President’s Council

Meeting notice: Wednesday, December 10, 2014, at 9:30 a.m.
Location: Activity Center Conference Room

Attendees:
Tony Fernández, President tfernandez@lcsc.edu
Lori Stinson, Provost, lstinson@lcsc.edu
Bert Sahlberg for 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 rlohrmeye@lcsc.edu
Chet Herbst, Vice President for Finance and Administration cgherbst@lcsc.edu
Sue Hasbrouck, Budget Director nshasbrouck@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
Alex Bezzzerides, Faculty Senate Chair albezzzerides@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
Megan Weir, President of ASLCSC asbpresident@lcsc.edu

1. Welcome guests:
   Bert Sahlberg is filling in for Andy Hanson.

2. Updates
   Strategic Plan Updates
   • Professional Staff Organization (PSO). Jessica Schumacher provided the PSO report and a handout to the group. PSO is focusing on the development of a campus-wide calendar system. After consulting with Julie Cree, Jerry Hindberg is spearheading the calendaring effort in hopes of developing a system that houses academic, community and student activities together in one calendar that will continue to be supported by IT. This effort could consolidate nine different data resources. PSO members are continuing discussions with administration regarding staff compensation with Jerry Hindberg and Jessica Schumacher serving on the Compensation Review Committee. PSO is continuing campus and community programs such as Idaho Human Rights Day and scholarships for Kids College. PSO is working on a campaign to increase professional staff organization participation in hopes that there will also be an increase in the funds that will be available to donate to various organizations. PSO is supporting the assessment and modification of LC’s organizational structure and institutional processes by having staff members serve on various committees.

   • Classified Staff Organization (CSO). Amanda Gill provided information and a handout on behalf of CSO. CSO was new to the endeavor of comparing organizational activities to the Strategic Plan. As a beginning step, the CSO officers reviewed the Strategic Plan to identify what areas of the Strategic Plan the organization pertained to. That information was then provided to the organization as a whole to gain feedback on activities that specifically meet the Strategic Plan objectives. CSO, by nature of the positions represented in the organization, supports Objective 1C, D and E as they
provide direct support to students, faculty and staff via customer service. Members of the organization are encouraged to take part in Professional Development and Training classes. Student Health Services provides student screenings and health fairs. CSO staff from the Division of Natural Sciences and Mathematics works to involve students in field and laboratory research. CSO members provide a variety of classes and activities for students and the community. CSO understands that the institution is taking measures to move wages towards the median wage of our peers. CSO is involved with CRC. Objective 1E, adequate compensation, is important to maintain staff in positions to make a long lasting impact. CSO supports Objective 2C of the Strategic Plan by being the first face of the institution as well as support staff for students on their journey here. CSO staff supports Objective 3A and B by increasing volunteer, work study and internship opportunities within departments. A CSO member can be a student’s first supervisor or introduction into a working environment in their field of choice, their first reference or even at times a student’s first mentor. Students are taught soft skills by CSO members that will be used in their field. CSO members typically create for directors the volunteer, work study and internship job descriptions as they know the job duties needed and which can be delegated. CSO donates annually to the YWCA School Supplies Drive and are members of the LCSC Cares Committee. CSO members are often in direct communication with and play an important role in creating and maintaining relationships with community collaborators such as Beautiful Downtown Lewiston, Dogwood Festival, and athletic events as well as routine college business support such as purchasing items and services. CSO supports Objective 4B and C by ensuring the most effective use of resources for ordering supplies and obtaining services and being members of the LCSC Sustainability Action Team. CSO have also been guests in Jeanette Gara-Betzold’s class on sustainability.

