March Best Bee Team Award!

Congratulations to the Student Success Committee for being named Best Bee Team for March 2007!!! Here is what their nominator had to say: Student Success Days are a HUGE amount of work. I think the group did an excellent job of streamlining the day. Student Success Days provide students with the background they need to succeed in college; by making them aware of the several services offered by the college and Student Support Services. The Student Success Committee works so hard to make these days great for everyone!! Thanks, Student Success Committee, for making RCTC GREAT! They will be treated with a pizza party for their recognition!

The 2006-07 Student Success Committee members include: Mike Bequette, Jennifer Bankers-Fulbright, Stan Cram, Deb Ellsworth, Janell Holter, Carol Nurmi, Kendal Rasnake, Heather Sklenicka, Sue Sundlee, and Taresa Tweeten.

Innovator of the Month

Congratulations to Heather Sklenicka for being named this month's Innovator of the Month! Last year, Heather began incorporating the use of a writing tablet and a computer to present chemistry lectures vs. using the blackboard. She found it to be an affordable alternative to a tablet pc - allowing her to produce digital images of her lectures which she then uploads to D2L as a resource for her students. She wins the award this month for demonstrating its use to faculty. We had a full house with standing room only! 3 lucky faculty walked away with a tablet of their own to try in their classrooms! (Sharon Nichols, Kendal Rasnake, and Barb Beck). Thanks too, to our new faculty technology liaison, Kevin Dobbe - and Bonnie Robinson (CTL) for helping to sponsor this inservice. Please visit our resource room to see a picture of Heather in action - and to view several new articles and links posted by Kevin for some beneficial reading.

Academic Accolades

Congratulations to Dr. Hildy Neel, English, who has recently published Great Stories of World War II: An Annotated Bibliography of Eyewitness War-Related Books Written and Published Between 1940 and 1946. This book was co-authored with Dr. Arthur Coleman and is being published by Scarecrow Press. The end of the book has a nice biography of Dr. Neel, including the fact that she teaches here at RCTC. Dr. Coleman teaches at Long Island University and has been a college professor for nearly 50 years.
Marketing Corner
Anna Pingree will be busy again visiting the following high schools: Winona, Winona Cotter, St. Charles, Dover-Eyota, Albert Lea, Austin, Austin Pacelli and Lyle. In addition, she will be giving a presentation at Lewiston high school.

Marketing Fact
Two-for-one special!: According to the American Association of Community Colleges, 46% of community college students are at least 25 years old [National Profile of Community Colleges: Trends & Statistics, 3rd Edition]. Also, the average age of the American community college student is 29 [Fact Sheet, 2004].

Crossings Classifieds
FOR SALE: White floor-length bridal-flower girls dresses, never worn, size 4 - $40.00; size 12 - $60.00. Used Kenmore sewing machine (re-conditioned by Quality Sewing) with case-$90.00. Call Rose Conway at 289-5464.

FOR RENT: 2 bdrm. 2 bath 2-level townhome SW (by Apache Mall) gas fireplace, one car garage. Immediate possession- $850.00 Call Ed (Rose Conway) 289-5464 after 5:00pm

Artist Slide/Lecture Presentation
The RCTC Art Club is sponsoring an artist slide lecture on Monday. Todd Deutsch will be showing and talking about his photographs at 12 pm, March 19 in CF 206-208. Todd is a photographer whose themes and subjects reflect familiar realities and spaces as shown in his photographs depicting life living with three small boys. His series "Gamers" brings us into the unfamiliar and interesting lives of young men participating in a gaming event, Todd Deutsch is a 2006 McKnight Photography Fellowship recipient, living in Minneapolis and teaching at The College of St. Catherine. Everyone is invited to attend this event.

Thank You
Thank you for the cards, flowers, thoughts and prayers. All the support from the R.C.T.C. family truly helped us during this difficult time.

