

Approved on 1/22/24

## Administrative Council Meeting Minutes

Monday, January 8, 2024

President's Office 9:00 a.m.

(Highlight in blue assignments that need to be completed)

### PRESENT

Dr. Doug Darling- President  
Lloyd Halvorson- Vice President for Academic/Student Affairs  
Joann Kitchens - Vice President for Administrative Affairs  
Dan Driessen- Assistant Vice President for Student Affairs  
Erin Wood-Director College Relations  
Kristi Kienast-Hernandez-Faculty Senate Representative  
Bobbi Lunday- Recorder

### Guests

### 1) CALL TO ORDER/REVIEW MINUTES

#### a) Call to Order

i) The meeting was called to order at 9:03 a.m.

#### b) Review of December 11, 2023, minutes

i) The minutes of the previous meetings were reviewed and approved.

### 2) OLD BUSINESS

#### a) Athletic Training Facility Update

i) A survey will go out mid-February to various groups in the Lake Region Area for the feasibility study.

#### b) Weight Room Relocation Progress

i) Tabled.

#### c) Team Building on Campus

i) President Darling asked council for their ideas to build a more cohesive team among campus employees. Council discussed the overwhelming consensus on the Holiday Party was that those that attended enjoyed it. Intentionally arranging the activities so people had to work with people they are not accustomed to working with was a winner. They would like to see a larger percentage of faculty participate. Staff that normally leave at 3 to pick-up children were asked to make other arrangements because this is part of the workday and were encouraged to try to be there. After hour gatherings will not work. The idea taken away from the Holiday party experience was to use the strategy of mixing people. Maybe at fall in-service during back-to-school breakfast we have people pick a number and move to the corresponding table for a few round of college trivia for last few minutes instead of dismissing early.

#### d) Long Term Strategic Plan/Annual Plan

i) Director Wood and Design Specialist Beckman are [working on the full-length version and the pocket version](#).

### 3) NEW BUSINESS

#### a) College for Kids 2024 (College Relations)

i) Director Wood reminded council the Summer Programs Park Board booklet will be published soon; [we need to lock our offerings in to get them in the book](#). VP Halvorson talked to faculty, and they said they would make it happen.

#### b) Certificate in College Studies (change of eligibility) (Academic/Student Affairs)

i) To award this certificate, HLC would have to visit all the high schools. It costs \$5,600 per application and we can put 7 schools on an application. Registrar Johnson said not many students asked for the certificate. [VP](#)

[Halvorson proposed to change eligibility rules to degree seeking students only until there is a better plan and update the college catalog. President Darling supported the proposed change.](#)

- c) **Annual Enrollment Report Comprehensive Review** (Academic/Student Affairs)
- i) **ADN Program**: VP Halvorson concludes that there is little need to formally designate the ADN program as low enrollment for the following reasons: 1) The ratio of 8.71 FTE to FTF is only .29 from meeting expectations. 2) The ADN ratio is up from 6.71 in 2022, showing almost 25% improvement from last year. 3) The overall numbers between PN (12.18 FTE/FTF) and ADN (8.71) exceed the 9 to 1 expectation.  
(1) President Darling approved the recommendations.
  - ii) **Auto Program**: VP Halvorson recommends the auto program for official designation as low enrollment. The program is down nearly 25% on the ratio of expectations from 2022 and down 30% from 2021. This recommendation is made to ensure a comprehensive action plan, in collaboration with the Director of College Relations and the Assistant VP for Student Affairs, be completed and deployed during the spring and summer months. Targeted marketing and recruiting funds, in designated reserves set aside for this purpose, should be made available.  
(1) President Darling approved the recommendations.
- d) **Enrollment Services Specialist Position** (Academic/Student Affairs)
- i) HR Director Lillehaugen requested this item be on the agenda because VP Halvorson did not want the position posted until council met to decide if changes to the job description should be made prior to listing. VP Halvorson stated she must have misunderstood. President Darling already signed the form; it was unnecessary to require his signature, so he did not sign the request to post the position. He apologized for the delay.
- e) **Peace Officer Training** (Administrative Affairs)
- i) VP Halvorson introduced a proposal to move to 3 seasons per year: Spring-Devils Lake, Summer-West Fargo, and Fall-Grand Forks beginning Summer 2024. President Darling approved the proposal.
- f) **Notice of Retirement** (Administrative Affairs)
- i) VP Halvorson informed Council that Dick Olson announced his intent to retire in May 2024 during the Faculty Senate meeting on 1/5/24.
  - ii) Stevan Waddell has requested a transition to Sociology Instruction.
- g) **Parking/Street Repair** (Administrative Affairs)
- i) VP Kitchens shared a preliminary bid from Tri-State Paving company. She wanted council members to be aware they are creating a plan for the \$431,000 left to spend on parking lot.
- h) **Procurement Policy 400.13.01** (Administrative Affairs)
- i) The policy change is to exclude cooks and custodians from the training. Request approved.
- i) **NDSU Dual Credit**
- i) Council discussed the consequences of NDSU entering the dual credit arena. Both policy and procedure changes at the NDUS are being proposed that will allow NDSU to duplicate online instruction to high school students that is being delivered by the community colleges and regional four-year universities.
  - ii) Assistant VP Driessen discussed the 1/5/24 phone call from a parent who stated the NDSU early entry classes are full, and they were advised to call LRSC. While LRSC must use Master level instructors for Dual Credit, Universities are exempt from the HLC requirements for master level teachers to teach college classes. Universities have the ability to use teaching assistants for instruction of general education courses. They are giving scholarships to the students to get them to the \$89 per credit.

