. Add an SGA agenda item in all Student Affairs Committee Meeting
 - i. Liz T called for a motion to approve adding this to every SAC meeting, Deb L seconded. The motion has passed.
- b. Lawrence campus bookstore hours
Action: Liz T will continue to monitor this for the fall 2019 semester.
- c. Student of the month issues (Partially resolved)
 - i. Liz T & Isabelle G are working on a streamlined process for SotM nominations so that students don't accidentally get missed.
Action: Liz T will build a Wufoo form and create automatic emails to go out on targeted dates.

Ongoing:

- d. Public safety issues
 - i. Deb Crafts has a report that is being presented at the June 4th meeting of committee chairs. Let's see what issues this report has identified/resolved.

Action: Isabelle will follow up with an email to Mike McCarthy to check on the

status of the Lawrence issues (parking lot hole, parking lot lighting, emergency beacons)

- e. Spurk elevator issues (continue to monitor)
- f. Spurk auto door button not working

Action: Solanyi will check on the status of all the buttons in the Spurk building

- g. Broadcast emails
 - i. This is clearly a work in progress. Isabelle will remain on top of this topic throughout the summer.
- h. Text alerts
 - i. Marketing has no part in this, it falls under Enrollment Services.
 - ii. Kirsten K: It is appropriate to ask ES about this because they have been working on similar initiatives. Cheryl Tine is in charge and is currently out of the office.

Action: Kirsten will follow up with Cheryl about opt in/opt out texting and also about EAB Navigate texting.

- i. Fax machine in Haverhill
 - i. Jill Palermo (SC 103), (978) 556-3735, jpalermo@necc.mass.edu has a fax machine on her desk that Tina has approved of allowing students to use. The problem with this is that Jill is part time and has limited hours

Action: Deb L will follow up with Steve DiLeo & Mark Cloutier to see if the Toshiba that is in the student center can be set up to do faxing, as it has that capability.

- j. Fee issues (Credit card fees, high course fees, lack of consistency in fees)

Action: Isabelle will continue to work on this issue over the summer and see if Bill Heineman is able to come up with other alternatives.

- k. Food insecurity
 - i. It was decided to leave this issue for Karen H, and to revisit it in the fall when the new AmeriCorps Vista employee is on campus.

7. Student Government Association Update:

- a. Hannah B: SGA voting is currently taking place. There has been a large turnout, and they are hoping to extend the practice of using BlackBoard as a way to vote for the future elections.

8. Motion to adjourn

- a. Daniel Keating motioned to adjourn the meeting at 4:03 pm, Deb Mckinney seconded.

**Submitted by Liz Teoli 5/9/2019 & Isabelle Gagne 5/15/2019
Updated & approved 9/9/2019**