

# FINLANDIA

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## UNIVERSITY

### Institutional Planning Council

March 13 • 8:00 a.m.  
Old Main Conference Room

### MINUTES

Present: Philip Johnson, Chair, Fredi de Yampert, Soren Schmidt, Kevin Manninen, Angela Price, Denise Vandeville, Irina Sergeyeva, Jason Oyadomari, Jason Sullivan, Curtis Wittenberg, Alyson DeLandsheer, Karin Van Dyke, Pam Brown, Sandy Turnquist, David Maki, and Laura Shawhan

Recorder: Laura Shawhan

- I. Meeting called to order by Philip at 8:02 a.m.
- II. Action Items
  - a. Approval of Agenda
    - Motion to approve agenda - Fredi de Yampert
    - Seconded - Curtis Wittenberg
    - Motion approved
  - b. Approval of February 6, 2018 minutes
    - Motion to approve minutes – Karin VanDyke
    - Seconded - Soren Schmidt
    - Motion approved
  - i. Items for follow up – February IPC Goals
    1. First set of GDC courses approved.
      - Goal achieved – first set of GDC courses approved. The class schedules will initially align with ours and then be offered every 8 weeks (i.e. May, October, January and March) for the BSN Completion program.
      - Intended to be more accessible, flexible and will align more readily with an adult learner's schedule.
      - Sandy Turnquist asked for a timeline on the cost of the classes.
      - March IPC Goals:
        - Goal #1 – secure pricing for the courses
        - Goal #2 – secure and approve faculty
        - Goal #3 – get classes into Empower.
        - Goal #4 – if we decide to go with FA solutions to help us establish and solidify the processing piece – same timeline.
        - Goal #5 - Develop expanded or enhanced processing service for adult learners.
    2. EMT will be operating and effectively reporting at each IPC.
      - EMT team consists of Erin Barnett, Mike Babcock, Sandy Turnquist and Collin Saint Onge (see update below)
    3. Implementation plan goals and timetables completed and distributed.
    4. Marketing communication to form recommendations, explore implementation and third party services essential to meet the goals of market research, test messaging and fixed marketing.

- Using a Third party – AGBIS for insights and outcomes.
  - Mike Babcock is doing a good job of vetting that option.
  - Goal of exploring implementation and third party services met.
  - By next meeting, there will be a recommendation on third party services related to market research and digital marketing.
5. CRM to have proposal delivered and action recommended
    - CRM may become irrelevant given Empower's capabilities.
    - Continue with Empower and expand on our use of that with additional training.
  6. HLC report
    - Report submitted March 5, 2018
    - Focus site visit will be April 23

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

- a. Key Tactical Updates from EMT (Enrollment Management Team)
  - 365 awards out - 50 have dropped due to self-reporting GPA.
  - Conversations with parents about the UP Commitment grant of \$4,000.
  - Pell grant provides opportunity for students from lower income families
  - Other opportunities are available for financial help.
  - Raised over \$150,000 for the UP Commitment for last academic year.
- b. OnCampus and Online Strategies and Tactics Plan Summary
  - Document distributed for review.
  - Purpose is to have a more global document with key strategic movements related to Finlandia on campus and on line for the Board of Trustees.
  - Document will be evolving and emerging and an illustration of our planning related to online and on campus with the HLC report.
  - Sources for the document came primarily from Management Team, IBAC recommendations and an action plan document from EMT.
  - Document outlines various initiatives and aligns them conceptually with financial implications through June 2019.
  - Good way to track progress in ways that are meaningful for us, the board and other external stakeholders and to assess, evaluate and adjust as needed.
  - Goal for March: communicate with Philip with feedback and convictions before the next IPC meeting.

### IV. Focused Site Visit and Report

- No questions.

### V. Other Business and Communication

- Empower Changes – Newly built application is not user friendly on hand held devices.
- Empower will electronically deliver award packages.
- HLC may request additional documents, after review of our report, for their focus visit.
- A decision, based upon the HLC focus visit, will be made at their July meeting.

### VI. Adjournment

President Philip Johnson:

- Thanked everyone for their leadership and good work, encouraged everyone to celebrate the achievements of the students and to be leaders and engaged.

Meeting adjourned at 8:59 a.m.

Next meeting: April 3, 2018.

Respectfully submitted,

Laura Shawhan

Administrative Coordinator for Academic and Student Affairs