President’s Council

Meeting notice: Wednesday, April 22, 2015 at 9:00 a.m.
Location: Activity Center Conference Room

Attendees:
Tony Fernández, President tfernandez@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
Kathy Martin, Dean for Community Programs and Governmental Relations kmartin@lcsc.edu
Sue Hasbrouck, Budget Director nhasbrouck@lcsc.edu
Allen Schmoock, Chief Technology Officer atschmoock@lcsc.edu
Gary Picone, Athletic Director gapicone@lcsc.edu
Alex Bezzerides, Faculty Senate Chair abezzerides@lcsc.edu
Sandra Boyd for Jessica Schumacher, Professional Staff Organization Chair jeschumacher@lcsc.edu; saboyd@lcsc.edu
Karen Schmidt for Amanda Gill, Classified Staff Organization Chair awgill@lcsc.edu; kcschmidt@lcsc.edu
Erika Allen, Director of College Advancement elallen@lcsc.edu
Logan Fowler, Director of College Communications ljfowler@lcsc.edu

1. Welcome guests:

   Logan Fowler, the new Director of College Communications, is here for his first meeting.

   Karen Schmidt sitting in for Amanda Gill and Sandra Boyd is joining on behalf of Jessica Schumacher.

2. Updates

   A fall 2015 enrollment outlook was provided by Vice President for Student Affairs, Dr. Andy Hanson. Current head count report states we are down 6.77% which is attributed mostly to current students not having registered, graduating record numbers in May, the effects of the dips in enrollment several years ago, Foundation scholarships are down, and the new registration system causing students to be slower in completing the process. We are short about 150 current students, 50 of which are Coeur d’Alene students. As a corrective action, Student Affairs staff will be contacting the current students that have not registered and all the students that have withdrawn from the spring semester. Good indicators are new entering numbers are up in high school students who have submitted application and provided transcripts and test scores, we already have a waiting list for residence halls which does not normally occur until later in the year, we have awarded more LCSC scholarships, and we have 80 more transfer students going directly to divisions for advising, including those transferring from the College of Western Idaho.
With all the indicators taken into account, it is projected that the overall numbers are still going
to be down. The numbers will be reassessed as of June 1.

Noel Levitz visited with members of the LCSC campus to focus on what we can do better. The
important points that they made were: advancements to our website and marketing efforts;
suggested changes in advising to get the faculty involved in the process sooner; make First Year
Experience required for all students as a retention tool; develop student early warning
mechanisms and preplanned scripting to help faculty and staff retain students; have paid staff
double the amount of recruiting and retention calls; efficiencies in admissions, new student
recruitment and international admissions offices; increase the number of ACT and SAT test
taking names purchased an apply specific email campaigns; increase the number of campus
visits with paid guides, do the visits on busy days on campus, include classroom visits and focus
on student and faculty accomplishments; update our programs to appear fresh and develop new
programs for currency with graduate school and job placement data; orientation should be
expanded to one or two day events and customize the programs for student types; expand
scholarship program to a multi-level program with the most going to higher GPA students;
provide estimated billing statements earlier; and develop strategic plan to encompass
enrollment. Noel Levitz group stated we have the look and feel of a small private college at a
bargain cost.

President Fernández reiterated that the status quo for our enrollment numbers is unacceptable
and we need to plan on turning that around. Overarching reasons for looking as hard as we
have been at our processes and numbers is that we are going to come up with a plan to increase
enrollment because the reality is our employee pay does not meet the average of our peers and
it will take increased revenue to expand for currency into new programs. The State is
developing a task force of institutional personnel to assist with funding issues in the next
legislative session. We do not anticipate the State providing substantial funded increases. An
increase of 1,000 FTE would satisfy just about the averages that we are aiming for. Contracts,
grants and Foundations dollars also help us meet our goals. We will be discussing the
enrollment strategic plan development during the all campus meeting on April 30. We will
begin the planning process by fact gathering during the summer, in the fall develop a process
with faculty and staff to grow our enrollment and by the end of next year expect to meet our
challenges.

3. Other

4. Next meeting: Wednesday, May 13, 2015 at 9:00 a.m. in the Activity Center Conference Room.

5. Adjournment