

**Northland Pioneer College**  
**Strategic Planning and Accreditation Steering**  
**Committee Meeting Minutes**

Friday, September 16th 2016

9:00 a.m. – 11:30 a.m.

WMC – AC 111

**Voting Members in Attendance:** Stan Pirog (Proxy for Peggy Belknap); Bill Fee (Proxy for Eleanore Hempsey); Tracy Mancuso (Proxy for Maderia Ellison); Randy Hoskins; Kenny Keith; Colleen Readell; PJ Way; Susan Jamison; Mark Ford; Ann Hess.

**Advisory Members in Attendance:** Mark Vest; Jeanne Swarthout.

**Others in Attendance:** Paul Hempsey (Recorder); Vicki Bessinger; Jeremy Raisor; Josh Rogers; Amber Hill;

**1. Approval of Minutes from 09/02/2016**

*Stan Pirog made a motion to approve the 09/02/2016 minutes. Ann Hess seconded. **The motion passed with a unanimous vote.***

**2. SPASC Presenter at College Council**

PJ Way will accept responsibility.

**3. Parking Lot Answers**

PASS: The committee asked for a grammatical amendment.

*Ann Hess made a motion to approve the answers with amendment. Stan Pirog seconded. **The motion passed with a unanimous vote.***

Website: The committee suggested one amendment to the answers prepared by Ann Hess before they are sent to the college.

*Stan Pirog made a motion to approve the answers with the discussed amendment. Randy Hoskins seconded. **The motion passed with a unanimous vote.***

Payroll: Amber Hill presented a solution to the Payroll questions from Convocation. The Committee offered some suggestions on changes that should be made and asked Amber Hill to bring the documents back to the committee with the amendments.

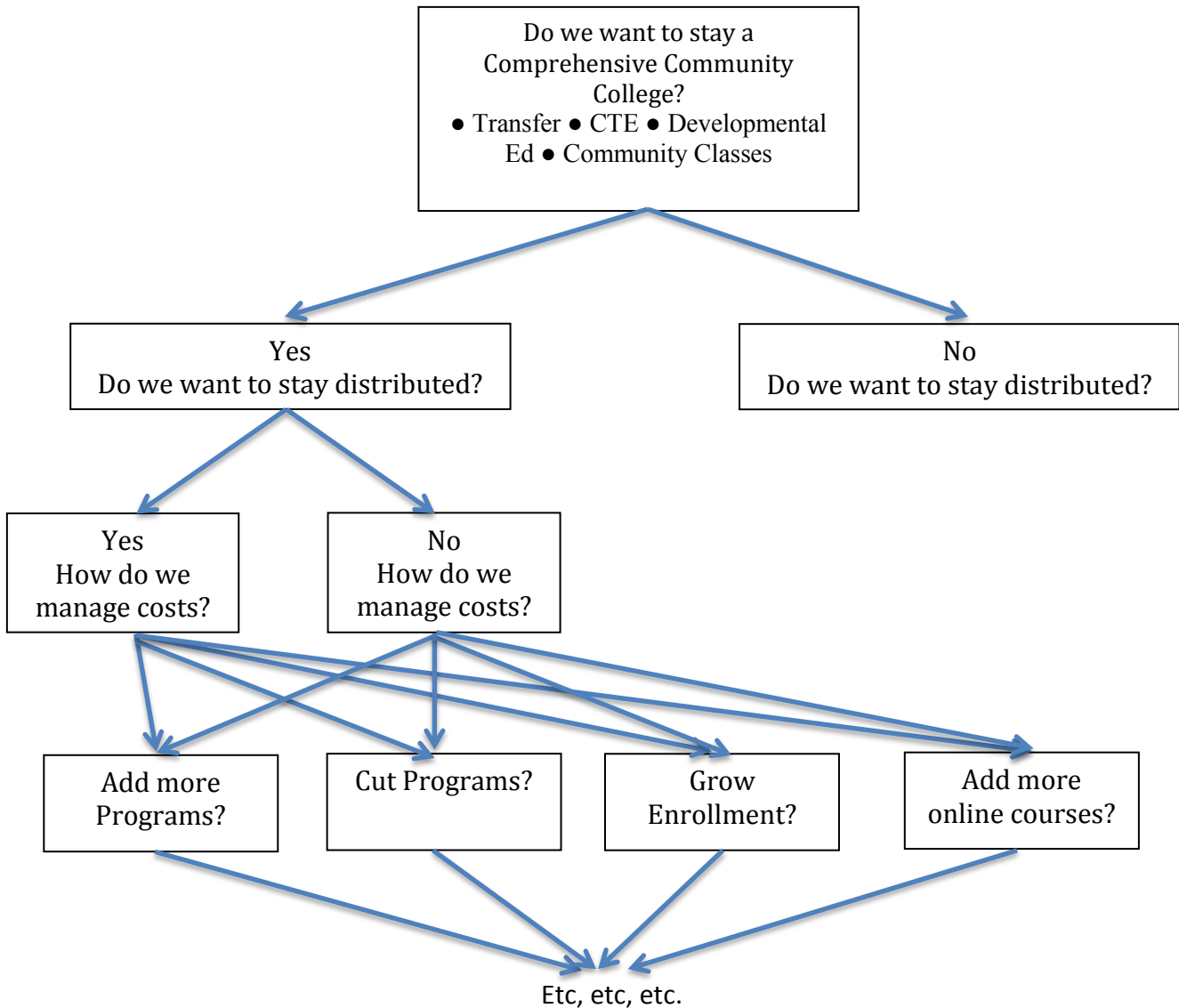
**4. Spring Convocation Survey Results**

Mark Vest asked if there needed to be any further discussion on the reworked Survey results before they are sent to the college with an explanation. Hearing none Mark Vest offered to send the email.

