



Strategic Planning Steering Committee  
Meeting Minutes  
September 6, 2013



### Team Members

**Present-** Mary Ellen Ashley, Terry Cargan, Mary Chatigny, Beth Donovan, Tom Fallon, Ellen Grondine, Bill Heineman, Dawna Perez, Chuck Phair, Janice Rogers, Magdalena Suarez-Shannon Guest- Ashley Bragger & Amy Callahan

**Absent-** Lane Glenn, Duane Quinion

## Goal Team Updates

### Goal Team One

- Registry lot will have 60 spots ready for the opening of the El-Hefni Building
- Library Project is on hold. Working with President Lane Glenn and Jean Poth to secure funding.
- NECC received a 1.2 million dollar grant to renovate our science labs on both campuses and to build a new science lab in the Haffner-Fournier building. Work is almost complete.
- The public safety office is moving from Haverhill to Lawrence and will now be located at Haffner-Fournier Education Center on Amesbury St. and will be staffed 24x7.
- The first floor has been gutted. Foodservice and the bookstore will be located in this building and are scheduled to open in Nov. ESL classes slated to be up and running on the 3<sup>rd</sup> floor by Sept 4 in two new classrooms. Some type of banking service is scheduled to be added to this building as well. Details TBD
- Fencing at the Dimitry lot is complete with the exception of the pedestrian gates which are being held up by some missing parts. A new guard shack has also been installed.
- The city of Lawrence has been awarded \$80,000 for the Mass Development Grant. This new project will help create a higher ed safety zone by looking at vacant properties in and immediately surrounding the urban campus development plan footprint to analyze all sites for possible future development. The overall goal will be to create a study/ plan with data that will be helpful and readily available when we apply for future grants in collaboration with the city and private developers.
- We are working with the City of Lawrence to submit a proposal by 9/10/13 for the Mass Works grant. The scope of this project will cover improvements to the connector to Essex St., Common St. parking lot and the alleyways behind 414 and 420 Common St

### Goal Team Two

- Updated targets for student success measurements. Course completion last year 72%. New goal 76% by 2016. Retention goal was 75%. We are at 65%. Made some modification to how we are measuring going forward. New goal is 70%
- English Comp I completion goal 70% we are at 64%
- There are six research mini-grants under the Wal-Mart Grant are up and running. The team plans to present results at a college wide meeting September 30, 2013. The grant coach will be here.
- The Culture and Equity Team is looking at assessment doc tools to look at the state of diversity. Also looking at professional development workshop to imbed multi-culture into the course.

- The First Year Experience Team continues full steam ahead with both the College Success Seminar and Early Alert work.

### **Goal Team Three**

- Open house today at the tutoring center. Each coordinator will be teaching this semester unlike in the years past. It is a work in progress, but the new structure is really coming together.
- Student help desk is open and using work study students.
- Retention ambassadors are great
- Kirsten Kortz will take over as CSS coordinator next year from Claire.

### **Goal Team Four**

- Workshops are now up and running with the ability to register online. The system in place is not perfect in terms of data collection, but once NACELink is implemented, the system will handle data collection and workshop registration limits and waitlists. Certain faculty members are promoting the workshops in their class. We have had one request for a workshop by design, by demand; however, we currently do not have the capacity to do this. The team will have a scheduling meeting in late October to plan spring workshops.
- The community engagement subcommittee is now in full-swing. Paula and Silvia have identified 20 NECC faculty and staff who do community work at the college. They are looking to bring these people together in mid-October, to act as a cohesive info-sharing group. At this meeting they hope to learn about what each person is doing in the community, along with their level of involvement. They would like the discussion to center around how they can move forward as a group – what the roles will be, develop an info-sharing system, common definitions, and a community engagement presence on social media.
- Ashley is in the process of developing an internship/coop program to be piloted in the spring. She and Ellen are working with the Business and Journalism programs to pilot a program with a cohort of students. The pilot will be aligned with the MCC Experiential Education: Internships & Cooperative Education Handbook.
- Ashley provided demo on NACELink (see attached)

### **Goal Team Five**

- New member Linda Meccouri
- Team didn't meet over the summer
- Still looking at org structure. Hope to have that figured out soon.
- Looking at flex reg system to see if we can use this system to build portfolios
- Looking at common workshop evaluation mechanism
- Still in pilot process of individual professional development plans with goal to roll out Fiscal 15.

