

MINUTES OF THE BOARD OF TRUSTEES
INDIAN HILLS COMMUNITY COLLEGE

November 9, 2015

The regular Board of Trustees meeting for Indian Hills Community College was held on November 9, 2015, in the Board Room on the Main Campus, Indian Hills Community College, Ottumwa, Iowa. Board Vice President Tom Keck called the meeting to order at 4:00 p.m.

Roll Call

Members present: Nellie Coltrain, Judith A. Cox, Richard J. Gaumer, Tom Keck, Jerry L. Kirkpatrick, George E. Manning, John Pothoven and Alan M. Wilson.

Members absent: Beth Danowsky.

Oath

Board Secretary Shelle Harvey administered the oath of office to re-elected board member, District #2, John Pothoven.

Oath

Board Secretary Shelle Harvey administered the oath of office to appointed Board President, John Pothoven.

Minutes

The minutes of the October 12, 2015, regular board meeting were reviewed.

Motion

It was moved by Tom Keck and seconded by Nellie Coltrain to approve minutes of the October 12, 2015 regular board meeting. The motion carried.

Old Business

None.

Written Communications

None.

Approval of Monthly Claims

Board member George E. Manning reviewed the list of bills on behalf of the board and reported that all questions were answered by appropriate staff members.



Motion

It was moved by George E. Manning and seconded by Jerry Kirkpatrick to approve the bills list for the month of October, 2015. The motion carried.

Financial Report

Bill Meck, Treasurer/CFO, informed the board that he and Alan Wilson met the day after the October meeting regarding a couple of invoices. Those two items were resolved.

Bill stated that IHCC is in a similar financial position to where we were a year ago. Our Revenues are up in the areas of Tuition and Fees and Other Income and our expenditures are up in the areas of Salary and Fringe and Materials and Supplies. We now have Coast Flight effective on both sides with over a million dollars of expenditures and a million dollars in revenue. Expenditures in Fund 2 are trending a little ahead but this is normal.

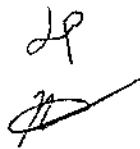
Richard J. Gaumer asked about winter enrollment. Chris Bowser stated we are down 10% in head count and credit hours from a year ago, but registration is still open. We have more than a handful of students who have not paid their bill, so they cannot register yet. But, historically, a portion of those students do pay at the eleventh hour and then register for the next term.

Motion

It was moved by Richard J. Gaumer and seconded by Jerry Kirkpatrick to approve the Financial Report. The motion carried.

IACCT Report

Richard J. Gaumer reported that the ACCT Congress, in San Diego, was very good. There were many good presentations with a strong emphasis on completion and Financial Literacy. Iowa and the ACCT went through a very extensive study. Essentially, this was a survey of Iowa loan and payment patterns. The most notable was students who borrow the least, do not repay their loans. The study also found that the more orientations, financial literacy courses and information that students are given about their financial responsibility shows we have a better chance of retaining them. Rich participated in the IACCT President and Vice President's meeting on the 30th of October. Some talk was that it gets a little lonely when you are promoted within because the person cannot be quite as sociable with people. Rich's observation was the board should be mindful and supportive of their president because they are the face of the institution. Information from the marketing department is important to get our story out to people, not only in the district, but beyond our borders.



Personnel Report

Ms. Bonnie Campbell, Human Resources Director, presented the Personnel Report.

Motion

It was moved by Judith A. Cox and seconded by Nellie M. Coltrain to approve the Personnel Report. The motion carried. The Personnel Report is made a part of these minutes.

New Business

None.

President of the College

A. Facilities Report

Rick Fosdyck reported that the three tiered classrooms in the Advanced Technology Center have been completed and look very nice. Work has started on the four bathrooms that need remodeled, also in the ATC. At the Bennett Building work has started on three offices and they should be completed by the end of next week and storefronts put on the doors. The Arts and Sciences parking lot and the loading dock have been repaved and other parking lots have been completed. There are two more entryways that will be started next week, tearing out some concrete and putting in new concrete. One of them is going in front of the Arts and Sciences building, the other in front of the Rural Health Building. The North Campus roadway is complete and it turned out awesome.

B. Legislative Update

Dr. Sprouse reported that she and Martha Wick went to Washington D.C. and visited with three of our legislators at the federal level. They saw Senator Grassley, Senator Ernst and Congressman Loeb sack. Martha handed out a sheet showing times and places where she and Marlene will meet with legislators in the near future. Martha invited board members to attend if they are available. Martha commented that she feels like legislators truly do view us as friends and resources, and they are willing to ask us questions. That's good.

B. Special Report: Enrollment Activities and Planning

Chris Bowser stated that Eric Merten, Director of Admissions, will be talking about some of the recruiting and enrollment initiatives that have been developed since Eric came on board. (Attachment)

C. Retreat Information

Dr. Sprouse reminded board members that the Board Retreat begins Sunday afternoon at 2:00 p.m. at Honey Creek Resort. She will finish

her agenda and will be meeting with Chris, Matt and Bill to finalize that agenda. As soon as the agenda is ready we will send it out.

Also, a reminder that we have a joint meeting with the AEA following our regular board meeting.

Foundation Board Member Awards

Dr. Sprouse stated "I have the honor tonight of presenting two of our board members with foundation service awards because they have been on the Foundation Board for nine years. Alan Wilson and Jerry Kirkpatrick, we would like to thank you for the hard work and time given to the foundation. Thank you so much!


Marlene also reminded board members to check dates for the Trustees Conference in February and let Shelle know if you are planning to attend.

Adjournment

Board member Nellie M. Coltrain moved that the meeting be adjourned. Hearing no objections, Board President John Pothoven adjourned the meeting at 5:11 p.m.


