



MCC President's Staff Meeting Minutes

April 24, 2023, via Web Ex

President's Staff Present: Dr. Curt Freed (President); Julie Beydler (Director of Human Resources); Jane Fries (Assistant to the President); Kathy Frisbie (VP of Instruction); Becky Geltz (Director of Institutional Effectiveness & Planning); Ariella Gonzales-Vondy (Director of Communications, Marketing, & Recruitment); Tracy Schneider (VP of Administration & Finance); Scott Scholes (VP of Student Services)

Absent: Susan Clough (Interim Director of Development)

Guests: Michael Bidwell (Coordinator of Limon Center); Joe Bowman (Director of Concurrent Enrollment); Mindy Centa (Coordinator of Wray Center); Holly Haman-Marcum (Director of Regional & Community Outreach -Burlington/Wray); Dr. Christiane Olivo (Dean of General Education & Health Sciences); John Prouty (Dean of Workforce Development)

Absent: Robbin Schincke (Director of Regional & Community Outreach – Limon/Bennett); Alison Stone (Coordinator of Burlington Center)

The meeting commenced at 10:33 a.m.

- 1) **Hechinger Report:** Discussion was held about the Hechinger Report, <https://hechingerreport.org/the-reckoning-is-here-more-than-a-third-of-community-college-students-have-vanished/>, which includes several criticisms about community colleges but neglects to mention many of the positives. Curt Freed noted that the report is a good reminder to review MCC's processes critically and apply fixes where needed so that students don't fall through the cracks.
- 2) **Vice President Searches:**
 - a) Scott Scholes shared that he will be semi-retiring and leaving MCC at the end of July to return to his hometown in Idaho. Curt Freed will meet with Students Services Staff to talk about the search process for the next Vice President of Student Services. He noted that he hopes to launch a national search quickly.
 - b) Curt shared that the Vice President of Instruction position was posted internally (within CCCS) and has been expanded to a nationwide search.
- 3) **The MCC Student Experience (EAB and RNL Data):** Curt Freed referenced information provided by EAB (a 2017 "Assessing Enrollment at MCC" report and a secret shopper 2021 "Enrollment Pain Point Audit"), as well as a 2017 Ruffalo Noel Levitz "Enrollment Analysis Report." He noted that he is interested in having another secret shopper analysis done. Ariella Gonzales-Vondy shared that some of the issues noted in the reports have been addressed, such as having better wayfinding around campus, pursuing a Student Ambassador program, creating checklists for students to help them navigate enrollment, and conducting quicker follow up with students (e.g., acceptance letter packets).
- 4) **MCC Student Success Data:** Curt Freed referenced data that Becky Geltz has been compiling for a new Title V grant application. Becky shared some of the caveats about the data, noting that some information pulled from IPEDs is three years old because the same data survey is used for both community colleges and universities, which have a six-year degree completion cycle. She noted that she will be able to provide more recent data as she develops more reports specifically for MCC. Becky gave an overview of the graduation rates, persistence, and cumulative GPA reports.
 - a) **Graduation rates:** Becky noted that the federal data reporting formula only includes first-time, full-time students. In addition to not including part-time students, it also doesn't separate students between those pursuing associate degrees versus certificates. She shared that the data includes the last three years of what was reported to the

federal government. Becky noted that the numbers of Hispanic and white students coming into the cohorts are closely aligned. More Hispanic students are seeking associate degrees.

- b) **Persistence:** Becky reported that the persistence analysis looks at students from fall to fall and classifies them by categories such as graduated, continuing with MCC, transferred, or dropped out. Around 30% of students don't return to MCC from fall-to-fall. Curt Freed noted that CCCS has created a new classification of students called "Skill Builders" that focuses on those who enroll to build skills but don't have an intention to complete a certificate or degree. He stated that an event history analysis would be helpful to understand what is keeping students at MCC and what is causing them to leave. This would help identify who is falling through the cracks and identify services to retain them, if possible.
- c) **Cumulative GPA:** Becky noted that she separated out high school students from non-concurrent students in the report. She shared that in Fall 2020 (during the pandemic), non-concurrent first-year GPAs increased. Overall, non-concurrent GPAs declined in Fall 2021, and in Fall 2022 they declined further. While there is no definite explanation, Curt Freed noted that assessment options were limited during the pandemic, which may have contributed to grade inflation. Kathy Frisbie noted that there was a Pass/Fail option that would have impacted grades, as well. High school student data improved over the same three years. Becky shared that many additional studies could be done to do a deeper dive into the data.

