KIRTLAND COMMUNITY COLLEGE
BOARD OF TRUSTEES RETREAT
HELD AT 5:00 P.M. IN THE KIRTLAND HOUSE
APRIL 26, 2012

Members Present:  David Dougherty, MaryAnn Ferrigan, Jack Kramer, Roy Spangler, Kathryn Wallace
Members Absent:   Patricia Webb, Kristi McGregor
Others Present:   Tom Quinn, Ron Barre, Lisa Kieb, Jason Broge

DISCUSSION ITEMS

Topic 1.0 Strategic marketing and planning

Revenue Projections
Dr. Quinn presented a breakdown of the budget by percentage of revenue. He noted the trends are showing that State aid and property taxes are declining. As these areas of funding decline, Kirtland Community College is becoming more tuition dependent. Discussion ensued regarding increasing tuition revenue through expanding the market territory, increasing online enrollment, stronger marketing of the transfer program, and charging equipment fees for the Sonography program. The board also discussed the benefits of offering more evening classes.

Facilities
Mr. Quinn outlined several conceptual ideas for expanding the market territory. These ideas include, developing more of a presence on the I-75 and M-55 corridors and setting up a campus in the Tawas/Standish area. Utilizing the I-75 and M-55 corridors would increase visibility and accessibility. He shared his idea for an art center that could be placed off of I-75 in the 4 Mile Road area. This would be an Art and Business Center where students could create their art, display it in a gallery and sell their wares to the public. Art is currently the third largest program at Kirtland Community College. He also outlined a master plan for the campus that involves some major renovations to the Student Center. The board discussed expanding the college’s presence along the I-75/M-55 corridors. Ms. Wallace informed that CMU is building a medical college in West Branch. She added that it could be a strategic time for KCC to move their medical support programs there.

The members of the board agreed that moving the whole campus to a more accessible location would not be in the best interest of the community. They discussed alternative options such as designating this campus as the health occupations/art campus.

Ms. Wallace recommended a proposal be put together regarding facilities and the location of programs.

Ms. Ferrigan informed that the Skyline Ski area is has gone back to the county and will be going on sale in August. The State has the first option to buy. She recommends making this a talking point when the Governor visits the campus. She would also like to see conversation started regarding multigenerational housing on campus. Mr. Kramer added that the Country Suites in Houghton Lake have entered into receivership.

Marketing
The board discussed doing more marketing that focuses on students getting their prerequisite classes through Kirtland Community College. Mr. Kramer voiced that he would like to see an 18- month program developed to cater to the population of potential students who find it difficult to complete a two-year degree.
**Housing**
The idea of making the current campus a medical campus and providing housing on campus was discussed. This would relieve students from the high cost of commuting. Included in the discussion were alternative groups who might be able to use campus housing. Mr. Kramer suggested that companies might utilize the housing when they need their employees to attend short-term trainings.

**Otsego County Contract**
The board discussed the possibility of Otsego County not renewing the contract with Kirtland Community College. If they decide to not renew the contract, KCC would have a loss of approximately 2 million dollars. The board feels the argument for KCC’s presence there is strengthened by the fact that the college has good programming and is fairly established in that area. Dr. Quinn suggested that one way to strengthen the argument for a new levy is to offer more programming. If the county does not renew the contract, having other sites along I-75 could serve as an exit strategy.

**Programming**
The board expressed that they would like to not only see new programming being developed, but also that the college be made ready to adapt to programming needs as they arise. They desire the college to be capable of putting a curriculum together quickly if someone comes to them with ideas.

**Topic 2.0 Bargaining unit negotiations**

**Class Size**
Dr. Quinn presented data indicating that KCC has on average four fewer seats available per class than comparable community colleges. This is one area where productivity can be increased. The board agreed that this should be a negotiation point for the faculty.

**Topic 3.0 Working with administration**

**Academic Affairs Committee**
Dr. Quinn inquired if the board would consider an academic affairs committee to look at some of the issues. The board agreed that past committees have worked well in discussing issues, working with the staff and faculty, and keeping the board informed. Dr. Quinn will put a proposal on the agenda for the next board meeting.

**Topic 4.0 Budgeting for 2013-2014**

**Headlee Rollback**
Dr. Quinn stated that the college has made many changes to address the budget issues, including shifting about 35 positions. The college is nearing the point where further cutting cannot be done without limiting the quality of programming offered. Dr. Quinn inquired if the board wishes to pursue passing another Headlee vote to gain back some of the 1.1 million lost in the last defeat of the Headlee Rollback. Ms. Ferrigan suggested consulting Millie Mellgren. Dr. Mellgren did research on the Headlee Rollback in an effort to inform people and gain votes in favor of it. The board agreed that the process of getting another millage passed should be started. They further discussed getting more information to the public about the things Kirtland is doing and to find ways to get senior citizens more connected to KCC as part of the preliminary steps for marketing the millage.
Topic 5.0 Other issues of concern to the board

Ms. Ferrigan expressed her feeling that if the right programming is in place, more income will be generated.

Ms. Wallace feels the college needs to be more aggressive in marketing the new programs.

Mr. Spangler commented on the need to have more vocational programs listed on the website.

Mr. Dougherty left at 6:45 p.m.

With no further business to come before the board, the meeting was declared adjourned by President, MaryAnn Ferrigan at 6:49 p.m.

Minutes submitted by: Lisa A. Kieb, Recording Secretary