~ Sincerely, Vern & Carol Bell

Poetry and Memoir to celebrate Women’s History Month
On Monday, March 19 at 10:00 a.m. in room CF 202, RCTC instructor Kim Zabel will read from a collection of poetry that honors women friends, colleagues and kindred sister spirits. Through poetry, you can meet this congregation of women and find out how their simple everyday motions have left a mark on the world. Join us for this celebration. RCTC instructor Virginia Wright-Peterson (Ginny) will read from her sometimes somber, sometimes humorous collection of essays, Finding Ourselves in Empty Places. Twelve years ago Ginny, her then eight year-old daughter, and their basset hound, Mona Lisa, found themselves on a journey to heal after her husband’s terminal diagnosis and death. Travel along to experience infinite prairies, the source of the Mississippi River, thousands of Sandhill Cranes in the middle of Nebraska, and the largest sand dune in the Western hemisphere. A flyer with more information is attached to this week’s Crossings. This event is free to the public. Refreshments will be served.

~ Jodeen Wink

Club Meetings
Martial Arts Club meets 3/19 and 3/21 from 8-10pm in SC108.
Philosophy Club meets 3/19 from 6:30-7:30pm in the Presidents Room (CC408).
Supalla Scribblings

The next few weeks are a critical time at the Legislature. Both the House and Senate Higher Education Committees are working on their versions of the omnibus (funding) bill. MnSCU has a Friends Action Network (FAN), where you can encourage lawmakers to support full funding of the biennial budget and capital bonding requests. If you’re not already a member, please join at http://www.fan.mnscu.edu. The Senate Higher Education Committee was the first to debate the appropriations bill and has already amended its first version. Expect many more amendments in both the Senate and House between now and passage of the final bill. Senator Pappas, chair of the committee, termed the targets given higher education as “totally inadequate.” The current language appropriation to MnSCU now totals $136 million of continuing funding…$13 million higher than the Governor’s recommendation. The Senate bill includes $104 million for inflation, $10 million for technology infrastructure, $14.05 million to recruit and retain underrepresented students, and just over $8 million to eliminate non-resident tuition at two-year colleges. Now is the time to contact your House and Senate legislators and tell them to invest in Minnesota by supporting the full funding of MnSCU’s $177 million request.

State and local appropriations to public colleges rose faster than enrollment in the 2005-06 fiscal and academic years, triggering the first real increase in such spending per student in half a decade, according to a report just released by the State Higher Education Executive Officers. Paul Lingenfelter, president of the state-officers group, said the report’s overall findings were in keeping with the cyclical pattern in higher education observed over at least the last three decades: When the economy sours, more people tend to head off to college, causing enrollments to rise just as state budgets for higher education are being stretched thin. Conversely, he said, “when recessions are over, job opportunities improve,” and “the opportunity cost of leaving the labor market and going back to school is higher because you can get a good job, and enrollments tend to level off.”

How should colleges prepare students to succeed in today’s global economy? That’s the question that the Association of American colleges and Universities asked 305 employers and 510 recent college graduates. Here’s what they said…and the two groups seemed to mostly agree.

<table>
<thead>
<tr>
<th>Graduates</th>
<th>Employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colleges should focus on providing skills and knowledge in a specific field.</td>
<td>22%</td>
</tr>
<tr>
<td>Colleges should focus primarily on providing a well-rounded education.</td>
<td>11%</td>
</tr>
<tr>
<td>Colleges should focus on providing all students a balance of well-rounded education with broad knowledge and skills for a variety of fields.</td>
<td>56%</td>
</tr>
</tbody>
</table>

Most important skills for new hires:

- Teamwork: 44% (Employers: 38%)
- Critical thinking/reasoning: 33% (Employers: 37%)
- Oral/written communication: 30% (Employers: 37%)
- Ability to assemble/organize information: 21% (Employers: 10%)
- Innovative/thinking creatively: 20% (Employers: 21%)
- Able to work with numbers/statistics: 9% (Employers: 4%)
- Foreign language proficiency: 3% (Employers: 6%)

The word “ethics” is defined as “the body of moral principles or values governing or distinctive of a particular culture or group,” or, “a complex set of moral precepts held or rules of conduct followed by an individual.” Ethics is often described as doing the right thing when no one is looking. Therefore, ethics is more of a personal choice governed by your “moral compass.” Gallop Poll, USA Today, December 12, 2006 combined percentage of Americans describing ethics as “very high” or “high” rated these the most ethical occupations:

- Nurses: 84% (Veterinarians: 71%)
- Doctors: 69% (Clergy: 58%)
- Professors: 58% (Psychiatrists: 38%)
- Bankers: 37% (Journalists: 26%)
- Governors: 22% (Lawyers: 18%)
- Stockbrokers: 17% (Members of Congress: 14%)
- Insurance: 13% (Car Salespersons: 7%)

Quote of the Week…It’s hard to believe that the simple task of transferring an English course from one college to another has been a college student’s most difficult assignment. ~ James Rhoades, Pennsylvania State Senator, at a legislative hearing on articulation.

