President’s Council

Meeting notice: Wednesday, Nov 19, at 9:00 a.m.
Location: Activity Center Conference Room

Attendees:
Tony Fernández, President tffernandez@lcsc.edu
Lori Stinson, Provost lstinson@lcsc.edu
Andy Hanson, Vice President for Student Affairs ahanson@lcsc.edu
Carry Salonen, President’s Management Assistant cmsalonen@lcsc.edu
Mary Flores, Dean for Academic Programs mflores@lcsc.edu
Rob Lohrmeyer, Dean for Professional-Technical Programs rlohrmey@lcsc.edu
Chet Herbst, Vice President for Finance and Administration cgherbst@lcsc.edu
Sue Hasbrouck, Budget Director nhasbrouck@lcsc.edu
Allen Schmoock, Chief Technology Officer atschmoock@lcsc.edu
Howard Erdman, Director of Institutional Planning, Research & Assessment hrerdman@lcsc.edu
Greg Meyer, Director of College Communications gameyer@lcsc.edu
Brooke Cushman for Gary Picone, Athletic Director gapicone@lcsc.edu; blcushman@lcsc.edu
Alex Bezzerides, Faculty Senate Chair albezzerides@lcsc.edu
Jessica Schumacher, Professional Staff Organization Chair jeschumacher@lcsc.edu
Amanda Gill, Classified Staff Organization Chair awgill@lcsc.edu
Renee Olsen, Interim Director of College Advancement rmolsen@lcsc.edu

1. Welcome guests:
   Brooke Cushman is sitting in for Gary Picone. Renee Olsen will be attending meetings as she has taken on the role of Interim Advancement Director.

2. Updates
   We are in the middle of the search for a new Advancement Director. Renee Olsen has graciously agreed to serve while we do the search. We have in interviewed two candidates last week – Pete Isakson, from Washington State University and Ted Smith, from Gig Harbor, Washington. President Fernández will make a decision by the end of this week as to who to make an offer to. Chet Herbst was thanked for heading the search committee, which was composed of foundation and alumni members and faculty, specifically Alex Bezzerides. Members of the council were encouraged to provide comments regarding the search applicants via email to cmsalonen@lcsc.edu.

Last week Chet Herbst, Andy Hanson, Lori Stinson, Kathy Martin, and Rocky Owens joined President Fernández in participating in the North Idaho Legislative Tour in Coeur d’Alene. The group provided an overview to the legislators of what LCSC is all about along with our enrollment numbers. Also discussed were the legislative requests for 2016 which for LCSC
consisted of requests for funding maintenance of current operations, line items, deferred maintenance and Permanent Building Fund projects.

The Maintenance of Current Operation requests had a major emphasis on employee salaries, an inflation adjustment ($150,000 for general inflation and $20,500 for library book and periodical inflation), and capital equipment funding of $1.4 million is based on our inventory and depreciation schedules. Sue Chew, Idaho State Representative from District 17, asked what a 1% increase in employee salaries means in dollars. Chet informed the group that it would be $205,000 per percentage.

The line item requests we asked for support Complete College Idaho in funding 11 faculty and staff positions for a total of $830,000. The positions would be instructional and for program advisors, an internship coordinator, a director of student engagement and a veteran’s advisor. We will be going to the JFAC with this request again this year. If the Governor’s budget and our line item requests are met to a large degree, we will not be asking for a raise in tuition just as we have done for the last two years. We are asking for $210,000 for the pilot project Work College, which is a new initiative where students are hired as staff at the institution in exchange for free tuition.

In deferred maintenance, we will be asking for funding toward the $20 million in deferred maintenance we currently have. We are in line with the other institutions in asking for salary competitiveness funding of $1.2 million which would bring us up to a “C-” grade average compared to our peers.

Our Permanent Building fund requests are for a joint facility in Coeur d’Alene and for funding of alteration and repair projects that include upgrades to Spalding Hall for $1 million and the replacement of Reid Centennial Hall roof. Permanent Building Fund Advisory Council recently approved a $4 million recommendation to the Governor and the legislature to fund the joint use facility in Coeur d’Alene. The Permanent Building Fund recommendation usually means that there is a very good chance that the project will be funded through the legislature. If it is funded, there is a very good possibility that the Kootenai Medical Center and the Lake City Development Corporation will fund several million more to make it a total off $8 million. The institutions are prepared to come up with $2 million. We may end up with the $12 million we originally planned for the building. The facility will be shared by the University of Idaho, North Idaho College and Lewis-Clark State College.

District 5 and 6 legislators, except for John Rusche, will be at Lewis-Clark State College Friday, December 21, for a meeting with the University of Idaho and LCSC. The cooperative meeting will outline the needs of higher education in the upcoming session. The upcoming session and the Joint Finance Appropriation Committee are going to be changing with new members and members leaving.

Although the risk of an Ebola outbreak here at LCSC is extremely minimal, the institution has done a risk assessment and prepared a response plan. The main concern that surfaced from the risk assessment was for international students that could be traveling to and from the impacted areas. There are three students that are from high risk impacted countries. The students have been contacted and do not plan to travel home for the holidays or in the immediate future. We do have applications from students from the high impact countries but for various reasons those are considered unlikely matriculants due to visa or testing issues. The protocols in place to
become aware of exposures in the community are monitoring travel requests, adhering to the Infectious Disease policy and notifications from the county health department and the Center for Disease Control. Student Affairs has put an informational link regarding protocols on the Student Health Services webpage. We currently have no restriction on the use of high traffic airports.

