

**NORTH CENTRAL MICHIGAN COLLEGE
BOARD OF TRUSTEES
SPECIAL MEETING
STAFFORD'S PERRY HOTEL BOARD ROOM
NOVEMBER 12, 2018
1:00 P.M.**

AGENDA

1. Call to Order.
2. Attendance.
3. Approval of Agenda.
4. Statement of Purpose of Meeting: Strategic Planning.
5. Transaction of Business in Accord with Stated Purpose.
 - a. Board Organization – Slate of Officers.
 - b. Proposed Policies – Emeritus Status & Honorary Degrees.
 - c. Strategic Planning and Assessment Team/Enrollment.
 - d. Marketing/Branding.
 - e. Fundraising.
 - f. Institutional Reputation.
6. Public Comment.
7. Adjournment.

**MINUTES
NORTH CENTRAL MICHIGAN COLLEGE
BOARD OF TRUSTEES
SPECIAL MEETING
PERRY HOTEL RESORT ROOM*
November 12, 2018**

**The Perry Hotel moved this meeting from the Board Room to the Resort Room on November 12, 2018, citing construction occurring near the Board Room.*

Chairman Millard called the meeting to order at 1:00 p.m.

PRESENT: Trustees Fought, Keiswetter, Kring, Millard, Noël, Rasmussen and Shirilla.
ABSENT: None.

It was moved by Trustee Fought and supported by Trustee Shirilla that the agenda be approved as submitted.

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

Chairman Millard announced the purpose of the meeting as “Strategic Planning.”

Chairman Millard reminded the Board that in accordance with Board Bylaws, there must be an Organizational Meeting on the first Monday in January following a community college election. On November 6, Trustees Fought and Shirilla were elected to a six-year term ending December 31, 2024, and Trustee Rasmussen was elected to fulfill the remainder of his partial term ending December 31, 2020.

Chairman Millard will work with an ad hoc committee comprised of Trustees Shirilla, Keiswetter and Rasmussen to propose a slate of officers. Board officers are elected for a term of two years.

President Finley proposed the addition of two new Board policies, one granting emeritus status and one awarding honorary degrees. The Bylaws and Policy Committee has had initial conversation on both policies.

Dr. Finley introduced Dr. Pete Olson, Vice President of Academic Affairs and Student Success, who reported on the formation of an Enrollment Management Planning Team, the progress of the Strategic Planning and Assessment Team, and current academic initiatives.

President Finley introduced Carol Laenen, Director of College Communications, who reported on her department’s work with a marketing consultant, Cathy Ahles, to audit the effectiveness of current marketing and branding initiatives.

Dr. Finley introduced Dr. Lisa Watson, Executive Director of the Foundation, who updated the Board on the “Building Tomorrow Together” campaign, including the formation of a Blue Ribbon Advisory Committee to guide our efforts moving forward.

The Board discussed the College’s institutional reputation and how best to craft a vision for the future.

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

/S/ Irma Noël, Secretary

/S/ Philip Millard, Chairman