Stephanie and I will be spending the next week with her recently retired brother and sister-in-law in West Palm Beach. We are looking forward to sunny days, warm nights, sandy beaches, antiquing, pleasure reading and dining out. Mike Bequette will be in charge to deal with any emergencies, Cabinet members can assist you with unanswered questions and Judy Kingsbury can point you to the right contact person. Enjoy a week’s reprieve from Scribblings and I’ll see you on March 26.

Don
Rochester Community and Technical College
AFSCME Labor/Management
Minutes for Monday, February 5, 2007 - 10:00 a.m. – AT109

Present:  Administration:  Arntson, Gilsrud, Hansmann, Supalla, Weber
AFSCME:  Clark, Edwardy, Lunning, Martin (Business Agent), Tucker
Guest:  Monson
Recorder:  Kingsbury

ITEM 1 (Admin) UCR Winter Break Closing 2007-08 – Supalla announced “The Clash” has indicated an interest in moving the wrestling tournament a week later; hence reducing the amount of available work for employees wishing to work during the Campus closing. In addition, concerns have been expressed about the amount of work that backs up during the closing. Considering these issues, Supalla announced Administration is discontinuing the UCR winter break campus closing. However, this does not preclude employees from taking leave as long as offices have adequate coverage. Action: Information Only.

ITEM 2 (Admin) Search Update – Arntson distributed search committee updates. Tucker questioned if current employees have preferences for openings. Arntson responded AFSCME employees may have preference for AFSCME positions, however individuals must meet minimum qualifications and skills for positions under Unit 6. ACTION: Information Only

ITEM 3 (Admin) February Staff Development Day – Arntson announced the upcoming Staff Development Day will focus on “showcasing talents and programs.” A question was raised regarding holidays on scheduled days off. Arntson reported when a holiday falls on an employee’s regularly scheduled day off, the employee may choose to receive the holiday as vacation or compensatory time. Action: Monson will forward Holiday language to Clark.

ITEM 4 (Admin) Name Change Recommendation – Weber announced the task force reviewed several areas, including stakeholder feedback, and forwarded a recommendation to retain the current name of Rochester Community and Technical College. Supalla confirmed he has accepted the task force recommendation. ACTION: Information Only

ITEM 5 (Admin) IPP Process – Weber announced the IPP Process aligns strategies with budgeting. Weber also announced all requests and approvals are accessible via the web, hence available for viewing by everyone. Martin questioned if this process conflicts with the requirement to discuss issues at Labor/Management. Weber confirmed this process does not intend to bypass any contractual language or process. Supalla agreed any requests that pertain to contract language would still go through the proper meet and confers. ACTION: IPP requests that affect contract language will be discussed at the next meeting.

ITEM 6 (Admin) Construction Update – Hansmann shared an update on all construction projects and announced additional staff will be hired for the Health Science facility and UCR Regional Stadium/Bubble. Martin questioned if notification of the asbestos abatement was in place. ACTION: Hansmann will confirm OSHA Requirements with Knight. The previous practice of determining workload and areas will be implemented for the new positions in the Health Science and Stadium facilities.

ITEM 7 (Admin) Grievance Procedure for Students with a Disability – Arntson announced edits are required in the policy to align with the MnSCU policy. Martin questioned why the term “grievance” was used in the policy, noting a possible confusion with contract language. ACTION: Arntson will update the draft policy to change the term grievance to complaint or appeal.

ITEM 8 (Admin) Telecommuting Policy – Arntson announced the policy continues to be edited because the faculty have requested a separate section in the policy that addresses the unique situation for faculty that teach online courses. Action: Arntson will forward the revised policy to AFSCME for review.