- Associated Students of Lewis-Clark State College (ASLCSC). Megan Weir, President of ASLCSC, provided information regarding student engagement and how ASLCSC activities correlate to the Strategic Plan for 2014-2018. Specifically addressed was Objective 2C to maximize student satisfaction and engagement. This objective speaks to the student government as they play an active role in student engagement and satisfaction on campus. One of their most important programs is to get students involved is Warrior Wednesday. Warrior Wednesday is sponsored by student clubs and community organizations. There are games, give-a-ways, raffles, and music for students to enjoy. This weekly event collaborates with Y105, a local radio station, and together they have a fun filled afternoon. When it is nice outside, the events take place in front of the Student Union Building. This activity provides traditional and non-traditional students with a break and time to interact with each other in a fun environment. Activities have included rock climbing walls. Prizes are either donated or purchased with student funds. Moving forward into next semester, ASLCSC is trying to figure out a way to supplement student funds for the prizes by charging an application fee to community organizations that would like to sponsor a Warrior Wednesday. ASLCSC also collaborates with other groups on campus. One of their main co-sponsors is the Warrior Entertainment Board. Together the two groups host an annual event called Zombies, which is tag with a zombie twist that is a really popular event for our students on campus. This year was very successful and ASLCSC enjoyed helping make it happen. ASLCSC helps the Office of New Student Recruitment by providing campus tours. Perspective students that toured campus during the Zombies game thought it was a cool idea. The game is talked about by local high school and middle school students as a fun event that LC does. The matching funds and grants program provided by ASLCSC helps clubs raise enough money to do the activities that they like to do and to purchase the items to make their club better. Extracurricular activities are very important part of the college experience. These activities help students to engage on campus and boost the overall satisfaction. It feels a lot less like you are sitting in lecture all day when there is a club meeting or activity that day. Students feel it is a lot more fun to be involved in clubs and organizations on campus. ASLCSC promotes activities that happening throughout campus.
One of the biggest complaints from students is that they are unsure of what is going on whether it is athletic events or student activities. If a club or group is hosting an event, the information is put on the weekly calendar in the Path Finder. They also put student, department, and athletic events on the ASLCSC Facebook page. They use different types of media to promote these activities. It is not strictly for those people that have social media though. The last main goal for this year is to create a tradition or legacy. They are currently debating ideas which range from a fountain area (expanding our current fountain with a wishing well so that any money that is dropped in would be donated to a scholarship account) to fun runs and dances. We have also discussed the topic of home coming and it has recently been brought to their attention that the idea is going to be picked up by administration and as a group they are ready to stand behind administration and the Athletic department with is purposed home coming week idea. We would love to see a tradition start at Lewis-Clark State College that give the students a sense of comradery and that home coming feel, that excitement to come back to school and the legacy that this event would create would be an opportunity for student engagement. As ASLCSC, we feel that the students would like this idea and would love to see it become a reality. They would love to partner with others to make this activity actually happen. ASLCSC advocates for the student body so if there is ever anything that you hear or that you think would be a good idea for student engagement please provide Megan feedback via email, phone, or come by her office. If there is something that she could be doing better or their organization can be doing better, please let her know. Megan communicated that the best way to get information to students would be via email and social media. She thought students, on average, check their LCSC email once every couple days. She suggested sending an email a week prior and then a follow up email the day of an event. Megan stated that on the Student Senate there is still an open academic seat and an open justice seat. They are excited for next semester because there has been great interest to be involved with student government from the freshman class, but one of the stipulations is that students have 12 credits with LCSC. After semester ends and they get their final grades, ASLCSC will hopefully be able to attract some freshman that can enter in and ideally stay in student government their entire time at LC.

- College Communications. Greg Meyer provided information and a handout on how College Communications is meeting Strategic Plan objectives. Organizationaly, Web Development has moved to Information Technology. In support of Strategic Plan Objective 4B, marketing and advertising had a major transition from the convening of a large advertising committee that met on a regular basis to a smaller group to allow for better control of what kind of advertising we are doing and making quicker decisions about advertising prospects. The group now includes President Fernández, Greg Meyer, Andy Hanson, and Soo Lee Bruce-Smith. Andy and Soo Lee get together with Greg regularly to gain updates about advertising programs, including radio ads and billboards in the southern part of Idaho along Interstate 84 and East of Lewiston. The billboard initiative is a marketing effort as well as having enrollment growth potential. TV spots that were played in local theaters have been moved to Boise and Coeur d’Alene area theaters. Another major change is the creation of a new Presidential Marketing Committee in which the College Communication’s director is a member as well as Bert Sahlberg. They have had some very productive meetings that involved coming up with ideas on how to market the college and how to create more awareness of Lewis-Clark State College in this state. We are all aware of the issue that people think we are Lewis and Clark, they don’t know what we are, or they don’t know where we. A major effort has been placed on changing that and hopefully within the near future people throughout this state and region will know we are not in Portland and know we are here and a four year institution. As part of that, Bert worked hard on some new banners and Greg has been working with the City of Lewiston and Avista to have the banners installed along 5th and 8th Streets coming up to the college. Media Services supports Strategic Plan Objective 2A and B with major developments over the last year with the acquisition of
a new high definition video package that is mobile and LCSC Connections, the President’s public affairs show, has interviewed a variety of guests ranging from the Lieutenant Governor Little, many state legislators, other university presidents, and community leaders as well as LCSC students, faculty and staff. Community Connections supports Strategic Plan Objective 1F and 3B by being an active member of North Central Information Network which is a collaboration of regional public information officers. Greg thought involvement with this group is critical in cases of emergency were we could call upon this group to get information out to the community for us. TV advertising has been more targeted to what our intended audience would be. We have recently purchased a Seahawks package because a lot of people are interested in the Seahawks now which would expand our audience. Future endeavors could be underwriting on Northwest Public Radio targeted at nontraditional students as well as KRFP in Moscow. Students are not currently on the new Marketing Committee but information from last year’s student government who participated in meetings with the Marketing Committee is being used. One item that will go forward from the students is the cost of apparel. The BTS student group has initiated efforts toward the apparel issue. PSO, CSO and the Alumni Association have all provided input to the Marketing Committee as well. The overall effort is to get the word out about LCSC. One of the most effective ways to do that is our students passing the word on, going down to Boise and telling people about LCSC and wearing LCSC gear. LCSC cross country shirts have been sighted in Caldwell.