#### 4) **TABLED: Review Policies**

[Policy 340.2 Nonprofit Affiliates : President Darling](#)

[Policy 512 Student Drivers and Use of State Vehicles by Student Groups : VP Kitchens](#)

[Policy 605.3 Nonrenewal, Termination or Dismissal of Faculty : VP Halvorson](#)

[Policy 605.4 Hearings and Appeals : VP Halvorson](#)

[Policy 605.5 Mediation : VP Halvorson](#)

[Policy 703.1 Early Retirement : President Darling](#)

[Policy 804 Equipment and Other Leases : VP Kitchens](#)

[Policy 804.1 Tax Exempt Bond Issues and Lease Purchase Financing : VP Kitchens](#)

[Policy 820 Waivers and Tuition Assistance](#) :LRSC policy should be reviewed to insure it includes everything necessary. Assistant VP Driessen

[Policy 902.1 Construction Process-Legislative Approval; List of Funding Requests : VP Kitchens](#)

[Policy 906 Emergency Preparedness and Management; Continuity of Operations; Security](#) : LRSC has a COOP Plan and an EOP plan, but we do not reference it in our policy manual. : [VP Halvorson](#)

[Policy 907 Building Plaques : President Darling](#)

[Policy 1202.2 Incident Response Policy](#) : LRSC policy should be reviewed. [President Darling](#)

[Policy 1203.01 Digital Accessibility : President Darling](#)

- a) **Discussion**
- b) **Update on Open Positions**
  - i) Accounts Receivable:
  - ii) Enrollment Services Specialist

## 5) **ADJOURNMENT**

- a) **Adjournment**
  - i) The meeting was adjourned at 10:55 a.m.
- b) **Upcoming Scheduled Council Meetings**
  - i) The next meetings of the Administrative Council will be M-Jan 22@1p

In accordance with Section 700.24 of the Lake Region State College Policy and Procedure Manual, the Annual Enrollment Report was published on October 25, 2023. The report identified two Career and Technical Education programs to be reviewed for low enrollment: Associate Degree Nurse and Automotive Technology. Prior to an official designation as low enrollment, the following comprehensive review was conducted to identify the key indicators of program strength as they relate to enrollment.

## **Associate Degree Nurse**

### ***Program Faculty***

The nursing program has a total of eleven benefitted faculty, two non-benefited 0.75 temp instructors, and six part time non- benefitted instructors.

The program Chair, Karen Clementich, holds the rank of professor and is tenured. The Chair position is included in the number of eleven faculty. The Chair's primary job is the administration of the AD and PN programs in DL, Grand Forks, Mayville, Jamestown, and the mobility programs provided throughout the Northeastern part of the state. Chair is also responsible for program assessment and outcomes, students, faculty, instructors, and staff. The Chair has been involved in the development of the Community Paramedicine program, 80% of the Chair's salary is from nursing allocated appropriated funds, and 20% is from the Community-paramedicine monies allocated to LRSC to support the community paramedicine program. Kimberly Brown, Associate Professor, is a full-time faculty member who has administrative duties, as the distant site coordinator, which accounts for 25% of her workload. Five of the full-time faculty members, Lauree Wangler, Melissa Moser, Megan Sylling, Shalee Lorenz, and Karly Pfeifer, teach in both the PN and AD program. One faculty member only teaches in the AD program, Amber Solheim. All listed faculty above are paid from the appropriate funds.

