Call to Order

The meeting was called to order at 8:35 a.m. by Chair Ferrigan.

Members Present:  Ed Pearen, MaryAnn Ferrigan, Jack Kramer, Kathryn Wallace

Members Absent: Dave Dougherty (arrived at 9:36 a.m.), Roy Spangler, Kristi McGregor

Administrators Present: Tom Quinn, Jason Broge, Tim Scherer, Julie Lavender, Michelle Vyskocil

Welcome and Introduction of Guests:
M. Ferrigan welcomed the Board and administrators present and thanked them for coming.

Introduction of the issue – T. Quinn
T. Quinn stated that the Board is faced with a bold decision that will have a lasting impact on the College. He asked the Board to think about the sustainability of the college and to come up with a plan for the future of the college.

He listed the following factors to consider:

1. Finances
2. Economic Development: The College has a big role to plan in this and it will impact decisions. There is a deficiency in talent in the area. Businesses will not come to the area if there is a lack of talent.
3. University Center Leverage: Developing a university center would not be a large expenditure for the college. If the facilities are properly placed, the college has leverage for more universities to come here.
4. High School Dual Enrollment: The College is currently dealing with around 17 different high schools by providing dual enrollment options to their students. There is some thought that the future direction of local high schools is that there may be less and less students in the upper grades. Those students will be dually enrolled and in more charter schools.
5. Gaylord and West Branch Facilities: Gaylord has better facilities. That is why they have more of the technical programs.
6. Online: More and more students are taking online courses. Because of this increase and because of the cost of gas, there are fewer students on campus and the college has more facilities than are needed. The college also has to expand its market population. There is a balance that needs to be kept. 51% of the students are in technical programs and not all of those can be done online.
7. Instructional models: There is a need to look at faculty and textbooks as facilitating learning. Learning is increasingly taking place outside the classroom and the traditional method of lecture is no longer sufficient.

8. The population base of around 68,000 people in the four surrounding counties will not sustain the college. The college needs to expand its reach. This will happen, in part, by helping to break down long-standing barriers between communities.

9. General Education: A more integrated approach to subject matter needs to be adopted to make learning more meaningful.

Review options – T. Quinn
T. Quinn presented “A New Strategic Design for Kirtland Facilities.” This document outlines three options for the future of Kirtland’s facilities. K. Wallace commented that the college has to look at options that will make it more financially sustainable over the next 25 years. Discussion ensued regarding the practicality of making the Roscommon campus residential. M. Ferrigan stated that if the vision is to take the college to the people and to focus on the online component, it may never be feasible to do housing on the Roscommon Campus unless the college is running at capacity year round.

J. Lavender stated she has been approached by Mercy Hospital in Grayling to do trainings for them. This would provide a revenue stream for the college, but would be difficult to do from the Roscommon campus. J. Kramer suggested looking at putting a health center and art village at Four Mile Road off of I-75, while keeping vocational and technical programs at the Roscommon campus.

T. Quinn presented statements that were made during the focus group discussions he held in the surrounding communities.

Presentation on Survey results – Bernie Porn
T. Quinn introduced Bernie Porn of EPIC-MRA, a survey research group. B. Porn presented the results of the phone survey his group conducted from July 15 through July 18.

The following list is the Major findings from the July 2013 phone survey:

1. 68% of the voters felt the millage proposal was a tax increase.
   - Half of those would have voted yes had they understood it was not an increase.

2. 82% could not name what the proposal was about.
   - People did not understand how the money was going to be used.

3. 59% said they would vote yes in the future for a similar proposal.
   - Hearing the information causes people to move for or against a proposal.
   - People need to be informed before the next proposal

4. The community as a whole is favorable toward Kirtland.

5. 40% did not understand how the college manages finances.

6. 74% positive rating for condition of buildings and facilities.
   - The public needs to be educated on the building deficiencies.

7. 19:1 ratio of people who felt the college was improving or staying the same.
8. Over 30% of the people felt their taxes were too high.
   - This comes down to people understanding the actual numbers.

9. 30% thought tuition was too high.
   - This also ties into the “no” votes and reason they voted no.

10. People generally felt the existing student center should be kept.
    - However, once they learned the positive arguments, they leaned toward a new student center.
    - Important to get the positive information out there before people receive the negative information.

11. There was more support from “yes” voters in terms of motivation to vote (how likely it is that they will vote) after they heard the information than among “no” voters.

12. Cannot just depend on social media to get information out for a millage vote.
    - Among the voters in this area, more people get their info from the newspaper and radio.

13. Over 60% of absentee voters voted “no.”

14. There is a positive correlation between education and income and the votes. The higher the income and education, the more likely they are to vote “yes.” Low income and lower educated voters need more information.

15. Compared to other colleges, Kirtland has a low percentage of people who have a relative who attended the college.

Discussion followed regarding how the survey was conducted. B. Porn stated that 400 people in the Kirtland district were interviewed via phone. The sample represented registered voters from every area of the district who have participated in recent elections.

**Discussion and Selection of Options – T. Quinn**
The board discussed the different options addressing each area of focus: the Student Center, the Health Sciences Center, the Wellness Center, and residential housing. After discussions about each option, the Board agreed to pursue placing a Health Sciences Center off of I-75 at Four Mile Road and to wait to do anything with the current student center. They would like housing and transportation options in the Roscommon to be explored.

T. Quinn stated that he will continue to work with the DNR to acquire land at Four Mile Road. He is currently working on a business plan for that site and will finalize it now that he has a direction from the Board. He noted that the DNR is ready to give the land to Kirtland, but there are a couple things that need to be in place before transferring the land. That includes the business plan. T. Quinn also mentioned that Kirtland may have a donation of about 10 acres across the road from the DNR land. They are just waiting on an appraisal.

Discussion ensued regarding creating a new “front door” of the college. It was suggested the front of the campus be moved to the administrative building.

**Adjournment**
With no further business to discuss, the meeting adjourned at 11:49 a.m.