**5. Decision Tree**

President Swarthout led a decision tree discussion noting that she planned the same approach with Board members at an upcoming retreat. Input is initially needed from the Board but it will then fall to the college to implement the vision and mission. Each decision

made will lead to more questions. Below is an example of the questions we need to be thinking about.



Stan Pirog asked if there was a particular area in the Comprehensive Community College model that was being terminated by colleges and what the success was of the move. President Swarthout mentioned Developmental Ed was usually a target but not generally well received when a college tried to remove it from operations. It is also a large channel for continued enrollment at NPC and one of the least costly programs due to grant funds used.

Dr. Swarthout mentioned we have the largest cost per student in Arizona Community Colleges and it will now affect our ability to access Title III Grants.

Dr. Swarthout highlighted the opportunities of the Enterprise Model to create a new revenue stream for the college that would not be subject to the Expenditure Limit. For

example, offering to take on Coconino Community College IT functions or Payroll operations for County entities that they pay us for. Amber Hill mentioned the college currently has a \$20 million operating loss and could be offering those idle resources in an Enterprise model. Stan Pirog suggested the college should be taking a more active role in communities we exist within and engaging in partnerships to drive growth in business and industry.

#### **6. Enrollment Management Plan Discussion – Tracy Mancuso Facilitating**

Tracy Mancuso facilitated the discussion utilizing a re-purposed Business Model Canvas and walked the committee through the steps. A copy of the worksheet is below. The committee ran out of time before completing the discussion on the worksheet and will return to it at the beginning of the next meeting.

Educational Model Canvas

<p><b>Key Partnerships/Grants</b></p>	<p><b>Current Strategies to Overcome "Competition"?</b>                  PASS Program                  Finish Line and College Bound Scholarships                  Lower cost for students                  Student Engagements (Clubs)                  Direct to Work                  Increase population of students                  Recruitment                  Enterprise Model                  Personal touch/connection with students</p>	<p><b>Value Proposition</b>                  What do we want to be known for? Reputation                  Student Success                  Quality Education                  Pathway to a better life                  Ready to Employ                  Quality, Committed, and Caring Instructors                  Programs                  Educational Desert                  No Debt</p>	<p><b>Outstanding Advantage</b>                  What value do we offer different than other CC educators?</p>	<p><b>Student Segments</b>                  Who are our Students?                  What do they need?                  Better Life Refine ID                  Better Job Skills Want to leave the area                  Higher Income Fit into world                  Pathway out of Poverty                  Example to others (family_                  Chance to change the world                  Challenge themselves</p>
<p><b>Competition-</b>                  Alternative Education Options                  Online                  EAC                  Attraction of the College                  Dine                  State University Scholarships                  Employment prior to completion</p>	<p><b>KPI- Lead Measures</b>                  Example: Enrollment, Completion,</p>	<p><b>High Level Concept</b>                  Message/Program Promise  <b>Expanding Minds/ Transforming Lives</b>                  Provide and Support LL Learning                  Path to a better life                  Choose your path to a better life</p>	<p><b>Marketing Channels</b>                  What channels reach our students?</p>	<p><b>80/20 Students</b>                  Student who use our programs most                  Welding                  Gen Ed                  ECD                  Nursing                  Ind. Main.                  Bus.                  Auto.                  Cosmo                  Con</p>
<p><b>Strategic Expenses (ie. Starfish, Website, Technology Needed)</b>                  Do this section AFTER the High Level Concept is solid.</p>			<p><b>Revenue Models</b></p>	

Better Life Opportunit Path  
 Pick Create Choice  
 Choose  
 Build your bridge to a better life

## 7. Next Steps/Review of Tasks

**Task:** Correct Website Parking Lot Answers and send to Paul Hempsey – **Ann Hess**

**Task:** Correct PASS Parking Lot Errors and send to Paul Hempsey – **Josh Rogers**

**Task:** Send Survey Results to the College – **Mark Vest**

**Task:** Send Parking Lot answers to college – **Paul Hempsey**

**Task:** Clean up Payroll Parking Lot Answers – **Amber Hill**

**Task:** Read Stan's Pdf and be prepared to discuss - **Committee**

**Task:** Review 2007 Enrollment Management Plan - **Committee**

**Task:** Agenda Items – **Paul Hempsey:**

- I. Website Redesign Feedback – **Mark Vest/Ann Hess**
- II. Preparing Employees to work at NPC
- III. Spring Convocation?
- IV. Follow up Enrollment Management Plan Discussion

## 8. Adjourn

*Kenny Keith made a motion to adjourn. Stan Pirog seconded. **Motion passed unanimously.***