

**Saint Paul College
President's Advisory Council
Thursday, November 15, 2018
4:00-6:00pm
Conference Room #3320**

Present: David Berg, Dan Bostrom, John Brodrick, Greg Buck, Emmanuel Donaby, Jean Echnacht, Darren Ginther, Paul Huot, Joe Kroeger, Lee Krueger, Theresa Malone, Tom McCarthy, Ryan O'Connor, Erica Schumacher

College Staff in attendance: Audrey Bergengren, Rassoul Dastmozd, Laura King, Kristen Raney, Wendy Roberson, Najam Saeed, Rachelle Schmidt, Nichole Sorenson, and Scott Wilson.

Guests: Tarah Bjorklund, Interim Dean of Strategic Enrollment Management

Absent: Gaye Adams-Massey, June Berkowitz, Dan Cherryhomes, Jennifer Christensen, Nate Keith, Rena Moran, Mary Rothchild, Pat Ryan, Kristin Schultes, Mindy Travers, and Autumn Zehren.

Welcome and Introductions

President Dastmozd welcomed the two new President's Advisory Council members: Mr. Darren Ginther and Mr. Tom McCarthy. Mr. Ginther, Assistant Director at Saint Paul Public Schools, is replacing Mr. Jon Peterson. Mr. McCarthy, St. Paul Plumbers Local 34 Business Manager, is replacing Mr. Don Mullin.

Review and Approval of Meeting Agenda

A motion was made by Ms. Malone to approve the agenda with flexibility. The motion was seconded by Mr. Brodrick. ***The motion passed.***

Approval of September 27, 2018 Meeting Minutes

A motion was made by Mr. Brodrick to approve the September 27 meeting minutes as written. The motion was seconded by Mr. Bostrom. ***The motion passed.***

State of the College

President Dastmozd thanked all those who participated in the Higher Learning Commission site visit on October 30. He explained that the site visit went well and the team was very impressed by the campus community. The final report will be available sometime late December. President Dastmozd will share the finalized report once it becomes available.

The College was awarded a 3 million-dollar Title III: Strengthening Institutions Grant. The grant will be spread over a five-year period and will focus on increasing enrollment, strengthening student's three-year success rate, and decreasing financial aid default rate.

Academic Affairs

Dr. Raney shared that it was a busy first month of classes for faculty and the deans, but all is going well.

Foundation

President Dastmozd reminded everyone that the annual Saint Paul College Scholarship Gala is taking place on Thursday, December 6 at 5:30pm. Space is limited, but there are still a few tickets left. He shared that currently the sponsorship is at \$190K. The goal for the gala this year is \$350K.

Institutional Research/ Planning and Grants

Ms. Nichole Sorenson also thanked the group for participating in the HLC site visit. She shared that the information collected at each session was extremely beneficial and a crucial part of the continuous development of the College as a whole.

Information Technology

Mr. Saeed announced that he will be retiring Spring of 2019. He has been working in the Minnesota State system for over two decades. President Dastmozd expressed his gratitude for the leadership, support, and work that Mr. Saeed has put in over the years at the College.

Mr. Saeed shared that the IT department is currently part of a Baker Tilly audit study with four other Minnesota State Colleges and Universities. He explained that the audit started today and would continue tomorrow.

Human Resources

Ms. Schmidt reiterated that CIO, Mr. Saeed, will be retiring Spring of 2019. She is working closely with President Dastmozd to complete a timeline for filling the position. Ms. Schmidt will offer updates and more details as they become available.

Marketing, Communications, and Recruitment

Ms. Audrey Bergengren shared with the group an overview of the strategies her team uses to recruit potential new students. She explained that her team uses specific approaches for each target group including high school visits and tours for traditional aged students, workforce center visits and GED programs for adult learners, and information sessions for individuals who have expressed an interest in a specific program. The recruitment team is made up of five recruiters that are all bilingual (Spanish (2X), Hmong, Somali, and Karen). Ms. Bergengren also shared the extensive list of advertisements in digital media, radio, local publications, and billboards.

Enrollment

Ms. Tarah Bjorklund, Interim Dean of Strategic Enrollment Management, gave a brief update on the fall enrollment. She shared that the Fall 2018 headcount was down 2.4% from Fall of 2017 and that 31 Minnesota State institutions were on average facing a 1.8% decrease in headcount from last year. She noted that while there were enrollment decreases in Reading, English and Humanities/Philosophy courses, there were enrollment significant increases in ESOL/EAPP, Biology, and Business and Management courses. Ms. Bjorklund's handout can be found [here](#).

Continuation of Group Conversations

“To reaffirm the President’s Advisory Council commitment of advance the mission, vision, and strategic direction of Saint Paul College”

Conversation notes:

What was missing from the September 2018 notes or what do you want to add?

- Finding skilled workers – how much education do employers want/ employees need?
- Why are students leaving before they finish?
 - 3% decline in returning students – why?
 - Clarification on the data (24% of St. Paul residents are living under the poverty line).
 - Who are the 24% and how can we help them?
- Adding a dedicated space at Saint Paul College for external partners to use.
- How do you motivate employees? Is there someone from SPC who could come talk to employees about continuing education?
- The council needs to understand who we are as a community and be intentional about the challenges our student face (child care, transportation, etc.)

What topics should we discuss at the remaining President’s Advisory Council meetings after January 1, 2019?

- A holistic approach to the student
- The idea of being responsive to the labor markets
- The makeup of the Advisory Council – who needs to be included/ added to the council?
- How to make SPC known and relevant to students that are unrepresented
- Intentional outreach – connect community/state programs with students in need