### **Additional Updates**

- Ellen provided budget requests update (see attached document)
- The 5yr NEASC report is due in the Fall 2015. This is not a small undertaking. Ellen, Judy and Bill having discussions about aligning NEASC with strategic planning. It will be important to look at the standards and capture info as we go along while always thinking about how daily efforts align with the standards

### **Next Steps**

Next meeting scheduled for Fri, Nov 1st 1:00-2:30pm SC213

# NACElink Overview

## Getting Started and System Overview:

- First year of use, all schools are flagged so employers in the system see them
- Assigned an implementation specialist in order to get the system up and running
- Once running the college is assigned an account manager to oversee
- Also have a support line 24/7
- System integration: all student information is tucked into school's portal. Fastest and most secure cloud holding in Higher Ed with strict security regulations
- Pricing is built on a modular approach in order to customize usage for schools
- There are many different controls within the system that can be turned on and off easily

## Student User:

- NECC branded sign-in site and usage of college ID and password, very user friendly
- Registration for alumni users, as well as community members (can allow and restrict access)
- Student home page - newsfeed of career announcements, local employer sponsors, and student profile
- Site is integrated with LinkedIn
- Tracks employment add on – can see who is working where and for whom in the system
- Document upload and management with approval system (resumes, cover letters, transcripts, etc.)
- Resume builder customized for NECC's specific industries and majors – 60 customizable outlines
- QR codes can be added for employers to have access to students profiles and portfolios
- Mock interview option add on with either pre-recorded or staff created interviews
- Career library with videos and resources
- Industry information from O\*Net for students to research careers, industries, and job outlook
- Job postings
  - Quick view with job information, location services in Google, Google maps for directions
  - Create and save custom searches with job alert → private message to Facebook or email
  - Shows recommended jobs based on student's system history
  - Can search by part-time, full time, internships, volunteer, work study, etc.
  - Extended search tool through Direct Employers and Simply Hired – 4M+ additional jobs
  - Provides employer profile for students to research
- Experiential Learning add on – helps to automate the process with co-curricular transcripts, evaluations, etc.
- Career Portfolios with QR code integration

## Administrative User:

- Offers student employment/work study management and centralization
- Career fair and information session registration assistant – add on
- Career workshop management (online registration and RSVP, reminders to students through text, Facebook, or email, and waiting list feature)
- Create and publish surveys for students and employers, can make them required
- Professional networking for mentoring with alumni, parents, and community members – add on
- Shows the students in the system and what we are working on with them
- Manage everything employers do in the system and their contacts - CRM
- Check in data system with kiosk that tracks with precision who attended – add on

Strategic Goal Team Budget Proposals  
Budgetary Consideration FY2014

Goal Team	Goal	Objective	Budgetary Need (amount)	Budgetary need has been included in the budget	If YES- please indicate where the budget item has been reflected (department, division, initiative, etc.)
<b>Goal Team 2</b> Goal Team Leader- Bill Heineman	Improve student success in gateway courses in which completion rates are historically low	Scale up Supplemental Instruction (SI)	\$65,000	Yes	SI line in proposed Tutoring Center budget for FY14 and funds from Walmart PRESS for Completion Grant
<b>Goal Team 2</b> Goal Team Leader- Bill Heineman	Improve student success in their first semester at the college	Scale up College Success Seminar (CSS)	\$4,500	Yes	Funds from Walmart PRESS for Completion Grant; also funding in proposed FY14 DCE budget to pay instructors teaching CSS
<b>Goal Team 2</b> Goal Team Leader- Bill Heineman	Improve student success in the first semester at the college	Further development of the Early Alert initiative	\$38,900	Yes	Funds from Walmart PRESS for Completion, PIF, and Title V grants; this does not include funding for personnel that is budgeted under PIF and Title V nor up to \$25,000 that might be requested for Early Alert software
<b>Goal Team 2</b> Goal Team Leader- Bill Heineman	Increase faculty and staff engagement in research on student	Expand research minigrant initiative	\$3,600	Yes	Funds from Walmart PRESS for Completion Grant

