

**DELTA COLLEGE DISTRICT
BOARD OF TRUSTEES
DINNER MEETING
August 14, 2007
Delta College Main Campus
Room N-7**

Board Present: R. Emrich, K. Higgs, K. Houston-Philpot, T. Lane, K. Lawrence-Webster, E. Selby, B. Stafford, D. Wacksman

Board Absent: J. MacKenzie

Others Present: J. Goodnow, D. Lutz, L. Myles-Sanders, B. Baker, T. Caylor, P. Clark, M. Cooper, C. Curtis, S. Goddard, P. Graves, T. Kubatzke, J. Miller, S. Montesi, C. Morley, M. Mosqueda, L. Ramseyer, B. Rickey, P. Seidel, J. Stahl, K. Swanson, K. Treadway, A. Ursuy, L. VandenBosch, B. Webb, K. Wilson, M. Wood

Press Present: N. Smith, Midland Daily News; P. Brandt, Bay City Times; Jon Hall, WSGW, arrived 6:45 p.m.

Chairperson Earl Selby called the meeting to order at 6:05 p.m.

Dr. Goodnow introduced Kathi Swanson, President of the CLARUS Corporation. The College adopted a Strategic Initiative to “identify and understand our communities’ needs and perceptions” and the Board at its April 2007 meeting approved the retention of CLARUS to conduct the necessary research. CLARUS did similar research for the College a decade ago, so it will be possible to see some trends in the data.

Ms. Swanson gave the Board an overview of the research results, indicating that there were some elements still to be completed and that detailed reports will follow shortly. Compared to a finding that the college was perceived as “plain vanilla” a decade ago, it’s now “vanilla with chocolate sauce, sprinkles and whipped cream”.

Scans of customer service, non-enrolling students, high school students, superintendents, high school guidance counselors, community adults, and area employers were conducted. The customer service scan found that the College could better use its technology resources to serve customers. Of the approximately 2500 students in Fall 2005 who applied but did not enroll, the largest barrier was perceived cost, and a large proportion were “shopping” to find slots in health programs. There was a high conversion of dual-enrolled high school students to Delta students, and awareness of Delta by high school students in 2007 was 80%, double the 1997 rate.

The College has held good market share in a flat market but declines in population are projected after 2010. Ms. Swanson suggested that the message to the GenX population should focus on portable skills rather than lifetime earnings, that Delta should begin to work with high school students earlier, in the 9th and 10th grades, should also be working more closely with parents, and should create “landing pages” for high school

students and guidance counselors on its Web site. The convenience of the College's centers in the three counties needs emphasis as the centers are currently underutilized. Delta's recognition by all sectors of its community is very good, higher than CLARUS often sees, and the perception of its value and quality is high.

Trevor Kubatzke and Margaret Mosqueda discussed the "refocusing" which has taken place in Student and Educational Services. They have spent several months talking to staff, analyzing how innovative and responsive the division is, and asking "What are we apologizing for?" as a way to improve focus and services to the student customer. Some positions and departments have been reconfigured to enable better focus on the core functions of the position or department.

Student development and multicultural services are combined to better focus on student development, diversity and inclusion. Multicultural services will also work with enrollment services in recruiting students. Enrollment services is working to develop student engagement, start to finish, with personalized service. In athletics the task force recommendations to increase coaches' wages to a standardized level and to hire a ¾ time athletic director are being implemented, and club sports will be enhanced with hockey and dodgeball.

The division is using process mapping to reduce steps and wait time for the 20,000 plus annual student visits to Counseling and Advising. A table has been set up in the hallway between D 101 and D 102 during evening hours when offices are not open, and almost 500 students have been assisted since initiation of this pilot service this Spring. The approximately 850 students who applied and have not yet enrolled are being followed up by phone.

Dr. Emrich said that the division has changed from an institutional to a student focus. Mr. Selby also noted that the presence of student services staff at community events such as the recent Thompson scholars event is noticed and appreciated.

There being no further discussion, the meeting was adjourned at 6:55 p.m.

Respectfully submitted,

Leslie Myles-Sanders, Board Secretary