



Southwestern Michigan College Board of Trustees Meeting Minutes

Wednesday, February 10, 2021

Virtual Zoom Meeting

General Business

Members of the Southwestern Michigan College Board of Trustees met on February 10, 2021 for a regularly scheduled meeting.

The meeting was convened at 8:03 a.m. by Board Chairman Tom Jerdon.

Members Present: Tom Jerdon, Bill White, Becky Moore, Beth Cripe, Dr. Elaine Foster, Tracy Hertsel

Members Absent: Keith McKenzie

The Pledge of Allegiance was recited.

Minutes of the January 13, 2021 regular convened meeting required no changes and were placed on file.

Bill White moved, seconded by Dr. Elaine Foster, to approve the agenda. Motion passed unanimously by individual roll call vote.

Public Input

No individual requested to speak.

Other

The Treasurer's Report for the month ending January 31, 2021 was received and placed on file.

Vice President Susan Coulston presented the Quarterly Financial Report for the quarter ending December 31, 2020.

Dr. Odenwald gave his President's Report:

1. Final spring enrollment was 1660, 110 over the 1550 goal. Of the 1660 students, 180 were new student registrations of which the Future for Front Liners applications were a large percentage.
2. 230 COVID test on residential hall students and resulted in no positive outcomes. The combination of traditional, hybrid and on-line classes has assisted with the decrease in positive COVID cases. Van Buren/Cass County Health Department has conducted vaccine clinics at SMC for the last four weeks, and will continue as needed.
3. A higher education firm provided virtual consulting to SMC in February to review marketing, recruiting and financial aid matters. Their team met with individual groups and provided 14 recommendations and 6 immediate steps. SMC will likely sign a contract with them this spring. The firm takes a scientific approach to recruiting and has proposed targeting 75,000 high school seniors in the month of April in comparison to the 25,000 SMC has targeted in the past. They would like to increase the application number from 2,500 to 4,200 applications in the fall. The firm will manage this process, working with staff to move students through a Customer Relationship Management system which will be launched in March. The firm's focus is metric-based marketing with less

expense on TV, radio and outdoor advertising and an increase on direct appeals, using personalized URLs, drip campaigns, and applications. Existing budget dollars will be redirected to support these areas along with steps to increase in district recruiting. The firm recommends a "net revenue model" for financial aid and to partially simulate in Fall 2021. The process involves budgeting scholarships and incentivizing students to consider SMC.

Discussion Items

Dr. Dave Fleming presented the Institutional Learning Competencies. The plan serves as a measurement for student achievement in Global Awareness and Appreciation, Ethical Responsibility, Critical Thinking, Communication and Engagement.

Trustees reviewed the list of gifts given to the Foundation, with 24 individual donations for a grand total in the amount of \$10,055.

Dr. Odenwald announced that the Higher Learning Commission (HLC) will be meeting virtually with SMC on Monday, April 19, 2021.

Dr. Odenwald stated that an outdoor graduation is being considered for Friday, May 14 and Saturday, May 15, 2021. Graduation would take place on the plaza and would consist of 3 ceremonies based on school. Seating would be distanced and masking would be required for the event.

Action Items

Tom Jerdon moved, seconded by Dr. Elaine Foster, to approve the Tuition and Fees for Fall 2021 as follows after the administration's presentation of tuition/fee proposals: Dual Enrollment at \$175.25 (total of tuition/fees per contact hour), In-District to \$181.00 (total of tuition/fees per contact hour), In-State to \$220.75 (total of tuition/fees per contact hour), Out of State to \$235.50 (total of tuition/fees per contact hour), and International to \$264.25 (total of tuition/fees per contact hour).

Motion passed unanimously by individual roll call vote.

Becky Moore moved, seconded by Dr. Elaine Foster, to accept with gratitude the gifts shown in attachment 5B, with three individual donations for a grand total in the amount of \$25,100. Motion passed unanimously by individual roll call vote.

Review of Follow-up Requests

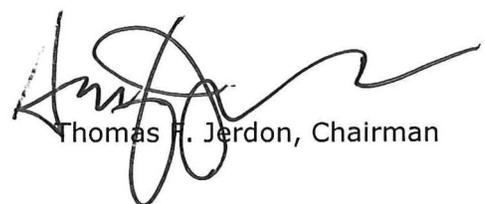
No follow-up requests were made of the administration.

Adjournment

Beth Cripe moved to adjourn at 9:20 a.m. Tracy Hertsel seconded. Passed unanimously by individual roll call vote.



Beth Cripe, Secretary



Thomas F. Jerdon, Chairman