

September 11, 2014

## AALT Meeting

Bill opened the meeting by reminding the Leadership Team that:

In our last NEASC review, a promise was made to revise the College's Mission Statement which Wendy Shafer is in the process of working on. Based on this statement Bill asked everyone, including the two Team members being teleconferenced in from Lawrence what they thought the mission of the college is currently.

### **Exercise:**

In one sentence tell us what you feel the Mission Statement of the college should be.

Everyone was then asked to share his or her statement. After everyone read his/her statement, Bill asked the question about recurring themes: A couple of phrases were pointed out i.e. community, Merrimack Valley.

Bill then went on to discuss that the context of the mission is important when we think of new ventures: The enrollment data which was sent to the group prior to the meeting was reviewed and several items were discussed. One item was the fact that in the spring 2014 semester there were 25% fewer older students than in spring 2014.

The data seems to show that the over 25 students are not being provided the resources that they may need. Bill pointed out that the over 25 population is not shrinking in the region, therefore, a review of what is happening with that group should be completed.

Challenges are recognized in the long term Recruitment Plan

- Bill pointed out that the issues need some attention and he has considered innovations such as competency-based courses, MOOCs, and other similar projects etc. Conversations have been broached with the faculty in Computer Information Sciences and a couple of other areas.
- It was noted that Marketing may have some challenges as well and an example was given that pointed to the non-credit brochure that displayed credit courses, but needed to have more information about the courses/programs/ contact info etc.

It was also stated that Finance, Marketing and Academic Affairs should be in agreement on how to move forward in order to make progress on the recruitment strategies. Bill pointed out that collaboration with Marketing has been strong since the creation of the Recruitment Plan.

### **Innovation**

- It has been difficult to be innovative when there is a one year timeframe to have proposals approved through the Academic Affairs Committee

Bill then informed the Team that the goal is to post a position for Dean of Academic Innovations and

Alternative Learning. Although there is not an exact title yet, the position will be posted soon. One of the first tasks of the position will be to work on discovering innovative programming for the college. The HEP partners are willing to invest in this project.

The question was asked if Marketing should be brought into the group earlier rather than later. Bill's response was that the new position will work closely with Marketing.

### **25 Live**

Sharon updated the group stating that fall semester went well over all, but also pointed out that when faculty ask to move a class we should ask why as often times, a small adjustment can be made to the classroom that is satisfactory.

The 25 Live Team will be cleaning up SSASECT and no one will be able to access any information via SSASECT while the clean-up is taking place. Sharon also stated that a reminder will be sent out. The plan is to start looking at schedule changes as close as possible to November 1<sup>st</sup>. She also asked the Team to do the crucial moves during the first week of November.

Sharon also pointed out that there are only 65 rooms being scheduled in 25 Live and that there are many pre-assigned rooms in the system.

Non-credit courses will be reviewed offline.

Janice Rogers then wanted to address an issue she thought may become a MACER issue: Overloading of classes in the Academic Preparation area.

### **Brief update on DCE Faculty Contract:**

If a faculty member teaches at a different college all college records must be provided and pay can be requested at a higher rate, but this is not effective until fall 2015.

### **Announcement:**

ELLEN Wentland will be retiring at the end of September and as of now, there are no definitive plans regarding the potential vacant position.

Sharon closed by asking the Team about a new Group Photo and asked if we could do this at the next meeting-Outside.