Joe Bowman shared that a state concurrent enrollment report indicates that Hispanic and first-gen students tend to use more services provided by community colleges, which could be a contributor to their success. Curt Freed shared that MCC's Title V program is geared toward helping these populations succeed.

- 5) **Concurrent Enrollment (CE):** Curt Freed noted that the Burlington Center staff have done well in promoting completion of associate degrees while students are still in high school. He would like to have a deeper conversation about CE to strategize on ways to promote more certificate and degree completion in this population. Kathy Frisbie gave an overview of the HLC Quality Initiative Project that relates to strategic planning for advising. It will involve adopting an advising model and working to define and promote student success. Curt noted that he sent emails to school district superintendents to communicate the new CE rates.
- 6) **Weekend College Update:** Christiane Olivo noted that the REACH grant for ECE students and two CTE classes offered free through the State contributed to higher numbers in fall semester. The first fall block had 34 students, and the second block had 25. During spring semester, the first block had 23 students and the second block had 15. Christiane plans to meet with the MCC Marketing Department staff to talk about additional promotion. She noted that all the classes are Hy-flex, and students tend to attend more online than in-person as the semester progresses. Christiane affirmed her commitment to keeping the Weekend College concept going. She noted that English and Psychology classes were popular, and it is likely that traditional students took part in these, as well as non-traditional ones. Ariella Gonzales-Vondy shared some of the challenges marketing Weekend College. Christiane noted they have encouraged the Advising Team to present Weekend College as an option. Curt Freed wondered about including Weekend College in the Rural College Consortium (RCC) opportunities to attract students from a broader region. Kathy Frisbie thought it might currently fit with the RCC guidelines, but that could change. Christiane noted that she will be meeting with a REACH Grant representative on April 27. The funding is for adult students of color taking ECE and Nurse Aide classes. She wondered if this opportunity could tie in with recruiting students for Weekend College.
- 7) **Joint CTE Advisory Committee Meeting Fall 2023:** Curt Freed shared that he would like to have a kickoff meeting and dinner in the fall with all CTE advisory committee members to increase engagement between advisory committees and the college. A regional Perkins needs analysis needs to be completed and some of this information might be obtained at the meeting. In addition, Curt would like to use this group to collect information relevant to the MCC Strategic Plan update.

- 8) **2023-2024 MCC Advisory Council Meetings:** Curt Freed noted that he plans to have the Vice Presidents attend the MCC Advisory Council meetings beginning in the fall. The Advisory Council is appointed by the State Board of Community Colleges and Occupational Education.
- 9) **P3-EDU Conference Sept. 27-29, 2023:** If MCC faculty/staff are interested in attending the P3-EDU conference hosted by CU Denver they should let Curt Freed know. More information is available at www.p3edu.com.
- 10) **College Store Sales Report:** Tracy Schneider reported that sales continue to be steady. Gift sales were strong in February and March (commencement regalia is factored into this). Food service sales increased in March and grocery sales (off the shelf items) are steady. The plumbing in the store will be updated to allow for an ice maker. This will enable the sale of additional cold drinks.
- 11) **Book Read ("The Six Types of Working Genius" by Patrick Lencioni):** Several leadership staff have been provided with a copy of the book to read. Curt Freed will send a timeline for completing the book.
- 12) **Other:**
 - a) Curt Freed noted that Chloe Hirschfeld is assuming additional responsibilities May 1 as the Director of Budget. She will help with budget analysis and information flow year-round.
 - b) The college plans to add a Dean of Students position to the Student Services Department.
 - c) Tracy Schneider provided a budget update. She noted that she will submit the budget to the state board in a couple of weeks. There is unspent funding left from FY 23, much of it due to unfilled positions. Income also increased due to additional amendment 50 funds and healthy FTE. She is working with staff to spend some of the FY 23 surplus on one-time equipment requests for FY 24. Part of the surplus funds will also be used to add to college reserves. MCC anticipates an increase in funding through the System funding formula because of this year's rise in FTE. MCC leadership is taking a conservative budgeting approach for FY 24. This is due in part to the unknown impact of changes to the concurrent enrollment fee structure.
- 13) **President's Staff Updates:**
 - a) **Julie Beydler:**
 - i) Connie Weingarten has been hired as the Director of the PTA Program. She will start May 1.
 - ii) Interviews will be held for the Title V Director and Director of Student Re-Entry on April 26.
 - iii) Destini Anderson has resigned, and the Custodian position will be posted soon.
 - iv) Robert Sakamoto has ended his employment with MCC, and a full-time grounds position will be posted. Eloisa Bustos has been filling this position on a temporary basis.
 - v) Currently advertised positions include:
 - (i) Nursing Faculty
 - (ii) STEM Coach (position qualifications updated and re-posted)
 - (iii) Advisor for CTE (Manufacturing Pathways and CTE Immersion blended position)
 - vi) The Coordinator of the Development Office position will be posted next month.
 - vii) Required CCCS compliance training is due May 10.
 - viii) The End-of-Year Employee Celebration will be May 8.
 - ix) A new online employee onboarding system will be implemented.
 - x) APT evaluations are due the end of April.
 - xi) NISOD has contacted MCC about hosting a professional development workshop. Jane Fries is investigating the opportunity further. Julie Beydler noted that this might be a good opportunity for faculty and instructors.
 - b) **Susan Clough: Absent**