- Institutional Planning, Research and Assessment. Howard Erdman presented the report for how his department supports the Strategic Plan objectives. For the benefit of those that don’t know what IR does, they provide information to decision makers. They don’t make decisions, but they merely provide the information so that someone can then use it to make a decision that could have significant impacts on the college. Objective 1A of the Strategic Plan says that the college will strength courses, programs and curriculum consonant with the mission and core themes of the institution. To strengthen something, you need to have some measure of how strong you are so you can then see if you have made any improvement, which incidentally, for any of you that have been through accreditation, you know that is what the Northwest Commission expects of us, that we will make continuous improvement. One of the things that came to light when we were putting together the data elements in preparation for the third year review from the Northwest Commission was we found that some of our programs have what would be considered text book excellent measurement metrics in place. We also found some that don’t have metrics that would be acceptable to the Northwest Commission. Northwest Commission, in their first review of our first year report and in comments made by the visiting team this last time, tends to prefer non home-made type assessment. In review of our first year report, they specifically mentioned that they were pleased that we were using the MAPP test- Measurement of Academic Proficiency Profile and its subsequent clone the ETS Proficiency Profile. We did find that a lot of our programs are using MFT, Measure Field Test, which is an ETS document. We found others that are not. Some are using other instruments and there are some advantages to using MFT and disadvantages. The one big advantage to MFT is that it is fairly widely used so we can not only measure how we are doing longitudinally but we can also compare our performance with other programs nationwide. The advantage to the second type measurement is that often times we find that our measurement is very high. Howard thinks we will get a pass from the Northwest Commission if our metrics are in the 90 percentile and we don’t improve to the 91st. He thinks there is always an advantage to comparing yourself with other institutions. The Provost will work with divisions and make the decision if any additional metrics will need to be developed.