BOARD PRESIDENT


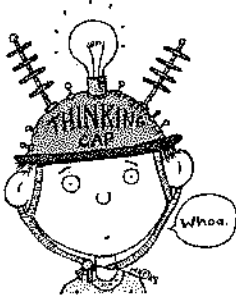

BOARD SECRETARY



INDIAN HILLS
COMMUNITY COLLEGE
Life. Changing. Initiatives.


Life. Changing. Initiatives.
October 9, 2015

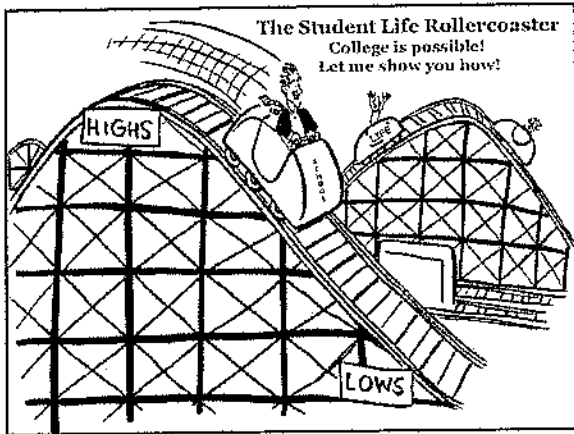
Eric Merten – Who?

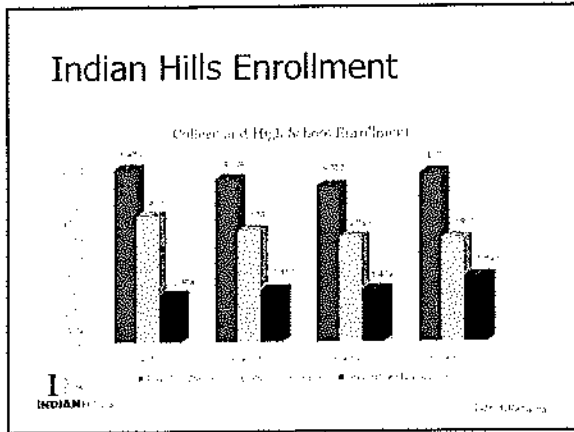


Eric Merten – Who?

- Farm Kid
- Grew Up in Sully, IA
- Worked as Auto Mechanic After High School
- First-Generation
- Community College Attendee
- Grand View University
- Iowa State University – Transfer Admissions
- Father of Four (Fur Babies)!
- Indian Hills Family!







- ### Indian Hills Enrollment
- 169 International Students
 - 51 soccer (27 men, 24 women)
 - 47 Cross Country/Track & Field (29 men, 18 women)
 - 23 Competitive Cheer (18 women, 5 men)
 - 51 Job Corps

Recruitment Goals

- Produce a college-wide recruitment and enrollment management plan that maximizes our resources and increases our enrollment in targeted counties within Iowa and contiguous states.
- Develop territorial recruitment strategies and goals that are data-driven.
- Engage admissions team and departments in training sessions that are designed to discuss and update important departmental information.
- Develop a cohesive daily campus visit program. This will include a specific tour script and departmental support to enhance the experience.
- Strategically recruit students outside of Indian Hills' 10 county area.



12/9/2015

First Contact: Growing the Prospect List

- Relationship Building
- Customer Service
- Student Experience
- Open Recruitment Markets?
- Purchase Names
- High School Fairs
- Campus Visits
- Job Fairs



12/9/2015

Throughout the Journey!

Every Stage of the Student Cycle:

- Suspects, Prospects, Applicants, and Enrolled

Other Areas:

- Campus Visitors
- Parents
- IHCC Programs
- High School Counselors
 - High School Counselor Newsletter
 - High School Counselor Appreciation Box
- Orientation



12/9/2015

Recruitment Initiatives

- Ottumwa High School Application Days
Over 50 students
- Ag Day, Centerville Campus
About 100 students
- SE Iowa Choir Festival
Over 500 students
- ICAN Financial Aid Nights
- Orientation and Job Corps
- Sponsor: ISCA Conference
Over 600 high school counselors
- Rowe-Clark and David Spear Academies
Chicago - NSF Grant



© 2015 Iowa State University

Iowa State Fair



© 2015 Iowa State University

Iowa State Fair



© 2015 Iowa State University

Iowa State Fair



12/9/2015

Targeted Communication

- Customer Relationship Management (CRM)
Campaigns, Communication Plans
Targets, Emails, Phone Calls and Postcards
- TextAim
"It's not too late to apply"
"Register for orientation"
"Registration is now open"
"Your bill is now due"
- National Student Clearinghouse
4,923 applications as of September 1, 2015
2,623 students enrolled
Where are the 1,000 students?



12/9/2015

Strong Relationships

- Marketing Department
- High School Programs
- Athletics
- IHCC Departments
- High Schools
- Businesses
- Job Corps



12/9/2015

Retention Goals

- Promote and encourage current students to register early.
- Benefits of completing the Associates Degree before transferring.
- Improve degree completion awareness to high school students in concurrent enrolled programs.
- Promote financial awareness



12/9/2015

Retention Initiatives

- Staff Workshop Day
Friday, October 23
- Calling Campaigns
- TextAim Campaigns
- On-Campus Advising Times
- Signage in Designated Areas
"Registration is now open"
- Specific Advising Times in Different Buildings



12/9/2015

Retention Initiatives

Mandatory Orientation

- **Committed** to sharing information about how to be a successful student at Indian Hills.
- **Committed** to teaching students how to navigate the daily processes necessary to be a successful student.
- **Committed** to teaching students financial responsibility.



12/9/2015

Thank You!

Chris Bowser
Executive Dean, Student Services

Eric Merten
Director, Admissions and Orientations



12/9/2015