Strategic Goal Team Budget Proposals  
Budgetary Consideration FY2014

	success				
<b>Goal Team 2</b> Goal Team Leader- Bill Heineman	Reduce gaps in academic performance across different student groups	Pursue three strategies of the Culture and Equity Team, including improving recruitment of diverse faculty and staff, delivering multicultural professional development, and researching student support best practices	\$5,000	Yes	ATD line of Vice President of Academic Affairs proposed budget for FY14
<b>Goal Team 2</b> Goal Team Leader- Bill Heineman	Improve student performance in introductory college level courses	Implement Reading Apprenticeship strategies in more introductory courses	\$5,000	Yes	ATD line of Vice President of Academic Affairs proposed budget for FY14
<b>Goal Team 3</b> Goal Team Leader- Janice Rogers	Fully implement and expand the use of DegreeWorks for academic planning and support services	Create reporting capabilities (work being done in house)		Yes	Operational budget- Jeff Bickford
<b>Goal Team 3</b> Goal Team Leader- Janice Rogers	Fully implement and expand the use of DegreeWorks for academic planning and support services	Upgrade to the 4.1.0 release and train faculty & staff on the new version (work to be done in house)		Yes	Operational budget- Jeff Bickford

Strategic Goal Team Budget Proposals  
Budgetary Consideration FY2014

<p><b>Goal Team 4</b> Goal Team Leaders- Dawna Perez &amp; Chuck Phair</p>	<p>Create a Career Connections “hub” that coordinates current career prep offerings, streamlines website and makes it more dynamic, resource-rich and user-friendly; design and implement processes for employer job posting, resume building/review, and e-portfolio development</p>	<p>Hire a FT, benefitted Coordinator to implement Goal 4 activities (one year temporary with option to extend)</p>	<p>\$45 - \$58K to be determined with HR</p>	<p>Yes</p>	<p>Proposed in FY14 budget-</p>
<p><b>Goal Team 4</b> Goal Team Leaders- Dawna Perez &amp; Chuck Phair</p>	<p>Create a Career Connections “hub”</p>	<p>Resources by constituency group</p>		<p>Yes</p>	<p>In position - Coordinator</p>
<p><b>Goal Team 4</b> Goal Team Leaders- Dawna Perez &amp; Chuck Phair</p>	<p>Create a Career Connections “hub”</p>	<p>Internships.com</p>	<p>\$0</p>	<p>Yes</p>	<p>Blackboard add on</p>

Strategic Goal Team Budget Proposals  
Budgetary Consideration FY2014

Goal Team	Goal	Objective	Budgetary Need (amount)	Budgetary need has been included in the budget	Notes
<b>Goal Team 4</b> Goal Team Leader- Dawna Perez & Chuck Phair	To create a centralized, resource-rich, dynamic web presence for Career Services	<b>Employer job and internship posting site</b> <i>Options:</i> NACElink/Symplicity or College Central Network <i>Baseline Functionality:</i> <ol style="list-style-type: none"> <li>1. Student and Employer CRM database</li> <li>2. access to 4M+ jobs, internships, part-time, etc. on network and job posting management</li> <li>3. Resource Library</li> <li>4. Survey writer</li> <li>5. Calendaring and Announcements</li> <li>6. Interface with Facebook, Twitter, LinkedIn, and smart phones</li> <li>7. Site branding with NECC's look and feel</li> </ol>	\$2,000 annually for 2 administrator accounts	No	
<b>Goal Team 4</b> Goal Team Leader- Dawna Perez & Chuck Phair		Resume Builder	\$1,000 annually	No	

Strategic Goal Team Budget Proposals  
Budgetary Consideration FY2014

<b>Goal Team 4</b> Goal Team Leaders- Dawna Perez & Chuck Phair	Accessibility while between campuses and on the road meeting external stakeholders	Purchase an iPad for Coordinator's use	\$499 plus Apple iCare \$99 and case \$52 = \$650	No	(Could possibly be covered out of Access & Community Building)
<b>Goal Team 4</b> Goal Team Leader- Dawna Perez & Chuck Phair		One-time implementation and set-up fee	\$1,500-2,000	No	
<b>Goal Team 3</b> Goal Team Leader- Janice Rogers	Develop a comprehensive plan for delivering tutoring services across the college	Develop a plan for expanded, unified tutoring space on the Lawrence campus	Space plan submitted 4/5/13. See attached for budgetary consideration.		
<b>Goal Team 3</b> Goal Team Leader- Janice Rogers	Implement the Financial Aid Audits	\$14,000 - 2 week-long training engagements with Ellucian			
<b>Goal Team 3</b> Goal Team Leader- Janice Rogers	Purchase new test server to allow separation of production and test applications	TBD			



