

SOUTHEAST COMMUNITY COLLEGE

Chairperson Nancy Seim called the meeting to order at 3:00 p.m. on Tuesday, October 22, 2019 at the Continuing Education Center, Room 204, 2011 East 66th Street, Lincoln, Nebraska. The meeting was held in accordance with the bylaws of the Southeast Community College Board of Governors.

ROLL CALL:

Present:

Nancy Seim, Lincoln
Robert Eitz, Lincoln
Kathy Boellstorff, Johnson
Dale Kruse, Beatrice
Keith Hammons, Missing Water

Edward Price, Lincoln

Ellen Weissinger, Lincoln
Kristin Yates, Lincoln
Missy Williams, Beatrice

Missy Williams, Beatrice

Absent:

James Garver, Lincoln

Others Attending:

Paul Illich, President
Dan Schultz, Local Council
Linda Hooper, SCC Area

Registered Visitors:

Bob Morgan, SCC Beatrice
Bruce Tangeman, SCC Area
Bev Cummins, SCC Lincoln
Robin Monroe, SCC Area
Katy Novak, SCC Area

Chairperson Seim

PUBLIC MEETING LAW COMPLIANCE STATEMENT

Chairperson Seim certifies that public access to the meeting was provided by the Journal Star on Thursday, October 17, 2019, at the Area Office and the website.

She certifies that the meeting was held in accordance with the provisions of the required

Chairperson Seim

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CONSENT AGENDA

a. Action Item - Approval of Minutes of September 17, 2019 Regular Board Meeting and/or Approve Consent Agenda Items

1) Approval of Agenda as Presented or Amended

2) Approval of Minutes of September 17, 2019 Regular Board Meeting

3) Approval and Ratification of Bills and Claims

4) Approval of Minutes of September 17, 2019 Regular Board Meeting
Support Personnel

5) Approval of Minutes of September 17, 2019 Regular Board Meeting
Approval of Minutes of September 17, 2019 Regular Board Meeting

6) Approval of Minutes of September 17, 2019 Regular Board Meeting
Approval of Minutes of September 17, 2019 Regular Board Meeting

Approval of the new program proposal of an Associate of Science Degree in
to the Coordinating Commission of

Mr. Feit Approval of Minutes of September 17, 2019 Regular Board Meeting

FINANCIAL REPORT (continued)

The budget report ending September 30, 2019 showed:

Percentage of Budget year	25%
Percentage of Budget spent	22.8%
Percentage of Board budget spent	11.2%

Mr. Ottmann Mr. Schluckebier.

Chairperson Seim asked for discussion. There was none.

Roll Call

<u>FOR (0):</u>	<u>AGAINST (0)</u>	<u>ABSENT(0)</u>
Ottmann		Garver
Schluckebier		
Kruse		
Himmelsen		
Boellstorff	<u>Madison Combs</u>	
Feit		
Yates		
Price		
Weissinger		

BOARD MEMBER REPORTS

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San Francisco

Mr. Seim
Mr. Feit
Dr. Kruse

Mr. Schluckebier

ACCT reports included: hackers (how a college lost \$1 million in 60 seconds), cybersecurity, natural disasters, dire need of entry level technicians, First Amendment issues and Title IX.

Mr. Feit announced that he "passed the torch" to R. J. Savely from Western Community College as ACCT State Coordinator.

Mr. Feit announced that the registration is open now for the 2020 ACCT National Legislative Seminar in Washington, DC.

Ms. Hartman stated she where they turned in computers for the campus food pantry.

Dr. Weissinger stated that she attended the inauguration... incredible SCC items from a report...

BOARD TEAM REPORTS

Executive. stated that it was not at the agenda.

Finance & Facilities. Ms. DeLoe handed out information regarding a place to obtain financing for a proposed residential living quarters building on the Milford campus.

Planning committee for healing gardens

PRESIDENTIAL REPORT

Dr. Illich

How we have articulated and worked through the program in 2020. This goes back success for 20 years before she went back to get her PhD in science. Ms. Howe also expressed appreciation in having a new H Sciences building.

* 4:04 p.m.

MARKETING / BRANDING CAMPAIGN UPDATE (11-12-16-19)

Stu Caterbury, Administrative Director of Public Information and Marketing, gave an update on the branding and recruiting campaign. He mentioned a formal launch in January 2020. He provided details on various aspects of the branding/recruiting campaign.