ITEM 1 (AFSCME) Contract Used with Bidding Process for GMW Position – Clark shared a concern that the position description document was considered a contract for the day shift position. Hansmann and Monson confirmed the document was not intended to be a contract, but rather a clarification of the expectations of the position since the duties are different from the 2nd and 3rd shift GMWs. Action: Monson will develop an official position description for the day shift GMW position.

ITEM 2 (AFSCME) Day on the Hill – A concern was raised on the denial of an AFSCME employee to take vacation to attend Day on the Hill. Monson responded he did not intentionally deny vacation for an employee to attend Day on the Hill, but rather was taking into consideration the need for employees to be available the first week in March to accommodate the need to move departments/offices for the asbestos abatement project. Monson added he did not anticipate any problems with requests for Day on the Hill. Supalla confirmed Administration has always been supportive of constituency groups participating in organized legislative lobbying efforts. Action: Information Only.

Adjourned at 11:19 a.m.

NEXT MEETING: April 20, 2007 – 10:00 a.m. – CF206
Rochester Community and Technical College
MAPE Meet and Confer
Minutes for Tuesday, February 27, 2007 - 10:00 a.m. – AT102

Present: Administration: Arntson, Bequette, Cram, Gilsrud, Hansmann, Supalla, Weber
MAPE: Albers, Brown, da Silva, T. Kromminga, Krusmark, Pokorny (Business Agent), Rogne, Sime
Recorder: Kingsbury

ITEM 1 (MAPE) Budget/Legislative Update – Supalla shared his belief that the Governor’s recommendation was positive, although it does not include inflation. Currently the MnSCU Board of Trustees are supportive of a 4% tuition cap across the system, adding RCTC is considering a 3-4% tuition increase. Supalla also shared information on the Emergency Bonding request, which includes $4.5 million for UCR projects. Action: Information Only.

ITEM 2 (Admin) Tuition Increase/Parking Increase – Hansmann distributed scenarios for appropriations, tuition increases, and parking/security increases. Supalla added the UMR move will minimally affect the parking situation. Pokorny questioned if the funds have already been collected for the West Parking Lot expansion. Hansmann confirmed some funds have been accumulated, but not enough to cover the entire project. ACTION: Information Only

ITEM 2 (MAPE) Pandemic Flu Planning Update – Hansmann announced memorandum of understandings have been completed with Olmsted County Public Health and Red Cross for the use of the UCR facilities during a pandemic. A discussion was held regarding the role of the state employees during a pandemic. Hansmann announced RCTC employees may be reassigned (up to 35 miles) if needed. Hansmann encouraged employees to visit two websites for more information: http://www.icefishx.org/ and http://www.state.mn.us/portal/mn/jsp/home.do?agency=PanFlu. Action: Information Only.

ITEM 3 (MAPE) RCTC Workforce Growth vs. Attrition Rate – Krusmark questioned what plans are in place for the anticipated increased retirement growth in the workplace. Supalla responded one of the strategic priorities for AQIP is the developing of a Human Resources Plan, which will address those concerns. ACTION: Information Only.

ITEM 4 (MAPE) UMR Relocation Update, Service Contracts vs Employee Positions – With the anticipated departure of UMR, Krusmark questioned how it will affect the contracted services and shared positions. Supalla announced the move will be a transition over a period of time, but anticipates some areas will always remain at the UCR Campus (i.e. UofM Extension and programs such as Bachelor of Fine Arts). Supalla stated discussions have not yet been held regarding the shared positions (Receptionist and Scheduler) or contract services. Hansmann added UMR does not currently have a long term contract for services, but UMR will continue to pay debt service through 2012. Action: Information Only.

ITEM 5 (MAPE) Construction Growth vs Staffing Growth – Krusmark questioned how the support issues (staffing) will be addressed for the new Health Science facility. Supalla responded he anticipates additional staffing requests (including academic and facility needs) would be submitted through the FY08 IPP process. Action: Information Only.

ITEM 4 (Admin) IPP Process – Weber announced the IPP Process requests must be submitted by March 16, with tentative approvals (contingent to legislative funding) will be made by May 4. Weber also announced all requests and approvals are accessible via the web. ACTION: IPP requests that affects MAPE will be discussed at the next meeting.

