

**DELTA COLLEGE DISTRICT  
BOARD OF TRUSTEES  
DINNER MEETING  
APPROVED MINUTES  
June 10, 2008  
Delta College Main Campus  
Room N-7**

**Board Present:** R. Emrich, K. Higgs, T. Lane, E. Selby, D. Wacksman

**Board Absent:** K. Houston-Philpot, K. Lawrence-Webster, J. MacKenzie, B. Stafford

**Others Present:** J. Goodnow, D. Lutz, L. Myles-Sanders, B. Baker, P. Clark, S. Goddard, T. Gould, L. Govitz, T. Grunow, A. Hill, J. Knochel, J. Johnson, T. Kubatzke, J. Mahoney, M. Mosqueda, L. Ramseyer, P. Seidel, L. Stark, T. Stitt, A. Ursuy, B. Webb, S. Whitney, K. Wilson, K. Wolf, A. Wolfe

**Press Present:** A. Hoag, J. Hall

Chairperson Earl Selby called the meeting to order at 6:00 p.m.

Trevor Kubatzke recognized Website Design Team members Pam Clark, Terry Gould, Leanne Govitz, Pat Graves, Geoff Meade, Jason Stahl, and Lucas Stark, pointing out that redesign in three months occurred at an unheard of speed, and recognizing the leadership of Pat Graves. He emphasized the importance of the college's Web presence.

Pam Clark reviewed the history of web page redesign in 2002, 2004, and 2006. The design of the new site incorporated user feedback concerning ease of navigation and additional information needed. The recommendations of the CLARUS report were also central to the redesign.

Lucas Stark explained how use of free site building software from Sungard Higher Education allows automatic population of the site, central control and remote editing, and a consistent look, without requiring end users to load software or worry about templates. With reporting features that were not previously available, site managers can track contacts to help continuously improve content for students. The "ask us" button also helps improve focus, and sends questions to a predefined group of experts.

Leanne Govitz described the research on the new color palette and the goal of providing a clean, inviting, welcoming site that groups information according to probable questions. Terry Gould said that the team used focus group information to define initial audience paths but expects the reporting function to continuously improve them. She demonstrated the different paths for future students, current students, parents, alumni and those interested in giving, those looking for business solutions, and community resources.

Trevor said that the effort was to bring the information to the audience rather than sending them into a warehouse to find it, where they might get lost. Tom Lane inquired how the team

intended to drive potential students to the site: the site is indexed for Google and will add clickable tabs and continue to submit maps, all intended to help students find the site. Dr. Lane inquired about use of Facebook and Second Life, and Pam Clark said the college has reserved a MySpace site.

Debra Lutz presented the preliminary budget. It is preliminary because funding from the State of Michigan has not yet been finalized. She said that the strategic plan drives the budget and highlighted key items in the budget. The overall budget is \$94.9 million, 1% above last year's total. The \$60.9 million general fund budget is down 0.4%.

The budget is built on projections that state funding will decrease. Local property tax revenues will also decrease due to the resolution of the Midland Cogeneration tax appeal. This contrasts with historical trends in which changes in district property tax values were greater than inflation until last year and this year. Dr. Emrich commented that the 2007-2008 changes are closer to reality. Tuition and fees have been held under the 2.3% tuition tax credit cap, and the budget is built on an enrollment increase just under the projected 5.7% increase for FY 07-08.

Ms. Lutz pointed out that if state funding had kept up with enrollment increases and inflation, the current state funding would be about \$21 million, about \$7 million more than is currently projected for fiscal 2008-9. The budget maintains the Board's directed 8% fund balance and must take into account the 24% that goes to retirement funding for every wage dollar. There is a \$2 million increase in Pell grants, from approximately \$7.5 million to \$9.5 million. Dr. Emrich asked whether the projected \$150 thousand student bad debt loss portends greater problems for the future, and Ms. Lutz responded that efforts are underway to counsel students and reduce losses. Mr. Higgs inquired about the President's entertainment expenses. Ms. Wacksman asked whether the Fitness Center is self supporting. Ms. Lutz said it is expected to be self supporting for the membership activities but that the Fitness Center also supports student, athletic and academic uses, that there is an anticipated reduction in income from birthday parties, and renovation and replacement costs for equipment have been factored into the budget. Dr. Emrich complimented Ms. Lutz on an excellent, skilled and clear presentation.

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

Respectfully submitted,

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Leslie Myles-Sanders, Board Secretary