Strategic Goal Team Budget Proposals  
Budgetary Consideration FY2014

<p><b>Goal Team 3</b> Goal Team Leader- Janice Rogers</p>	<p>“Scale Up” academic support services that lead to improved student success: Develop a plan for library Learning Commons that includes learning-related support services</p>	<p>Develop a plan for providing technology “help-desk” assistance to students in collaboration with tutoring and IT services.</p>	<p>\$8,000 - Technology assistance for fall 2013 and spring 2014 semesters</p>		
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**Strategic Goal Team 3**

**Sub-Group: Lawrence Campus Tutoring Space**

**April 4, 2013**

The following space plan is based on the possible allocation of rooms L200, L201, and L202 – L216.

The above mentioned areas total approximately 3,900 square feet, which is a smaller area than proposed in the previously submitted space plan. Based on this potential location, the team is presenting a plan that will better accommodate all services.

**LA103/104**

Math tutoring will remain in its current location on Amesbury Street. Science tutoring will be integrated into the math lab on Amesbury Street. This will be consistent with the Haverhill campus where math and sciences will be housed in one room.

We are requesting that the Math/Sciences tutoring area also have primary use of the computers immediately outside of LA103/104. This will be essential as we expand science tutoring.

**L200 – L216**

April 2013

Strategic Goal Team Budget Proposals  
Budgetary Consideration FY2014

- Two entry/exit points: L200 and at L216. The doors to L200 should be evaluated for improvement. We are requesting that swing of the doors be evaluated and changed to eliminate the noise, which is disruptive to a tutoring environment. Windows on the doors (or possibly one of the walls) would also be beneficial. As structured, they do not have a welcoming appeal.
- All carpeting will be removed, to be replaced with vinyl tile.
- All areas equipped with computers along one or two walls, 8 – 10 computers each. Infrastructure to support approximately 40 computers.
- Wireless capability. (There have been reports of wireless not being able to handle volume. This should be improved if possible.)
- Mix of white boards and tables for tutoring.
- Lockable storage area for 30 laptops.
- Cart to charge and transport laptops.
- Adequate power outlets in easily accessible areas throughout the centers.
- Phone/computer hookups.
- Design that includes some computer stations, tables, chairs, etc., that meet ADA requirements. One or two per tutoring area for assistive technology.
- Lighting that is conducive to meet the needs of DHH students.
- Soundproofing as appropriate and acoustics taken into consideration for noise levels.

**L201**

- This room would be used as a language lab. The room should have one to two 4 x 4 windows: one on the wall to the left upon entry and one on the wall straight ahead upon entering.
- New computer desks that will allow an increase from 8 to 10 computers to fit in the room.
- Drops (if necessary) for the additional two computers.
- No other changes required to L201.

**L200**

- Two subject areas (ESL and Reading).
- For flow, we are requesting construction of a half-wall to separate the two areas; this would extend from the wall on the left, beginning where part of the wall already juts out. Changes dependent on fire or other codes.

Strategic Goal Team Budget Proposals  
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- Welcome desk with workstation to the left.
- Total of four staff workstations: two for Reading and two for ESL.
- Two TutorTrac sign-in stations.
- Two printing stations; one for each area.

**L202 – L216**

- Two subject areas (Writing and Computer Science/Business).
- For flow, we are requesting construction of a half-wall to separate the two areas; this would extend from the wall on the left, beginning where part of the wall already juts out. Changes dependent on fire or other codes.
- Total of four staff workstations: two for Writing, one for Computer Science/Business and one for visiting Coordinator/Director.
- Two TutorTrac sign-in stations.
- Two printing stations; one for each area.

**Additional Note:**

- L231A/B
- The Tutoring Space Planning Team is requesting consideration of additional space in L231A/B. These areas will allow space for SI sessions, tutoring for students who need special accommodations, specialized workshops, tutor trainings, meeting space and also provide secure areas for other tutoring resources.