ITEM 6 (MAPE) Campus Closing at Winter Break AND ITEM 3(Admin) UCR Closing – Supalla announced, considering “The Clash” has indicated it is moving the wrestling tournament a week later, and increased needs for support areas to complete tasks prior to the start of Spring Semester, Administration is discontinuing the UCR winter break campus closing. However, employees may request leave as long as offices have adequate coverage. Action: Information Only.

ITEM 1 (Admin) Equipment Use Policy – Supalla requested input on the draft policy. ACTION: Information Only.

ITEM 5 (Admin) Search Committee Update – Arntson distributed search committee updates. ACTION: Information Only

ITEM 6 (Admin) Security Awareness Training – Arntson announced there is a series of three mandatory training sessions in March for all state employees. Brown responded an Information Technology sub-committee is also developing examples of what information is public and private. Action: Information Only.

ITEM 7 (Admin) Complaint Procedure for Students with a Disability – Arntson announced edits are required in the policy to align with the MnSCU policy. da Silva suggested a grammar change to the draft. ACTION: Arntson will make the appropriate change to the draft policy.

Adjourned at 11:08 a.m.

NEXT MEETING: June 7, 2007 – 2:00 p.m. – AT109
ITEM 1 (F) Concurrent Enrollment – Hansmann distributed a draft MnSCU proposal for Concurrent Enrollment. Wright responded AASC already has a policy/procedure in place and RCTC should continue to utilize the current practice. In addition, Wright requested data that supports concurrent enrolled high school students continue at RCTC for their post secondary education, and data that supports the high school students wouldn’t attend RCTC even if they were not concurrent enrolled students. Bequette responded AASC and Administration do not have a formal position on the issue until the information can be further reviewed. Wright also shared his hesitation in following the proposal without knowing if the high school teachers meet College requirements or qualifications. Hansmann stated her sharing the proposal does not mandate that RCTC conduct concurrent enrollment, but rather opens up the discussion for review of the three options. **ACTION:** Concurrent enrollment will be studied by both faculty and Administration before being brought back for further discussions.

ITEM 1 (A) Security Awareness Training – Arntson announced there will be a series of three mandatory training sessions (approximately 30 minutes each) available in March for all state employees, adding the training can be done from a desktop computer during a convenient time for the employee. Arntson added the training technique will be a model for future training (i.e. sexual harassment training.) Wright suggested the training be conducted during a staff development day. Arntson responded the goal is to complete the training during the spring and the April Staff Development Day schedule has already been finalized with other agenda items. **Action: Information Only.**

ITEM 3 (A) Search Committee Update – Arntson distributed search committee updates. Supalla announced Gilsrud’s upcoming retirement, and although an official date for resignation has not been established, plans are to post the position immediately. In addition, Supalla also announced the resignation of the Foundation Director; hence the postponement of the support staff search in the Foundation to provide an opportunity for the new Director to participate in the support staff search. **ACTION: Information Only**

ITEM 4 (A) Tuition Increase/Parking Increase – Hansmann distributed scenarios for appropriations, tuition increases, and parking/security increases. Marconett questioned if the parking lot near the Sports Center would be paved. Supalla and Hansmann responded the temporary lot continues to be temporary; hence will not be paved. The expansion of the West Lot has been part of the Master Site Plan since 1998. Wright questioned if consideration has been made to work with the City of Rochester to obtain funding for alternative transportation projects (bike paths, walking paths, express bus service.) Supalla responded the expansion of bike and walking paths are included in the Master Site Plan, but was not aware of available funding for alternative transportation. **ACTION:** Wright will share with Supalla details for alternative transportation and Supalla will discuss with appropriate City representatives.

ITEM 2 (A) Policy: Complaint Procedures for Students With a Disability (First Reading) – Arntson announced edits are needed in the policy to align with the MnSCU policy. **ACTION: Policy will be brought back for second reading.**

ITEM 5 (A) Student Success Day Numbers (Spring 2007) – Although final data is not yet available, Bequette reported preliminary data reflects approximately 660 students participated in the spring session. Bequette stated the average GPA of those in attendance was 3.2; clearly not getting the students who need this day and the College is looking at that information. Bequette distributed additional data for review. Cram stated a Zoomerang survey will be conducted to obtain feedback from students **ACTION: Information Only.**
ITEM 6 (A) Report on One-Time Only Cancellation for Low Enrollment (December, 2006) – Bequette reported preliminary information reflects (of the 350 students dropped because of class cancellations) 93% of the lost credits were retrieved by working with the students and enrolling them in other courses. Wright questioned how many students ended up enrolling in independent study because they needed the course to graduate. Bequette responded that information is not yet available. Supalla also announced special attention and assistance must be provided to veteran, especially those whose reintegration is postponed. ACTION: One-Time Cancellation for Low Enrollment will continue to be practiced. Bequette will look into the number of independent study courses that were needed as a result of cancelling classes.

