

NORTH GEORGIA TECHNICAL COLLEGE BOARD OF DIRECTORS

Meeting Minutes

September 15, 2016

Members Present: Jeremy Williams, Ron Barden, Chan Caudell, Jane Brackett, Barry Roberts, Mitchel Barrett

Members Absent: Rebecca King, Rebecca Stovall

Staff Present: Dr. Mark Ivester, President; Carol Carson, Vice President Administrative Services; Rick Story, Vice President Economic Development; Dr. Mike King, Vice President Student Affairs; Dan Pressley, Dean of Academic Affairs; Amy Hulsey, Director of Public Relations and Information; Cynthia Brown, Director of Institutional Advancement, and Trudi Schubring, Executive Assistant to the President.

Call to Order: Chair Williams called the meeting to order at 3:00 p.m. The meeting was held on the Clarkesville Campus of North Georgia Technical College.

Invocation: Barry Roberts offered the invocation.

Approval of Agenda: *There was a motion by Ron Barden, a second by Jan Brackett, and the agenda was unanimously approved.*

Approval of Minutes: *There was a motion by Mitchel Barrett, a second by Barry Roberts and the minutes from the August 17, 2016 meeting were approved as submitted.*

Chair's Report:

- Chair Williams welcomed IT Director, Savonda Turner, who provided a demonstration of the new NGTC mobile app. Features of the app include access to grades, e-mail communication with professors, access to college calendars, NGTC-specific notifications, financial aid management, access to campus and more. Via the app's notification system, students can stay in continuous contact with NGTC, receiving important campus messages or notices of outstanding fees.
- The board was reminded of the upcoming TCSG Leadership Conference in Savannah on October 3-5, 2016. Ms. Schubring will provide conference registration and hotel information to board members planning to attend.
- Chair Williams reported he had recently polled the board on possibly changing the time of board meetings to lunch for the 2017 calendar year. Based on feedback, the board recommended that two meetings during the year will be conducted during the lunch hour, with one scheduled during the holiday season and the other at President Ivester's choosing. The remaining meetings will be held at 3:00 pm.

Public Relations: Amy Hulsey, Director of Public Relations, provided an update of activities in the Public Relations Department.

- Copies of a new NGTC publication were shared, which is a remake of the previously published NGTC Fact Book. The new publication provides a more comprehensive look at the college and programs offered. These will be distributed at college fairs and high schools in the service area. The publication is designed to appeal to parents of prospective students, as well as students.
- Ms. Hulsey announced NGTC is embarking on a new marketing strategy utilizing geo-fencing. Geo-fencing is a feature that uses GPS to define geographical boundaries. It offers a way to connect and engage with prospective students via mobile ads and allows the ability to target users based on proximity to their college. Because the user is actively seeking out information relevant to the college they are very likely to engage with the ad. NGTC can target specific ads to those places where we believe our students are visiting. The marketing campaign will be targeted to 18-35 year-olds. NGTC is one of five colleges in the System conducting this type marketing campaign. More information will be brought to the board as the campaign progresses.

- Another area of focus is Move on When Ready (MOWR). Marketing is geared to students who are currently enrolled, and encourages them to stay and complete their course of study at NGTC.
- Ms. Hulsey announced the college is hosting *NGTC Night with the Raiders* on Friday, October 8, 2016 at the HCHS stadium. Faculty and staff will be on hand to promote the college, distribute NGTC stadium cushions, and conduct a half-time raffle. This is a great way to spotlight NGTC and its strong relationship with the local high school. If the event is successful, similar type events with other high schools in the service area may follow. She invited the board to attend and participates in the special event.

Administrative Services Report: Carol Carson, Vice President of Administrative Services, provided a brief overview of of the calculations used on the monthly financial report. Additional details on the financial statement and activities in the Administrative Services areas are included in the board materials.

- Budgeted amounts are determined by the approval of the annual operating budget in June and are updated as new funding sources are received. Revenue for state funds is reported as 1/12 of the annual state allocation. Federal and bond funds are submitted for reimbursement after the expense has been recorded. Local funds are recognized in the period the revenue has been earned. Expense categories are estimated based on budget request forms received from each department along with historical data. Expenses are recorded in the month that the payment has been made to the vendor.

A motion to affirm the August 2016 Financial Report was made by Ron Barden, seconded by Jane Brackett, and unanimously approved.

Academic Affairs Report: Dan Pressley, Dean of Academic Affairs, provided a brief update as follows. Additional details and updates are provided in the board materials.

- The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) has approved the Shampoo Technician TCC to be offered at Habersham Central High School effective Fall Semester 2016. SACSCOC has also approved the Nurse Aide TCC to be offered at Rabun County High School effective Fall Semester 2016.
- Mr. Pressley presented an action item to terminate the Marine Engine Technology TCC on the Clarkesville campus. There has been an increasing decline in enrollment for the program over the past several years. Dr. Ivester commented that with Lanier Technical College's plans to offer Marine Engine Technology as one of its anchor programs, along with our instructor's planned retirement, it was determined that now is an appropriate time to terminate the program. He added this was a difficult decision to make, as it is one of the oldest programs at NGTC. While plans are not final, one of the options for replacement is auto diesel, as this program could utilize the existing bay used for marine technology. More information will be brought to the board as plans are finalized.
- In other updates, Dean Pressley reported an on-site visit is planned with the new Achieving the Dream (ATD) coaches on October 31-November 1, 2016.

