

**President's Advisory Council**  
**Thursday, September 21, 2017**  
**4:00-6:00pm**  
**Conference Room #3320**

**Present:** David Berg, Dan Bostrom, John Brodrick, Greg Buck, Dan Cherryhomes, Rassoul Dastmozd, Emmanuel Donaby, Laura King, Theresa Malone, Rena Moran, Amethyst O'Connell, Kristen Raney, Pat Ryan, Najam Saeed, Rachelle Schmidt, Mindy Travers, Scott Wilson, and Tracy Wilson.

**Phoned in:** Gaye Adams-Massey, Nate Keith, Joe Kroeger, and Mary Rothchild

**Absent:** Cecile Bedor, June Berkowitz, Jean Echternacht, Lea Hargett, Paul Huot, Don Mullin, Ryan O'Connor, Jon Peterson, Erica Schumacher, George Watson, and Autumn Zehren.

**Guests:** Sarah Carrico

**Review and Approval of May 11 Meeting Minutes**

A motion was made by Mr. Bostrom to approve the May 11 meeting minutes as written. The motion was seconded by Mr. Buck. The motion passed.

**Review and Approval of Meeting Agenda**

A motion was made by Mr. Ryan to approve the meet agenda with flexibility. Mr. Bostrom seconded the motion. The motion passed.

**Review and Approval of Saint Paul College President's Advisory Council Bylaws**

The President's Advisory Council bylaws were reviewed and unanimously approved for the 2017-2018 term.

**Review of Membership List**

President Dastmozd shared that with the departures of Ms. Hargett from the Black Chamber of Commerce and Mr. Hesse from United Food and Commercial Workers, there are currently two vacancies in the advisory membership. Mr. Hesse will be sending President Dastmozd contact information for his replacement as soon as possible. President Dastmozd will reach out to Ms. Hargett to see if she has replacement recommendations. In the meantime, President Dastmozd asked the group to submit contact information for potential members to Ms. Soukup. Any potential members will be required to submit a CV to the nominating committee for review before being brought forward for decision.

**Election of Officers**

Mr. Nate Keith volunteered to take on the role of the President's Advisory Council Secretary. Mr. Keith was unanimously approved to serve as the 2017-2018 Secretary.

### **Trading Up Presentation – Dr. Tracy Wilson**

Dr. Wilson gave an overview of Trading Up and the changes/updated that are being made to the Trading Up 2.0. Currently, Trading Up is a partnership between Saint Paul College, St. Paul Builders, and 16 contractors that provides direct career pathways to employment within a trades union or Building Minnesota. At the present time, 195 trainees have completed the Trading Up program with 83 securing employment and 29 enrolling in postsecondary education. Trading Up 2.0 will offer similar opportunities for trainees with the addition of a full-time navigator for more personal interaction, and pathway opportunities in manufacturing, transportation, and Information Technology. Dr. Wilson's presentation can be found [here](#). The College applied for a grant from a Foundation and awaiting to hear from this Foundation about our funding request for Trading Up 2.0.

### **Strategic Priorities**

President Dastmozd shared a draft, developed by Cabinet members, of the 2018-2022 Strategic Plan key performance Indicators (KPIs). President Dastmozd explained that the five goals align with one of the seven KPIs:

- 1) Increase student persistence, completion, and transfer from 67% to 75% for all students by 2022.
- 2) Increase faculty and staff diversity from 22.5% to 30% by 2022.
- 3) Decrease student loan debt from an average of \$12,000 per graduate to an average of \$10,000 per graduate by 2022.
- 4) Increase student FYE from 4,546 to 5,000 FYE by 2022.
- 5) Eliminate opportunity gap by 2022.
- 6) Increase private fundraising by \$5.0 Million by 2022. Facilitated by the Friends of Saint Paul College Foundation.
- 7) Increase graduate placement rate from 87.3% to 95% by 2022.

President Dastmozd clarified that the KPIs are a work in progress and will need to be thoroughly refined through the College Leadership team and Cabinet. A copy will be shared with the group once the document has been finalized.

### **Enrollment Update – Ms. Sarah Carrico**

Ms. Carrico shared that at Saint Paul College, the Full Time Year Equivalent (FYE) is down 2.1% from fall of 2016 and enrollment across the 31 Minnesota State institutions is down 2.3% from last fall.

Programs with significant increases include Philosophy, Psychology, and Cosmetology/Esthetics/Culinary. Programs with significant decreases include Precision production, Health Sciences, and Languages. There is also a 13% decline in enrollment for older students (40-59). It's believed that the growing job market directly effects students in that age range. Ms. Carrico is looking at scheduling efficiencies, class times, and delivery methods to meet the needs of older students.

Ms. Carrico also shared an update of all the partnerships and programs throughout the College. One in particular is the Power of You™ and Gateway to College™ programs. Currently there are 230 new students in Power of You and 102 Gateway to College enrolled for fall 2017. See the complete list of updates [here](#).

**Marketing/Communications Update – Ms. Audrey Bergengren**

Ms. Bergengren shared the new fall open house and advisory program campaigns. She explained that the new signage is displayed all around the east metro area promoting all the upcoming campus events. In total there are 28 special events (Open Houses/Express Registrations/Information sessions), 96 Start Here Sessions, and 39 High School visits on the calendar so far for this fall and the recruiters are already starting to plan for Spring.

Ms. Bergengren also shared that President Dastmozd is the recipient of the annual Pacesetter Award given out at the National Council for Marketing and Public Relations (NCMPR) conference. Ms. Bergengren and her team nominated President Dastmozd earlier this fall without his knowledge. Ms. Bergengren and President Dastmozd will travel to Iowa in October to receive this award and hopefully additional awards for Saint Paul College.

**Finance and Facilities Update – Mr. Scott Wilson**

Mr. Wilson shared the FY18 budget analysis with the group. He explained that the FY18 budget is based on a 3% FYE overall decrease from FY17. The different budget scenarios Mr. Wilson explained can be found [here](#).

Mr. Wilson explained that the new Health Science and Alliance Center is now open and fully operational. The furniture has started to arrive and is being setup as it comes in. Other renovations around campus include: 5 classroom updates, a new tutoring center, and the installation of security cameras and LED lights throughout the parking ramp.

**Foundation Update – President Dastmozd**

President Dastmozd reminded everyone that the annual Scholarship Gala will be held Thursday, December 7 at 5:30pm. Approximately \$120,000 sponsorships have been confirmed so far. Silent auction items are still being accepted and are greatly appreciated. Formal invitations will be sent out late October.

**IT Update – Mr. Najam Saeed**

Mr. Saeed gave a brief update on the IT department. He shared that over the summer 400+ new computers and laptops were installed around campus and all existing devices were upgraded to Windows 10. In addition to the new computers and laptops, all meeting/conference room were upgraded with new microphones and teleconference presence.

**Human Resources Update – Ms. Rachelle Schmidt**

Ms. Schmidt explained that there a number of open positions that the HR team is working on filling. The finalists for the Dean of Institutional Research and Dean of Student Success positions have been identified and will be invited back to campus to meet with President Dastmozd and the search committee in the next week or two. Mr. Schmidt also shared that the finalists for the Foundation Executive Director will be invited to campus the first week of October to meet with the search committee.

**Meeting adjourned at 5:55pm**

**Minutes submitted by Maggie Soukup**