ITEM 2 (F) Outstanding/Follow-Up Business: Wright suggested “Outstanding Business” remain on future agendas to ensure pending items are completed. ACTION: Outstanding Business will be a standing item on future agendas.

A) Memorial Hall Pictures (3/28/06) – Hansmann reported the Facilities Committee have determined the memorial hall pictures should not return to the stairwell due to safety concerns, but be hung along the walls of Memorial Hall – 2nd Floor and possibly in MH223. ACTION: Hansmann will follow-up to have the pictures hung in Memorial Hall.

B) Faculty President’s Pictures (4/25/06) – Wright stated it was his understanding that Weber was going to work with Kehoe and retired faculty member, Jim Russell, to obtain a list of the past faculty presidents and pictures. Supalla shared his belief the retrieving of information and pictures should be handled by the faculty and not administration. ACTION: Wright will get the information and pictures to Weber so recognition can be displayed in the Presidents’ Room. The names and years of past presidents will be noted for those whose photos are not available.

C) Cell Phone Repeaters (8/26/06) – Hansmann announced the College does not have the in-house technology for repeaters. Supalla suggested Mayo Clinic be contacted to determine how they handle the cell phone repeater issue, and then review the costs before committing financial resources. ACTION: Hansmann will contact Mayo Clinic or telecommunications expertise to determine feasibility and cost for a similar system at UCR.

ITEM 3 (F) Sports Center Cleaning Issues and Disinfecting Requests – Marconett shared two concerns relative to the Sports Center: 1) cleanliness of the Sports Center on Monday mornings; and 2) safety concerns expressed by faculty teaching classes using the wrestling mats. Marconett stated the faculty realize the cleanliness of the facilities may be an issue of understaffing, however the current condition is not welcoming for potential students visiting the facilities. Marconett requested the second concern be addressed by disinfecting the fitness center and mats at the conclusion of the wrestling season. Hansmann responded the Monday morning cleanliness issue is being addressed and reported the wrestling mats were disinfected during the holiday break. In addition, separate washers and dryers have been ordered to address the cleaning and disinfecting of mops and other cleaning materials at both the Sports Center and Heintz Center. Marconett reiterated the desire to do whatever can be done to ensure the safety of individuals that use the wrestling mats since the reported outbreak during the Clash event. A discussion was held on whether the infectious disease can be spread through skin to skin contact or other means. ACTION: Hansmann will request the Safety Officer and/or Health Office Nurse contact appropriate health department personnel to ensure proper processes are followed for the safety of individuals utilizing the Sports Center facilities and equipment.

ITEM 7 (A) Proposed Academic Calendars – Wright reported the faculty are not yet prepared to respond to the 2008-09 calendar proposal, but reiterated the faculty concern of continuing to schedule a spring Student Success Day on future calendars. ACTION: The 2008-09 Calendar will continue to be reviewed.

ITEM 8 (A) Faculty Evaluation – Bequette requested an extension of the Faculty Evaluation policy/procedures because the work by the task force will be done in the spring and fall, with anticipated implementation in the Spring of 2008. ACTION: Faculty support the extension of the Faculty Evaluation Policy.

Adjourned at 3:05 p.m.

