

**MINUTES  
NORTH CENTRAL MICHIGAN COLLEGE  
BOARD OF TRUSTEES  
REGULAR MEETING  
Library Conference Center  
February 25, 2020**

1. CALL TO ORDER  
Trustee Kring

specify major-specific courses that students should complete, while enrolled at North Central, that are common across all institutions in Michigan. The identification of these courses makes it easier for students to complete essential courses before deciding where to transfer.

The initiative was funded through the Fiscal Year 2018 state budget, which included a one-time appropriation to support this effort, including the redesigned Michigan Transfer Network website, work to build stronger math pathways, and efforts to award credit for military experience.

#### 6. SCHEDULED PUBLIC COMMENT ON AGENDA ITEMS

None.

#### 7. FINANCIAL REPORT

Dr. Tom Zeidel, Interim Vice President for Finance & Facilities commented that the college is 58% of the way thru the fiscal year and is currently on budget.

It was moved by Trustee Fought and supported by Trustee Rasmussen that the January 2020 Financial Statement be approved as submitted and certified by Tom Zeidel, Interim Vice President of Finance and Facilities.

AYES: Trustees Fought, Kring, Keiswetter, Millard, Rasmussen and Shirilla

NAYS: None

b. MI BEST

North Central Michigan College has joined a statewide initiative to help students connect with resources to support basic needs. The Michigan Community College Association (MCCA) was awarded a \$442,000 grant to launch the initiative, which is focused on improving student completion and success by addressing several economic instability factors, including access to food, housing, transportation, childcare and other basic needs.

The Michigan – Building Economic Stability Today (MI-BEST) effort is funded by a grant from the ECMC Foundation as part of its Basic Needs Initiative, designed to address and alleviate basic needs insecurity among students.

The initiative launched in January 2020 and will continue through June 2022.

## 9. COMMITTEE REPORTS

next year. The rates will become effective start with the summer 2020 session.

Tuition Increase

It was moved by Trustee Fought and supported by Trustee Rasmussepnct and supported

It was moved by Trustee Fought and supported by Trustee Rasmussen that the various student fees be combined into a single student fee totaling \$28 per contact hour for the school year 2020-2021.

AYES: Trustees Fought, Kring, Keiswetter, Millard, Rasmussen and Shirilla  
NAYS: None

#### Strategic Plan

Over the past several months, the College has been working to develop a long range strategic plan for both education programs and Facilities. That plan, titled “Introducing NCMC’s Future”, has been presented to the College community. This last Thursday it was presented to the Finance & Facilities Committee, which approved the plan and recommends its adoption to the full Board of Trustees

It was moved by Trustee Fought and supported by Trustee Rasmussen that the long-range 2020 NCMC Strategic Plan be adopted as the College’s official Strategic Plan.

AYES: Trustees Fought, Kring, Keiswetter, Millard, Rasmussen and Shirilla  
NAYS: None

#### Bear River Bridge Easement

The City of Petoskey has been negotiating with the State’s DNR for funding and to construct a public walking trail bridge over the Bear to become part of the North Country National Scenic Trail system within the City of Petoskey.

The State has approved a grant for bridge construction funding, provided the College grants an easement through a small portion of the Natural Area to the City for the bridge to remain open to the public in perpetuity. The College has negotiated an easement with the City of Petoskey at a fee of less than \$100.

It was moved by Trustee Fought and supported by Trustee Rasmussen that an easement agreement for a small portion of the College’s property along the Bear River, as more fully described in the Declaration of Easement Agreement, be entered into with the City of Petoskey.

AYES: Trustees Fought, Kring, Keiswetter, Millard, Rasmussen and Shirilla  
NAYS: None

#### Building Together Tomorrow Campaign Construct

The NCMC Foundation has developed a campaign program and material to promote a \$9.9M comprehensive campaign to the public regarding the planned addition and renovation of the Administration/Classroom Building, to generate support for the College’s scholarship program, and to obtain financial support of its technology needs. The program is called Building Tomorrow Together or BTT for short.

It was moved by Trustee Fought and supported by Trustee Rasmussen that the Building Tomorrow Together campaign be adopted by the College.

AYES: Trustees Fought, Kring, Keiswetter, Millard, Rasmussen and Shirilla  
NAYS: None

### BTT Campaign Branding & Communications Contract

In order to energize the BTT and to better build a marketing and communication strategy. The professionals will develop for us the most advantageously and various marketing media, such as campaign videos, new brochures, newsletters, and solicitation pieces, it is believed that the Foundation, and College, need to retain the services of communication professionals.

There will obviously be a cost associated with this professional service. A generous contribution has been received for the purpose of defraying this cost.

Three bids were secured for this purpose. The company deemed as the best fit for the College's needs at an acceptable price was iSee, a Traverse City firm with experience working with community colleges.

It was moved by Trustee Fought and supported by Trustee Rasmussen that the firm of iSee be retained to assist the Foundation and College in promoting the BTT campaign in way most advantageous to the College at a cost not to exceed \$40,000.

AYES: Trustees Fought, Kring, Keiswetter, Millard, Rasmussen and Shirilla

NAYS: None

### **Foundation Update**

Chelsea Platte, Executive Director of the Foundation provided

Sydney Bess shared that she is a presidential scholar who is pursuing her general AA and CAD. She is from Boyne Falls and is planning to transfer to Ferris State University for her Bachelors. She has a lot of good memories, including spending time in the hot tub after skiing. She started skiing in grade school and then switched to snowboarding in the 6<sup>th</sup> grade. She did race prior to joining the ski club.

Caleb Dubey shared that he is 18, and he lives in Wolverine. Caleb was home schooled and is planning to transfer to Ferris State University for ROTC. Caleb enjoyed being a part of the activity and said the people are great.

13. UNSCHEDULED PUBLIC COMMENT

None.

14. ADJOURNMENT.

There being no further business, the meeting was declared adjourned at 4:47 p.m.

/S/ Irma Noël, Secretary

/S/ Philip Millard, Chairman