c) **Jane Fries:**

- i) Jane coordinated details relating to MCC student and employees' participation in the CCCS student Excellence Awards and employee Commitment to Excellence Awards. The events were held in the Denver area April 11 and 12.
- ii) Jane made airline, hotel, and conference registration arrangements for Christiane Olivo and Alyse Campbell to attend the NISOD conference in late May.
- iii) Jane is coordinating details for CACE performing arts events next season, including the Greeley Chorale and the USAFA Blue Delta ensemble.
- iv) Jane is working on some commencement details.

d) **Kathy Frisbie:**

- i) Kathy asked faculty and staff to encourage students selected for the online CCSSE survey to complete it by May 10, as the completion rate is currently low. She noted that several students have opened the survey but haven't completed it, possibly because it is lengthy. Curt Freed noted that the survey used to be completed by paper and pencil during classes, which likely contributed to a higher response rate.

e) **Becky Geltz:**

- i) Becky has been working on data analysis and reports. She will continue to document what she is learning as well as the processes for extracting data.

f) **Ariella Gonzales-Vondy:**

- i) A postcard mailing targeting summer registration is going out soon. It will highlight Weekend College and summer tuition-free courses.
- ii) The marketing team is working on fall advertising, which will be pushed in June.
- iii) Digital ads are complimenting other summer advertising. Ongoing Google ads focus on the PTA program and the RN to BSN program.
- iv) Commencement plans are in order. Three Wiggins High School concurrent enrollment students will sing the national anthem together. A student from Fort Morgan High School also expressed interest and will stay on the list for next year's commencement.
- v) Progress is being made on the MCC website. The marketing department has a good working relationship with 25th Hour Communication, the contractor helping manage the website.
- vi) Work is continuing on the portal upgrade project.
- vii) Recruitment:
 - (i) Cara Draeger sends out 40-80 new student packets per week.
 - (ii) Work is being done to get the Recruit program running.
 - (iii) Cara and Ariella attended an FBLA event.
 - (iv) Cara attended an FCCLA event and is planning to attend multiple recruitment fairs, trade fairs, etc. over the summer.
- viii) MCC is working with Pellet Media to promote the Precision Ag and other CTE programs. Pellet Media received an NSF grant to help increase awareness of community college programs by creating videos. There is no cost to MCC, and the college gets to keep the video. She is hoping to receive the video by the end of June.
- ix) Curt Freed shared a screen shot of the BSN billboard in the Limon area.

g) **Tracy Schneider:**

- i) Martha Jesse has been hired as an Accounting Technician and will work with payroll and accounts receivable.
- ii) MCC leadership continues to seek a new home for the Wray Center. Short-term office space may be leased, if needed, while a longer-term location is found.
- iii) The Fort Morgan campus irrigation/sprinkler upgrade project is in motion, with a contractor on site.

- iv) The Center for Skilled Trades and Technology building is in the schematic design phase with the architect. Tracy noted that there is an accelerated timeline to be in construction by December to meet donor requirements.
- v) The Rural Consortium IT project is progressing, thanks to Mark Frasco and Troy McKie's work. Curt Freed noted that he would like to see the technology in Bloedorn Hall upgraded. Tracy thought this was included in the plans but will double-check.

h) **Scott Scholes:** No report - left meeting early to attend another meeting.