NEXT MEETING: March 27, 2007 – 2:00pm – AT109
Rochester Community and Technical College
Minnesota State College Faculty (MSCF) Faculty Shared Governance Council
Minutes for Tuesday, January 23, 2007 – 2:00 p.m. – AT109

Present: Administration Bequette, Cram, Supalla
Faculty Gust, Israelsen, Marconett, Martinez, Wright (Chair)
Recorder: Kingsbury
Guests: Weber

ITEM 1 (F) Marketing – Martinez distributed notes from a meeting held with the Marketing Department, adding a faculty survey was conducted to obtain feedback on concerns. The outcome of the survey reflected concerns about the declining enrollment at RCTC and additional competition in town. Martinez stated Supalla has requested feedback and ideas to bolster enrollment, and the results of the survey clearly reflect a theme that there isn’t enough focus on marketing/advertising for specific programs. While the promotion of the College’s branding strategy has been effective in establishing awareness in the community, the dynamics have changed and there is a concern that there needs to be more of a program specific advertising campaign. Martinez emphasized an opportunity exists because faculty are trying to be more engaged. Weber clarified there is a difference between marketing and advertising, noting marketing is more than running an ad. In addition, Weber announced the advertising budget for RCTC averages around $50,000 per year, and with approximately 45 program clusters, 90 programs, and 130 credential offerings, developing a program specific advertising strategy would be a challenge. Also, Weber noted a primetime television ad runs about $300, hence the College is very judicious in managing what and how advertising is handled and the strategy has been to promote the College as a whole to draw students to the College. In addition, mass media advertising is not what it used to be, highlighting last year RCTC had about 300,000 first time new visitors to the College website. In addition, fewer and fewer targeted demographics are listening to local radio stations, but instead using Ipods and other electronic devises to listen to music; hence paid advertising does not necessarily result in enrollment. Weber emphasized enrollment involves more than the Marketing Department (i.e. website, enrollment management, faculty program leaders, etc.), and, although Marketing designs the layout of the websites, other departments are involved in the “enrollment management” aspect of the College. Wright concurred the branding of RCTC has been successful, but reiterated faculty are concerned, which may be a result misunderstanding or lack of information. Wright stated faculty are aware of the branding but wonder if it is time to change, especially with the increased advertising from competitors; suggesting it may be time to counter advertise. Weber responded RCTC can not compete dollar for dollar with the private institutions, emphasizing the need for quality not advertising dollars. Weber reiterated the web is a major influence in the community, yet 18 of the 45 cluster program areas do not have a website, despite numerous attempts to encourage their creations. Martinez responded faculty do not have release time to be able to develop websites. Wright added it appears something needs to change, and maybe it’s the structure. Gust noted the majority of students in her program obtain information from the accreditation website and not RCTC’s website, noting it is very difficult to maneuver around the RCTC site; adding recent changes to the site were made without consultation with the program leaders. Weber responded he’s not aware of changes; however “academic programs” is an option on the main RCTC website, linking individuals to the programs. Marconett stated communication appears to be a major key, and if program leaders can’t find their websites, there is obviously a problem, adding it’s not anyone’s fault, but does need to be addressed. Supalla concurred that the issue isn’t just marketing/advertising, but crosses the entire College. Supalla suggested forming a task force, or use an existing committee with appropriate representation from information technology, marketing, faculty, etc., to investigate and outline recommendations. Weber added the College should focus on improving the process. Marconett stated the first step is to better communicate; suggesting a session be held during staff development to determine the program marketing/recruitment opportunities. Wright responded the faculty concerns are not all enrollment management, but rather the information the College is sending out about what is available at RCTC andcountering what some faculty believe is a direct attack on RCTC’s marketing share. Wright requested the focus be on the faculty concerns as it relates to the website, budgeting, what faculty can do, and what the college can provide for assistance. Gust also shared concerns on the defensive responses often received when inquiring about assistance. ACTION: Supalla will work with the Leadership Cabinet to make a concerted effort to get more information out to the faculty on what resources are available through web development and marketing. Wright will visit with Supalla to determine if an existing committee structure exists that can deal with the issues/concerns, or whether a solve and dissolve task force is necessary.

ITEM 1 (A) Integrated Planning Process FY08 – Weber announced the FY08 Integrated Planning Process will be launched in the next couple of weeks, and will include a number of enhancements that will be shared during the upcoming training sessions. ACTION: Information Only.

ITEM 2 (A) Name Change Recommendations – Weber announced the task force studied the pros and cons of a name change; conducted numerous studies gauging stakeholder feedback; reviewed historical brand awareness, etc, and forwarded a recommendation to maintain the current name of Rochester Community and Technical College. Supalla announced he has accepted the task force recommendation and the name will not change. ACTION: Information Only.
ITEM 3 (A) Sabbatical Applications – Supalla announced eighteen sabbatical applications were received and currently he anticipates that RCTC will be allotted thirteen slots (plus one from the pool). Wright confirmed he has already fielded questions about the sabbaticals from the faculty and have been responding similarly to the faculty. Bequette stated it is his intent to meet with the applicants briefly to discuss their plans.  **ACTION:** Information Only.

