

**MCCBOA**  
**Summer Meeting Minutes**  
**Hagerty Conference Center, Great Lakes Campus of Northwestern Michigan College**  
**July 29-31, 2015**

**July 29, 2015**

- 9:00 am Diana Fairbanks, Executive Director of Public Relations and Marketing of Northwestern Michigan College gave a brief history on NMC. NMC has 5 campuses and are one of the top 10 schools in the country for aviation and fresh water study. They have the Great Lakes Culinary Institute and offer study abroad programs in 6 different countries. In 2014 their foundation was in the top 20 community college foundations in the country. Last year they gave over \$1 million in scholarships to 998 students.
- 9:11 am Cheryl Sullivan, President of MCCBOA welcomed all in attendance. She covered some of the activities that are currently going on in Traverse City including the Film Festival.
- 9:20 am-noon Best Practices started with Capital Funding moderated by Cheryl Sullivan. She reviewed various board levels of thresholds for approval on capital projects, various fees such as technology, facilities, student activity, etc. Discussed other fees for high cost programs such as Nursing, Maritime and Police Academy. LCC has very high course fees since tuition is tied for the lowest in the state. GRCC is implementing different tuition for dental and nursing. Kellogg is 50% higher on occupations programs. Mid-Michigan has 70% out of district tuition currently at \$188 per hour.
- Business Intelligence was moderated by Todd Hurley from Grand Rapids Community College. He covered Blackboard analysis, Title III Grant, People Soft analysis. He reviewed a self-service reporting tool for that is a more powerful tool for end users.
- Jim Lantz moderated Benchmarking. Not community college benchmarking project--IR folks. 261 colleges involved in benchmarking, 12 Michigan community colleges reviewed various measurements for benchmarking. More financial discussion about CFI scores, benchmarking with boards
- 1:00 pm Administrative Warfare was presented by Terry Moore. He presented ideas on how the business executive operates military operations covering ideas such as using tactics such as offense/defense, flanking, attacking, recognition and rewards.
- 2:00 pm Barry Kern (ecampus.com) from eCampus Virtual Bookstores presented "An Innovative Solution to Your Textbook Needs". He presented ideas that save money and meet the buying habits of today's students. They offer every purchasing format; new, used, rental, e-book owned marketplace. They offer

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the easiest way to use Financial Aid, load on eCampus site. They started in 1999 at eCampus.com. Once you place an order it is shipped to your campus. They offer a second purchasing option based on automatic course listings. Book buybacks are done in person. Rentals can be returned on-site. Distance Learning materials can be returned by mail. They offer customer service by phone. There is zero cost to the institution. They have a 10% commission, 5% on marketplace. They offer \$1,000 textbook scholarships per semester. They offer free shipping promotions. They are HEOA compliant. eCampus reader. E-books are viewable on any device. They set up free kiosks. They provide customer marketing materials for colleges. They provide an affiliate program to earn free textbooks (store credits) and can give full commission to students. They offer internet pricing at eCampus.com and have about 2 million students use this service per year. Their pricing is based on supply/demand based on daily supplies. 6% commission on books, 10 onsite and 5% commission on marketplace.

3:15 pm

Bob Gentile from Nelnet gave an update on community college trends, enrollment is declining 3 ½ % on average, ranging from 2-7%, credit/debit card fees, discount/commission fee being passed on to payer, one stop shop vs. best of breed. International students' actively recruiting, globalization, budget balancing strategy. Discontinue drop for "non-payment", California trend incomplete registration tell us how you are going to pay, full, financial aid, payment plans, employee reimbursement, combination, etc. Pending aid, financial aid shortfalls, student choice refunds, CFDB, new regulations coming in October (related to debit cards). Free community college – TN approved. Pending in (AZ, MN, NY, OK, OR). (IN, ND, MS, MD, MO) Legislation has died.

**July 30, 2015**

9:00 am

Updates on State of Michigan legislative matters affecting community colleges was given by Mike Hansen, MCCA. The state is focused on tuition and as a part of the State Appropriations Bill. A task force has been given the task of revisiting the performance funding formula. State funding now can be expected to be inflationary. Mike discussed Senator Boohar's initiative to re-examine performance funding formula. Working to expand MTA to 60 credits (Block credits). 37 other states currently do this, they have higher outcomes, Florida graduation rates are tripled compared to Michigan.

Update on MNJTP, resolved minimum wage issue, \$50 million cap was not lifted. Legislation was introduced for full tuition to community colleges, official position of MCCA is neutral. Baccalaureate program update, especially on

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nursing is an uphill battle. Legislation was introduced to remove non-contiguous limitation for annexation agreement purposes. Governor signed SARA (State Reciprocity) on-line classes can be taken by across state lines.

**July 31, 2015**

9:00 am Current Trends in Facility Planning for Higher Education was presented by Tower Pinkster. They showed some of their most recent facility planning projects for Michigan community colleges. They discussed the process of facility planning such as assessment, deferred maintenance projections (15 years). They conducted an open needs discussion with the attendees. The group identified, through a hands in exercise, aging infrastructure and campus security as top 2 overall needs for our colleges.

10:10 am A Legal Update was presented by Thrun Law Firm. They covered some legislative changes in 2015 to the Michigan Community College Act. Require applications and require National Guard and other military service (reserve service) for the purpose of transferring credits needs to be in writing. Financing energy improvements (maximum financing extended 10 to 25 years) eliminates requirement that the project must "pay for itself" in energy savings.

MNJTP – Sunsets in 2018 with a \$50 million cap.

Permitted Investments:

- Investment Guide
- Investments require Board Approval
- Board Treasurer is responsible for investments
- Can invest in State and Local Bonds
- Make sure there is not a ratings waiver

Investments must be maintained, specifically:

- Debt
- Building & Site
- Capital Project
- General

They discussed pending legislation.

FOIA

- Effective 7/1/15
- Must have written summary => detailed fee form

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Online requests – Can inform requests are online. If requester wants written, need to provide fees. Verbal requests that are online, employees need to direct them verbally to website. Needs to honor the request via medium requested if technology is available in house. There are 6 fee components.

11:05 am      Bull Session

- Smoking on Campus – mostly no per survey
- Correct Wages – mostly no per survey
- Budget enrollment / Tuition increase / Salary changes
- Capital Project threshold
- Millage Updates – none
- NACUBO Updates - none
- CCBO Updates – non
- Best Practices ideas for future conference – Why TIAA CREF is requiring colleges to sign several documents accepting responsibility

11:45 am      Association Business

- Minutes from the Spring meeting were read. A motion was made by Rick Scott to accept the minutes as read, motion was seconded by Bruce
- The Treasurer's report was read. Motion was made by Rick Scott to accept the Treasurer's report, it was seconded by Bruce
- Both motions were voted on and passed unanimously

Election of Officers

Motion by Rick Scott to elect the officers, seconded by Sue. The motion was voted on and passed unanimously.