



Institutional Planning Council

February 6, 2018 • 8:00 a.m.
Old Main Conference Room

MINUTES

Present: Philip Johnson, Chair, Fredi de Yampert, Michael Babcock, Soren Schmidt, Kevin Manninen, Angela Price, Collin Saint-Onge, Cindy Cowell, Denise Vandeville, Irina Sergeyeva, Rebecca Daly, Jason Oyadomari, Jason Sullivan, Curtis Wittenberg, Scott Blake, Alyson DeLandsheer, Karin Van Dyke, Erin Barnett, Tracy Henderson and Laura Shawhan

Recorder: Laura Shawhan

I) Meeting called to order at 8:01 a.m. by Philip

II) Action Items

1) Approval of Agenda

- Motion to approve agenda – Fredi de Yampert
- Seconded – Denise Vandeville
- Motion approved

2) Approval of December 5, 2017 minutes

- Motion to approve minutes – Tracy Henderson
- Seconded – Karin Van Dyke
- Motion approved
- Items for follow up
 - Training on Workplace.
 - Creation of form for E-campus news submissions

III) IPC – Focus for AY2017/18 – Plan 2021/AGBIS-related Initiatives

- Reminder that we are trying to use this gathering mechanism to receive updates on any of our tactics related to our consultation with AGB

1) Campus Conversations/Communication

- PowerPoint is on Workplace.

2) February – June Strategic/Tactical Priorities

- Key Tactical Updates
 - Enrollment Management
 - (a) Operational/Organizational Shifts – PHILIP JOHNSON
 - i. EMT – Enrollment Management Team

- EMT team consists of Erin (Barnett) (facilitator), Mike Babcock, Sandy (Turnquist), Collin (Saint Onge) and Fredi (de Yampert) who will be invited.
 - Purpose is to ensure coordination and accountability in all things related to enrollment.
 - ii. Marketing/Communications direct reporting
 - Mike Babcock, Director of Marketing and Communications, will report directly to Dr. Johnson.
 - All operational moves will be announced officially.
- (b) On Campus Growth
- i. Target Populations and fall 2018 Goals – (Erin Barnett)
 - EMT will develop an action plan with various action steps and tactical things.
 - A 2+2 clear path with Community Colleges to be established.
 - Carnegie Publication is providing about 200-300 names per week with 1000 leads since January 1.
 - Craig (Kangus) is focusing on transfer students and Community colleges within a 5-hour radius.
 - EMT is working on priority registration for transfer students.
 - Kevin (Manninen) working on dual degree with Finnish partners, 5th year with 30 credits (some negotiation will be involved).
 - There was discussion about pre-acceptance and Dr. Johnson stated that broader tactics and thorough communication are needed (as we use self-reporting for acceptance).
 - ii. Marketing (Mike Babcock)
 - Two positions posted with good applicants.
 - iii. Student Recruitment (Collin Saint Onge)
 - CRM (Customer Relations Management) - allows us to manage and communicate with student improvement piece making it less manual allowing for a better communication flow, reminders and follow-ups.
 - There is a yearly fee however, the basic features are free to use.
 - Focus is on fall of 2018.
 - Deposits are up and there have been many tours on campus.
 - March 16 – UP high school counselors are on campus.
 - There is a trio visit on March 22
 - Travel season is approaching.
 - iv. Pricing/Financial Aid Packaging (Collin Saint Onge)
 - Awarding financial aid earlier this year than in years past.
 - 270 financial aid packages out, substantially higher than in past years.
 - Currently 220 incoming and 250 returning.
 - Connecting with high schools here.
 - (Kevin Manninen) - Hosting BPA Day with high school students for the first time on February 14. Student ambassadors will assist.

v. Program Outreach

- Student processing, enrollment officers and program outreach – how do we imagine those three clusters of activity within our current organization/structure?
- Are we clear at the targets we are aiming for and goals we set?
- EMT to present with thoughts related to category of program outreach as it relates to student recruitment and enrollment management framework.
- Dedicated outreach is needed to identify and target these positions to orchestrate and coordinate the programs we provide.

(c) Online Growth (Fred de Yampert)

i. Content, Timeline, and Goals

- The Learning Solutions agreement is signed for collaboration on the Global Digital classroom.
- Training will commence with various personnel within the next 6 days once the course approval process is identified.
- This does not change Schoology for our campus-based programs.
- We need to identify a director for on-line learning to coordinate this transition.
- Training is next step. Two one-hour sessions back to back.
- Global Timeline Review (Philip Johnson)
 - In preparation for the upcoming focus visit for HLC, a first draft of a document for the implementation phase will go to the IPC to include global sense, key strategies and tactics and the associated time lines.
- IPC February Goals (Philip Johnson)
 - First set of GDC courses approved per Fredi before the end of Feb.
 - EMT will be operating and effectively reporting at each IPC.
 - Implementation plan goals and timetables complete and distributed.
 - Marketing communication to form recommendations, explore implementation and third party services essential to meet the goals of market research, test messaging and fixed marketing.
 - CRM to have proposal delivered and action recommended.
 - HLC report due Feb. 26.
 - Focus visit - outcomes, assessment, enrollment and finances. Strength will be the traction we have to this point with finances, enrollment and continued improvement with a responsible plan to fiscal year 2019.

IV) Other Business

1) Campus Communication

- BOT Fundraiser (Denise Vandeville)
 - Experiential silent auction March 16 (see flyer).

2) Other Communication

- ELCA institutions initiative to cultivate and foster the common identity as institutions of the ELCA

V) - Adjournment- 9:03 a.m.

Next meeting: March 13, 2018 – rescheduled due to spring break

Respectfully submitted,

Laura Shawhan

Administrative Coordinator Academic and Student Affairs