14) **Guest Updates:**

a) **Michael Bidwell:**

- i) Students are excited that ECE classes are still being paid for by the state. Michael continues to get inquiries about it.
- ii) There has been an increase in students enrolling from Byers High School, and overall enrollment is looking strong.
- iii) Several new businesses are coming to Limon.
- iv) There has been an increase in interest in GED classes.
- v) Michael and Robbin Schincke regularly volunteer at the Limon movie theatre. They are working on including advertising about MCC in the movie pre-rolls.
- vi) Robbin and Michael will be attending High School Award nights.
- vii) Michael noted that he is looking forward to having a physical Bennett Center location again. Curt Freed noted that the College is working out lease details to utilize a shared space with Adams County in a Town of Bennett facility.

b) **Joe Bowman:**

- i) Joe is in the middle of facilitating concurrent enrollment registration.
- ii) Accuplacer testing is underway.
- iii) Joe has been working with Sandy Johnson to send out weekly reports to high schools that include the amount each student owes for fees. The goal is to help avoid high school students getting dropped for non-payment.

c) **Mindy Centa:** Nothing else to report.

d) **Holly Haman-Marcum:**

- i) The Burlington and Wray staff are focusing on new student advising, admissions, and testing.
- ii) A few schools are hesitant to do registration early and prefer to wait until August.
- iii) Staff will be attending high school award nights to present certificates for credit completion. Industry certificate completion will also be announced, along with degrees completed.
- iv) Two students from Hi Plains High School and one from Idalia High School will each receive three degrees (AA, AS, and AGS) from MCC. MCC staff will give special presentations at their graduation ceremonies.
- v) There have been two semesters of Nurse Aide training in Wray, with 18 students. There are still delays with state licensure testing. There have been three full semesters of Nurse Aide classes in Burlington.
- vi) MCC is the institution of higher education involved with the Rural Jump Start program in Kit Carson County, which is a program connected with the Office of Economic Development and International Trade. The program provides tax incentives for new businesses.
- vii) Holly is working with Bill Miller and Stratton COOP to hold a Precision Ag/Ag-related Services Day in the fall.
- viii) Holly and Mindy are exploring possible new locations for the Wray Center.
- ix) Dianne Purves will be conducting an inventory of science supplies in Wray.
- x) Some IT equipment and physical improvements at the Burlington Center will be purchased before year end.
- xi) Holly noted that changes to the concurrent enrollment price structure could negatively affect enrollment. She will work to offer hybrid classes, when possible, to minimize losses from the increased cost in online courses.

e) **Christiane Olivo:**

- i) Fifteen faculty/instructors are finishing grant-funded High Impact Practices training this semester. CCCS had additional funding available for professional development, so Christiane requested money for two faculty to obtain additional training focusing on "first year experience" high impact practices. Christiane noted that High Impact Practices help students persist, particularly students of color and first-gen students.
- ii) Christiane and Connie Mitchell have been conducting instructor observations. Christiane noted how pleased she is with the caliber of MCC instructors in the high schools.
- iii) Christiane is working with Monica Carrasco to pursue a Fulbright Scholar-in-Residence grant to fund bringing a scholar from Mexico or El Salvador to teach a class at MCC and participate in other community activities.
- iv) Curt Freed noted that Alyse Campbell, MCC Instructor of the Year, asked him whether the college would consider holding a half-day professional development day for instructors. Curt shared that a placeholder has been added to the budget for instructor professional development.

f) **John Prouty:**

- i) John noted that Bill Miller has been working on creating partnerships with industries. He has also been in conversation with other colleges about creating a "regional ag center." In addition, Bill is working on getting a "freight farm," which can be used to grow edible crops. This would be a cross-discipline resource that could be accessed for multiple uses. Bill is also working on a grant to purchase a mobile lab for precision ag to use for outreach to Center areas, etc.
- ii) Nurse Aide programs have been strong in Fort Morgan, Wray, and Burlington. Classes in Limon are on the horizon, hopefully for fall semester.
- iii) Phlebotomy classes will start in the fall. Around 100 students are interested, but only 10-12 students can enroll each semester due to limited clinical sites.
- iv) The EMS program is doing well. An IV course will be offered this summer.
- v) The STEM team and some Gen Ed faculty have been working with 3D education through Oculus. John noted that CTE faculty are also looking into incorporating 3D technology into their instruction.
- vi) John is working with Bill on a two-year program layout plan that could be used to help with advising.

g) **Robbin Schincke:** Absent

h) **Alison Stone:** Absent

- 15) **Meeting Adjournment/Next Meeting:** The meeting adjourned at 1:05 p.m. The next President's Staff meeting date is scheduled for May 22, 2023

Minutes by Jane Fries, Assistant to the President