He indicated they will build on the current momentum appropriate to remain partners with Firespring to help with the new student recruitment campaigns.

The Campaign: Choose Your Future

Objective: increase the number of interested international students by targeting the EU, NY area, etc.

Centennial generation born 1997 and later, school students seeking four-year degree, people ages 18 to 24.

Interactive campaign at FCC and generate leads by driving traffic to the landing page for the primary audience.

- o Radio spots (on air/streaming)
- o Digital
- o Digital billboard
- o Landing pages – 3
- o Main page
- o Campaign landing page
- o Thank you page
- o Video, pre-roll and social media
- o Google ads

Campaign metrics: Goal 1200 to 2000 form submissions. Firespring is targeting 2100 form submissions as a win if number is projected closer to 1200 as the campaign progresses, they will adjust.

October 14 was the Beta launch. January 1 will be the main campaign launch. The end of May 2020 the campaign ends.

The next steps are:

- o Print ads
- o Direct mail
- o Landing page on cheese.com and redirect from worrynotpossible.com

Mr. Osterthun stated q has been done already, but there is a lot more to be done...

ACCESS / EQUITY / DIVERSITY OFFICE REPORT (5.1, 9.6)

Mr. Soto reviewed the 2018-19 Diversity Education report. He pointed out on page 3, in the footnote, the w the campuses, and he gives individuals the credit in the footnote.

Mr. Soto reviewed the executive summary. Mr. Soto reported that for 2018-19 there were 443

kind of limitation to include support needed because we have a lot of students with learning disability. Extra time is granted for testing or alternative testing locations are note takers

increasing

The cost of accommodations for 2018-19 was \$94,000. This was the first year that the only expenditure for accommodations was for providing sign language interpretation services. The cost for each year is dependent on the number of people who need sign interpreters.

The Garner Academy presents challenges as the students are considered high school students as well as college students. There are different federal rules for high school and postsecondary education.

d in a disability world are in a disability world are The Hub, and online classes.

Mr. Soto reviewed the Diversity Education requirements of activities in each faculty. He stated that 66% of the faculty is required to reflect a level of university.

Mr. Soto reviewed the Diversity Education requirements of activities in each faculty. He stated that 66% of the faculty is required to reflect a level of university. employees to be involved in diversity activities.

Discussions considered to be all encouragement with regard to:

LEGAL COUNSEL REPORT

Mr. Schultz stated that the diversity education office encourage students to attend discrimination litigation awareness conference. Taylor McRobbie office will be doing some policy work for the College.

TIME AND PLACE FOR NOVEMBER MEETING

Chairperson Seim reported that the Board of Governors meeting is scheduled for Tuesday November 19, 2019, at the Beatrice Campus, at 3 p.m. A work session will be held prior to the regular meeting, at 12:30 p.m., on updating the draft strategic plan for 2020 - 2024.



Chairperson Seim reported that members of the NCCA conference, November 3 & 4.

Dr. Kruse handed out scholarship information on the Board of Governors Scholarship. He encouraged Board member to provide leadership, by donating to this scholarship. This scholarship is based on the 666 Education & Health.

Mr. Koster reported that last week at Manufacturing Day, Elmer Wessel donated an engineer track system invention he is working on. It is hoped that students will invent attachments to us. Mr. Schultz stated that he is going forward on research for invention.

ADJOURNMENT

Chairperson Seim adjourned the meeting at 5:12 p.m.

Kathy Boellstorff
Secretary

**SOUTHEAST COMMUNITY COLLEGE
Personnel Changes**

October 10, 2019

**COMMENT
Personnel Report: Staff (Non-Faculty) C T**

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AD=Addition RP=Replacement RS=Resignation TR=Transfer

**SOUTHEAST COMMUNITY COLLEGE
Personnel Changes**

October 10, 2019

Personnel Report: Faculty

ACTION TAKEN

NAME	ASSIGNMENT	SALARY	AD	RP	RS	TR	EFFECTIVE DATE	COMMENT
Neuwerth, Barb	Instructor, Business				X		12/20/19	Retirement
Tiedeman, Terri	Instructor, Business				X		12/20/19	Retirement

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