

**Kirtland Community  
College**  
Board of Trustees  
Regular Meeting Minutes

Date: Thursday, February 20, 2025

Time: 7:00 pm

Location: Kirtland Campus Comm. Room A

Type: Regular Meeting

Notice Provided in Advance: Yes

Quorum: Satisfied (minimum of four required)

**Present:** Jack Kramer, Vice Chair  
Ed Pearen, Secretary  
Tom Ritter, Trustee  
Amy Knepp, Trustee  
Alan Bruder, Trustee

**Kirtland Community College Guest:**  
Gary Roberts – President Michelle Vyskocil  
Matthew Rice Matt Bierman  
Renee Artman Sherri Wallace  
Cesalee Kuffel Gina Moya

**Non-participating Remote members:** Roy Spangler, Trustee, and MaryAnn Ferrigan, Chairperson

**Absent:** Roy Spangler, Trustee and MaryAnn Ferrigan, Chairperson

I. ROUTINE

- Vice Chair, Jack Kramer called the meeting to order at 7:00 p.m. in the Kirtland Campus Community Room A.
- Pledge of Allegiance, led by Jack Kramer
- Vice Chair, Jack Kramer read Kirtland's Mission Statement
- Roll Call – Everyone present: Chairperson MaryAnn Ferrigan Zoom,  
Trustee Roy Spangler Zoom

WELCOME OF GUESTS

Vice Chair Jack Kramer welcomed everyone.

New Employee Introduction:

Matthew Rice introduced Kirtland's newest Employee:

Sparky the Mascot. The former Sparky has retired, and the new mascot is here.

- II. Swearing-In Ceremony for re-elected Board Members, Mr. Jack Kramer, Ms. Amy Knepp and Mr. Alan Bruder was carried out by Sherri Wallace, Executive Assistant.

Election of Officers: (All two-year positions)

Motion by Vice Chair Jack Kramer to nominate MaryAnn Ferrigan to remain in the role as Chair of Kirtland Community College Board of Trustees.

Seconded by Trustee Amy Knepp. Motion carried.

Motion by Trustee Amy Knepp to nominate Jack Kramer to remain in the role as Vice Chair of Kirtland Community College Board of Trustees

Seconded by Trustee Alan Bruder. Motion carried.

Motion by Vice Chair Jack Kramer to nominate Ed Pearen to remain in the role as Secretary-Treasurer of Kirtland Community College Board of Trustees.

Seconded by Trustee Tom Ritter. Motion carried.

III. ADDITION/DELETION TO AGENDA

Vice Chair, Jack Kramer asked to add a change in the date for March and April meetings to New Business.

Approval of Agenda

Motion by Trustee Amy Knepp to approve agenda with addition.

Seconded by Trustee Alan Bruder, motion passed without dissent.

#### IV. CONSENT AGENDA

A. Minutes from December 19, 2024 Regular Board Meeting

Motion by Trustee Ed Pearen to accept Consent Agenda (A)

Seconded by Trustee Alan Bruder, there was no further discussion. Motion passed without dissent.

#### V. OLD BUSINESS

None

#### VI. POSTPONED/TABLED BUSINESS

None

#### VII. NEW BUSINESS

B. POL 5.060 Vacation Leave Revision (second read)

Motion by Trustee Amy Knepp to accept revisions as presented and move POL 5.060 to a second read.

Seconded by Trustee Tom Ritter. No further discussion. Motion carries without dissent.

C. Due to scheduling conflicts, adjust the March and April meeting dates.

Discussion ensued to move the March 20th meeting to March 19th at 6:00 pm with the Finance meeting to start at 5:00 pm., and to move the April 17th meeting to April 16th to start at 5:00 pm at the MTEC center in Gaylord.

#### VIII. PRESIDENT'S REPORT

##### **Cesalee Kuffel, Admissions Coordinator:**

##### **Kickstart:**

Cesalee Kuffel gave an overview of the Kickstart Program. She brought along two students, Dominic Williams and Elizabeth Kent to present their experiences with the Kickstart Program last year.

Dominic Williams stated, "It was exciting, entertaining, fun and educational. They were given Canvas training and ways to prep for college. It was also a good way to meet other students."

Elizabeth Kent stated, "It was a good experience and a great way to get used to the college setting. I was given a calculator and computer that were very useful and saved me money. I feel that it was a good benefit."

##### **Michelle Vyskocil, VP Student Services:**

##### **Enrollment update**

Enrollment is up from W24 to W25 by 2.4%. Tuition hours by 3.1%. Student ages 24 and under is higher than other age ranges. The MI Guarantee probably has something to do with this. Genders seem to be evening out with males at 40.58% and females at 59.42%. Head Count in MA, AUTO, SON, SUR. and transfers are up. Returning students have also increased this semester.

##### **Students in Housing update:**

We have 29 students in housing this semester. Twenty of those are athletes. The average age is 20 years

old, and the average GPA is 3.06. There are 14 women and 15 men. We have 7 out of state students living on campus. Four are from Florida, two are from Indiana, and one is from Georgia. The remaining students are from Boyne City, Canton, Charlevoix, Custer, Detroit, Gaylord, Gladwin, Grass Lake, Grayling, Houghton Lake, Lachine, Mesick, Millington, Owendale, Rose City, Saginaw, South Boardman, Wellson, and West Branch.

**Matt Rice, Director of Communication and Marketing:**

**Marketing update**

**Campus 360 Tour:**

The Gaylord campus 360 Tour is scheduled for March.

**Billboard Campaigns**

We currently have two running. One in Grayling and one in the Rose City/Mio area. The Gaylord billboard will be set up the week of March 3rd. All are slated to run until the end of the fiscal year.

**CTV/Streaming Commercial Production**

This first spot will showcase a student's daily journey here at Kirtland and highlight their pride of being a Kirtland student.

**Sinclair Marketing Onboarding.**

Initial meetings with our new marketing consultant, Sinclair, in early February. As of the week of February 10th, all marketing creation, and materials we have used for the past eight years were turned over to their creative team to review. Next steps: Sinclair will be visiting Kirtland in early March to begin creating our annual calendar and creative ideas for FY25.

**Dr. Gary Roberts, President:**

**Strategic Planning**

Dr. Roberts reviewed where strategic planning is at. Snow days had put the planning behind schedule. Next Wednesday is the last committee meeting, and the draft should be completed by then. Matt Rice has created a template, a theme needs to be agreed on, and he hopes to bring it to the Board for their approval in April or May for a July 1st implementation.

The Deans and I have been meeting with Shawn Petri, his principal staff, and the Superintendents that makeup C.O.O.R... We are working on redeveloping our relationships. John, Barb and Amy have been doing a phenomenal job. Our administration and Board of Trustees have been invited to a Joint Board Dinner on April 3.

**IX. BOARD MEMBER REPORTS/OPEN DISCUSSION**

Vice Chair Jack Kramer attended the Houghton Lake School Board meeting last week, where concerns about federal funding were also discussed.

Vice Chair Jack Kramer also shared that the Principal of the Alternative Ed School brought several students to Kirtland for a college day tour. She had nothing but great things to say about the experience. Some students have said they now have a goal, knowing they can attend Kirtland. Vice Chair Jack Kramer wanted to let the President and staff know what a great job they did with those kids.

**X. ADJOURNMENT**

Vice Chair Jack Kramer adjourned the meeting with no further business to discuss.  
at 7:56 p.m.

Minutes submitted by:

Sherri Wallace  
Secretary to the Board  
Kirtland Community College  
Grayling, MI  
**Approved by the Board on: 3/19/2025**