A motion to affirm the request to terminate the Marine Engine Technology TCC was made by Mitchel Barrett seconded by Barry Roberts and approved by all.

Economic Development and Adult Education Report: Rick Story, Vice President of Economic Development, provided a brief update as follows. Additional details and updates are provided in the board materials.

- Nine area businesses have participated in training and/or meetings with the Economic Development department.
- Twenty-two CDL tests were given during August. Five CDL students have received job offers since graduating in July.

- The Adult Education Centers are now offering the GeorgiaBEST (Business Ethics Student Training). GeorgiaBest is designed to answer some of the top concerns employers have regarding our future workforce. The program concentrates on teaching soft skills which are so important in the workplace.
- Several new staff members have joined the Adult Education Department: Josh Watkins, Outreach Coordinator; Dawn Evans, Career Advisor; Terry Mentzer, part time instructor for Rabun County Adult Education Center; and Stephen Kramer, part time instructor at the White County Adult Education Center.
- The series of *Northeast Georgia Backyard Tours* continues to be successful. The tours visit local areas of interest throughout Northeast Georgia. Registration includes a picnic lunch, transportation, and entrance fees associated with the tour. The August tour was booked to capacity and the upcoming October tour is also fully booked. Planning for a Christmas tour is underway for December.
- Mr. Story reported that earlier this year the Georgia General Assembly proposed a number of significant changes to driver education programs across the state. The changes are not immediately definitive, however if enacted, they are expected to become effective January 1, 2017, and may alter programs to include the below. He believes that even if these changes are enacted, NGTC can continue to be competitive in our driver education course offerings.
 - Program funding will become a line item in the state budget.
 - Training class registration will no longer be completed by contacting technical colleges directly.
 - Class registration will likely be facilitated through the Office of the Commission on Teen Driving.
 - To qualify for course vouchers, it is also proposed that students must qualify for free or reduced lunches.

Student Affairs Report: Dr. Mike King, Vice President of Student Affairs, provided a brief update as follows. Additional details and updates are provided in the board materials.

- Dr. King reported on financial aid distribution, including Pell Grants of \$2.9M; and federal loans of \$1.8M.
- 430 Move on When Ready students are registered for Fall Semester, an increase from projected numbers.
- Fall enrollment has been strong at 2,844 students, which is an increase of 178 students over last fall. NGTC is one of only two colleges in the System with increased enrollment.
- MOWR students average 5.5 credit hours. Non-MOWR students average 9.87 credit hours.
- The placement test changed from COMPASS to ACCUPLACER effective September 1, 2016. Dr. King commended Patrick Ledford, Career Placement and Development Director, for his efforts in a smooth transition.
- In other news, Dr. King announced that Mary Lou Ivester, long time NGTC receptionist retired effective September 15th. Ms. Ivester did an outstanding job as the voice of NGTC for the past many years. Julie Graves has been hired as her replacement. Also new to Student Affairs is Andrea Wilson, Student Affairs Specialist.

President's Report: President Ivester thanked Amy Hulsey for the Public Relations update, noting that she would begin reporting to the board each month. Additionally, he welcomed Cynthia Brown, Director of Institutional Advancement, adding she will begin attending the board meetings on a regular basis. The work of the Foundation is key to the success of the college.

- Dr. Ivester shared the TCSG Enrollment Report, noting that the System had a 2.7% decrease in enrollment, however NGTC had a 6.7% increase. NGTC also experienced a 2.7% increase in FTE count, while the System had a 2.9% decrease. He believes the increases can be attributed to the strong work of the Enrollment Committee in bringing students into the college and also in retaining students from admission through graduation. Another factor is the work of the Foundation. They have provided assistance to 226 students

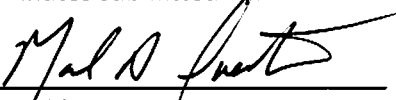
for the Fall Semester through tuition and fees scholarships, lending library scholarships, equipment scholarships, tuition and fees loans, equipment loans, book loans, and PERKINS funds.

- In other news, NGTC has entered a partnership with Union General Hospital and Chatuge Regional Hospital for an evening Practical Nursing program in Blairsville. The program will utilize the existing space in the new Blairsville Health Wing. Union General and Chatuge Regional have each committed \$50,000 per year for a three-year period, to pay an instructor's salary. The three-year commitment represents a total investment of \$300,000. The program will likely begin in the Fall of 2017.
- Dr. Ivester highlighted the TCSG state funding, noting that schools are funded the same amount each year, however, when the number of students decreases, the amount received per student increases.
- He emphasized the good work that the college is doing in maintaining enrollment and believes the momentum will carry forward.

There being no further business or discussion, Chair Williams adjourned the meeting at 4:05 pm. The next meeting is scheduled for Wednesday, October 19, 2016 on the Blairsville campus.

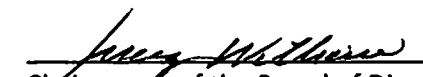
Approval to Adjourn: *A motion to adjourn the meeting was made by Ron Barden, seconded by Jane Brackett, and approved by all.*

Minutes submitted by:



President
North Georgia Technical College

Approved by:


Chairperson of the Board of Directors
North Georgia Technical College