ITEM 2 (F) Remodeling EH204 and Chairs – Wright stated the faculty were concerned with the process used to order the tables and chairs in room EH204, noting if appropriate faculty were more involved in the ordering process (or at least provided an opportunity to review the order before it was placed) that the order could have been corrected before the final order was placed. Supalla reported the issue with the lab tables resulted from a problem with the manufacturer, noting the new tables are expected in the next couple of days. However, Supalla stated he was not aware of an issue with the stools in the lab.  **ACTION:** Supalla will visit with T. Hill to get more information as it relates to the concerns of stools/chairs in EH204.

ITEM 4 (F) Budgeting Process – Wright stated the faculty support the new Major Remodeling (R&R) Budgeting Process and requested confirmation that a similar process will be used for capital equipment requests. Supalla confirmed his belief that Hansmann would consider utilizing a similar process for future capital equipment requests once the R&R process was operating successfully.  **ACTION:** Issue will remain on the agenda as it relates to Capital Equipment process for FY09.

ITEM 4 (A) Search Committee Update – Arntson distributed search committee updates.  **ACTION:** Information Only.

ITEM 5 (F) Policies (Final Responses): a) Satisfactory Academic Progress; b) fees; and c) Tuition and Fee Due Dates – Wright confirmed the faculty support all three policy changes.  **ACTION:** Policies will be approved by Administration and information shared college-wide.

ITEM 5 (A) Secondary Vocational Center Pre-Design – Supalla announced plans are progressing with District 535 for an addition to the Heintz Center for a secondary vocational center pre-design, with preliminary plans for the School Board to take action to support the proposal at their February meeting. Supalla announced the costs for the pre-design will be shared between District 535 and RCTC. Wright concurred, adding such a center would be used as a feeder program for RCTC. Bequette added an exploratory meeting was held last spring (which included RCTC faculty from the technical programs and two liberal arts instructors) and, although there was some concern with respect to the liberal arts offerings, there was general agreement to continue to pursue the opportunity.  **ACTION:** Information Only.

ITEM 3 (F) February 20 – Administrative Day/Faculty Meeting – Wright announced February 20th is the normally scheduled Faculty Senate meeting at 2:00 p.m., and questioned if the Staff Development Day agenda could accommodate their meeting.  **ACTION:** Staff Development Day will conclude by 2:45 p.m. to allow for a Faculty Senate meeting.

ITEM 6 (A) 2008-09 Calendar Proposal – Wright noted the second Faculty Duty Day prior to the start of fall semester would only be beneficial if a student orientation day was actually implemented. In addition, Wright shared continued concerns from faculty on the success and necessity of a Spring Student Success Day, reminding everyone that the day should not be an automatic on future calendar proposals until a true measurement of its success is determined. Discussion followed on what the measures would be to determine its actual impact on students. Bequette stated a different process would be used for the upcoming student success day to measure the success of those that participate. Bequette also stated serious review of the common start dates is being reviewed at MnSCU because of a possible “dramatic” jump from one week to the next over a period of time. Supalla questioned if there was any consideration that RCTC faculty would be willing to teach during MEA. Wright responded there are no plans to remove the day(s) from the calendar; however would open it up for consideration if it resulted in the need to push the end of the semester into the holiday winter break.  **ACTION:** The calendar proposal will be tabled until after the Spring Student Success Day supporting data can be identified. Drafts for the 2009-2010 will be developed.

ITEM 7 (A) Enrollment Requirement – High School Transcript – Cram shared information about a faculty member concerned that he doesn’t have access to his high school records to prove his graduation from high school. There was agreement, however, that any waivers can not violate existing MnSCU policies. Wright added he has had similar conversations with senior citizens and requested Cram also investigate the requirements for those individuals.  **ACTION:** Cram will review current policy/process as it relates to proof of high school graduation for faculty and senior citizens who wish to audit courses.

Adjourned at 3:10 p.m.