The new Marketing Committee has a Presidential charge and goal of everyone within the borders of the State of Idaho knowing who we are, where we are and what we are. The sign that the Marketing Committee has met their goal is if everyone who hears the name Lewis-Clark State College can say that we are the public, 4 year college in Lewiston. This marketing campaign is to help achieve our ambitious enrollment goals. Our recruiters have found people in Pocatello really do not know that there is a Lewis-Clark State College. If they do know our name, they make assumptions about what we do that may not be correct. There are pockets of people that know what LCSC is through the work of different faculty and students. Greg Meyer will be doing a survey to gain what is known about LCSC in different area to tell us where the pockets are and to guide some very specific things we can do to expand awareness. An advertising plan, the most aggressive campaign in recent history, will have big investments in high profile billboards, ambitious radio ad campaigns, movie theaters, and etcetera. The premise of the advertising campaign is - this is a great place to go to school. Broader marketing initiatives developed by Bert Sahlberg include developing banners and flags for businesses throughout the State of Idaho to display. Banners will soon be going up on campus and around town with the help of Avista. 8th Street and 5th Street will be the first areas of focus. Brooke Cushman and student leadership have been talking about a very internal and local marketing campaign so it is evident to people visiting our campus that this is a place that is very bold, self-aware, and proud of whom we are. We will be establishing a tradition and fostering school spirit. The vision is a spirit week to show our love for Lewis-Clark State. Expansion on Warrior Wednesdays from being solely student based to include employees and local businesses. Spirit week will begin next fall as a new tradition for Lewis-Clark State. The Discovery Day program, that hosted 133 visiting potential students, will be planned around an athletic event or a concert to expand the excitement for the college. We will focus on internal pride, in which we all play a part, what has a ripple effect that our students will see. Our best marketing opportunity is our satisfied students, current or alumni, whom go back to their community and tell everybody in the world what a great place Lewis-Clark State College is. Greg will be conducting an electronic survey intended for all employees with just three questions. The three questions are: what are you currently doing to share information about the college including do you belong to any organizations that afford you the opportunity to share information about the college; do you feel you know enough about the college to, in group settings or social settings, answer questions like what is your enrollment or what does it cost to go to school there; and to request marketing ideas for the college. All of the ideas will be put into a calendar and formal plan for presenting at the spring meeting. The other committee members are Okey Goode and Soo Lee Bruce-Smith. Marketing and sale of Lewis-Clark State College logo items is being discussed with the bookstore operator, who has first right of refusal, to expand the areas of sales. An initiative is underway right now with the BTS division that will start selling apparel in the Activity Center, in their snack shop and on-line. We are currently working on registering and trademarking our
items. The Marketing Committee has the authority to approve and recommend to President Fernández marketing initiatives and programming. President Fernández thanked the members of the new committee for their very creative thought and very down to earth plans.

Facilities, in how they relate to the strategic plan, relates specifically to Objective 4C: “Continuously improve campus buildings, grounds, and infrastructure to maximize environmental sustainability and learning opportunities.” We have $3.5 million in projects with the Department of Public Works. LCSC Campus Facilities Master Plan (CFMP) directly supports LCSC’s Strategic Plan, and outlines ongoing and planned projects and initiatives. Projects Currently In Progress are: Silverthorne Theatre/Admin Bldg. upgrades (enhance instruction, performances, ADA accessible, new green room, upgrade to lighting, and classroom availability); Library upgrades (chiller, server room/fire suppression, TCC); Reid Centennial Hall chiller replacement; storage area expansion; energy savings analysis & planning; Student Union Building roof replacement; Clearwater Hall first floor build-out (phase 2); upgrade spaces formerly used by College Advancement and International Programs; install heating, ventilation, air-conditioning system in President’s Home; arboretum initiative (PG-30, campus-wide living learning laboratory); Harris Field improvements; and classroom furniture and instructional equipment upgrades. There is a newly developed Silverthorne Celebration Advisory Team to develop plans for celebrating the new facility over the next year which will provide an opportunity to invite in community groups related to the arts. Julie Crea, Jack and Rachel Peasley, Nancy Lee-Painter, and Carry Salonen are on the advisory team. College Advancement has been working activity on the Adopt-A-Seat campaign to provide finishing touches to the theater.

Improved utilization of space project included the Consolidated Testing Center, realignment of student support service units in Reid Centennial Hall, consolidation of International Programs functions, identification of space for Teaching and Learning Center (TLC), relocation of College Advancement, ETS, AmeriCorps, and Grants, and relocation of web development support functions to IT.

Projects in LCSC’s Permanent Building Fund and Legislative Request: North Idaho Collaborative Education Facility (NICEF)—endorsed by DPW and PBFAC; Spalding Hall upgrade; Reid Centennial Hall roof replacement; paving of Wittman Complex gravel parking lot (Idaho Transportation Division); Center for Arts and History (CAH) HVAC, windows, and masonry; Heating and cooling line upgrades (phase 2); and Library carpet replacement.

Our Mid/Long-Range Projects (6-10 years) are the implementation of energy savings analysis recommendations, expand/upgrade Automotive Technology facility, Sam Glenn Complex upgrade, upgrade/replace Workforce Training facility, combined student living/classroom complex facility, and upgrade Physical Plant area. Units were encouraged to put forth any idea for changes to structures through the UAD and UAP process, summer projects request, phone or email.
All items that have been discussed at the President’s Council meeting are in line with achieving a strategic plan element.

3. Other
   At the December 10 meeting, PSO, CSO, ASLCSC, College Communications, and Institutional Planning, Research and Assessment will present on what the offices have done towards supporting LCSC’s strategic plan.

4. Next meeting: Wednesday, Dec. 10, 2014 at 9:00 a.m. in the Activity Center Conference Room.