Objective 1B, Ensure that the general education core achieves its expected learning outcomes. When Howard first came to LCSC, we were using College Base exclusively to measure our general education core. College Base is a very good instrument and he thinks there are a lot of institutions that use it. The thing that bothered him at the time, and still does, is that College Base is measuring the general
education program piece by piece and the whole concept of an academic program is that there is a synergy that comes about with the combination of courses to a synergistic acquisition of knowledge. College Base does not do that. He worked with the dean that we had here at the time, Christine Farr, and she went to the Faculty Senate and they agreed that we use the Measurement of Academic Proficiency Profile. He felt confident that what he knew about the faculty and what he knew about the quality of instruction that was going on, that we would do well and we did. The name of the test changed to the ETS Proficiency Profile and it is the same exact test. We have administered this test twice and the MAP test once. We now have three iterations. We administer this test every three years and we now have three iterations so we can start to draw trend lines to if we are improving, if we are staying the same or if we are going down. Certainly, if we are going down that would call for some sort of why question and a question that would need to be answered. We administer the ETS Proficiency Profile for the third iteration this year. The results have been given to the Provost along with the results of the first two iterations so that something will likely come of that. We also are continuing with College Base. We are doing it less frequently than when he first came but we still have a very good track record of College Base scores. Objective 1D – Maximize direct faculty and student interactions inside and outside the classroom. The reason that this is considered important is because this is one element that is considered essential to engaged learning. We just administered our second iteration of the NSSE, National Survey of Student Engagement and we found we have metric on how much students interact with faculty both in and out of the classroom. So, again, we are providing measurement data so if we are going to focus on improving a metric we can. You will notice in the Strategic Plan some of the things that we are purposing are to keep our student teacher ratio at a low, around 15 or 16, and we have been. When you want to accomplish something, NSSE actually measures the outcome of those efforts. Having a low student faculty ratio if the faculty are not interacting with students is not what we are supposed to be doing. Objective 2C Maximize student satisfaction and engagement. Again we are using the NSSE test for that. We have two cycles of that down. We are doing that on a three year cycle so we will have another iteration of that before our 2017 reaccreditation visit. Goal 4 Leverage resources to maximize institutional strength and efficiency. One of the things that President Fernández agreed to do last year was to sign onto the Delaware Cost Study. We now have cost estimates and a very good statistical profile of what is going on at the program level not just the division level. For example, within the Social Sciences Division you have Social Work, Physiology, Anthropology - you have a lot of programs. When we just look at a division level it is really difficult to get a good picture of what is going on at the program level but using the templates provided by the Delaware product, we can not only compare within the institution, we can compare programs with other programs nationwide. The Delaware product has been used by WSU and at the time he thought it an excellent system and we are going through our second cycle. He is now in the process of putting the data together for it. Hopefully it will take less time for him to do it than last year. Last year, the first time through took him six weeks, full time effort. And in talking to John Barnshaw, the executive director, he told him that his reports on the second time through took about half of what the first time through took. It is every time consuming and not fun. You have to play Solomon in a lot of instances deciding where you are going to assign a certain cost. After a while you get burned out doing that. It’s not as intensive as being senior administrator but it is still pretty intensive. In terms of Institutional Research and Reporting, the unit does not tie directly to any of our goals but that is one of the things that are functions of the office. It is one of the things that must to be done. Those of you that are not familiar with it, the federal government impose significant data reporting requirements on schools that receive any federal financial money. There are probably a half dozen colleges and universities in the United States that don’t participate. We do because we receive federal funds. It is not an optional thing if you don’t submit your forms in a timely fashion. They fine you $30,000 for each report that you don’t file. If
they get really mad at you they can make the institution repay every federal dollar that has ever been paid into it, which of course would put anybody out of business. One of the things that we have been doing over the last several years is that we get our data submitted three weeks before the deadline which is the benchmark that NCES has established for data submission and they always send a very nice email thanking Howard for getting it in early because this allows them time to actually process the data. The one thing he learned when he was working in El Paso about 13 years ago is you don’t want to wait until the last minute to submit your data because the servers often times get overloaded and the NCES is unforgiving, they are absolutely not nice people to deal with if you breach their rules. In the last eight years since he has come here, the State has dramatically increased the reporting requirements on schools. We now have the Student Longitudinal Data System that collects data twice a semester. To just assemble the data, check it for errors and submit it takes essentially a half FTE. You can’t just do a download. You have to go through and do a tremendous number of checks to make sure the data is correct. In our first submission, he turned in some really bad data. Since then they have refined how they do it and developed a system of checks that at the last IR meeting the IR staff of the State Board commented that LCSC was the gold standard for promptness and accuracy of data. The function does not tie directly to any of the metrics of the Strategic Plan but it is important and it is something they do. His office is also responsible for emergency planning, updating the emergency plan which is typically done on an as needed basis and the as needed is typically when the State Board sends us new instructions on how they want to reconfigure the emergency plan or update it. It has been a year and a half since the State Board has requested an update on the emergency plan.

3. Other

   Greg Meyer reported LCSC Cares is delivering toys and food all over the valley on Friday. They will begin in the SUB at 9:30 am if anyone from your unit wants to help.

   Chet Herbst reported the Physical Plant will be spreading a little joy tomorrow. The heat will be off in the Administration Building and Reid Centennial Hall as a part of the Silverthorne Theater project and will hopefully only last a couple of hours.

4. Next meeting: Wednesday, January 14, 2015 at 9:00 a.m. in the Activity Center Conference Room.

5. Adjournment