Two full time faculty members are shared with other programs. Amanda Jordon is 75% community paramedicine and Cheri Weisz is 25% train ND, they are paid those portions from these other areas outside of the Nursing Department appropriation. One full time faculty member, Tracy Bina, is paid 100% out of the Community paramedicine monies.

There are seven part-time instructors. Kristen Winnegee and Anne Johnson are paid out of the program fee's and assist with the PN lab weekly. Two instructors, Donna Weigel and Ashlie Varilek instruct one theory class online per semester for the mobility program. One Instructor, Jaydon Grafsgaard, works part time with AD clinical or lab. One instructor, Rachel Dauksavage, works 75% of the time on a special contract, receives no benefits and will be leaving for a full-time Nurse practitioner job spring 2024. One instructor Jaime Nienhuis works 75% on a non-benefited contract, 50% in lab/clinical AD instruction and 25% simulation. After this semester Jamie will need to reduce hours to less than 50% so she will not qualify for benefits. Jaime is paid out of the program fees and Nurse Education Consortium monies.

Cohorts	Number of students Fall 2023	Number of students spring 2024	Number of students summer 2024
DL PN	18	18	18
DL Mobility	9	6	6
Mayville PN	9	8	8
Mayville PN Mobility	8	7	7
Grand Forks PN	13	11	11
Jamestown PN Mobility	6	5	5
<b>Total</b>	<b>63</b>	<b>55</b>	<b>55</b>
DL AD	5	5	
DL AD Mobility	6	6	
Grand Forks AD	5	5	
Grand Forks AD Mobility	9	9	
Mayville AD	5	5	
Mayville Mobility AD	8	8	
<b>Total AD students</b>	<b>42</b>	<b>42</b>	<b>N/A</b>
Paramedic to Nurse DL		6	
<b>Total Paramedic to Nurse DL</b>	<b>N/A</b>	<b>6</b>	<b>N/A</b>
<b>Total students @ LRSC</b>	<b>105</b>	<b>103</b>	<b>55</b>

When creating workload for the faculty /instructors the difficulty lies with having cohorts that are spread out. Each cohort can only have up to eight students at max for clinicals. This means that the ratio is one instructor to eight students. The LRSC faculty work together to cover the curriculum at both the PN and AD level. With the addition of the mobility program in Fall 2022, LRSC nursing absorbed a total number of 26 credits for the PN program and 24 Credits to the AD program in addition to the workload for the DNP. These credits do not include the 144 hours of clinical for PN students or the 240 Clinical lab/clinical hours for the AD program per semester. Each group of 8 needs coverage for the clinical hours each semester. Creative scheduling of workload to accommodate the students with the current faculty is remarkable.

First	Last	Degree	Location	JOB	Program	Payment source
Karen	Clementich	MSN	DL, GF/Mayville/Jamestown/Mobility	FT	Chair	80% appropriated 20% Community paramedicine
Kim	Brown	MSN	DL/ GF/Mayville/Jamestown/Mobility	FT	AD/PN	100% appropriated
Lauree	Wangler	MSN *	DL/ Mobility	FT	AD/PN	100% appropriated
Melissa	Moser	MSN *DNP Univ of Mary	DL/Jamestown/Mobility	FT	PN	100% appropriated

		May. 2024				
Megan	Sylling	BSN *MSN MASU May 2025	DL/GF/Jamestown/Mobility	FT	AD/PN	100% appropriated
Shalee	Lorenz	BSN *MSN MASU May 2024	GF	FT	PN	100% appropriated
Amber	Solheim	MSN PhD Nursing Education Waldon Univ Feb, 2024	GF/Mobility	FT	AD/PN	100% appropriated
Tracy	Bina	MSN *DNP Univ of Mary May 2024	Mayville	FT	Comm/Para AD/PN	100% Community paramedicine
Karley	Pfiefer	BSN *MSN Program	Mayville	FT	AD/PN	100% appropriated
Amanda	Jordon	ADN *BSN Program Rasmussen Dec, 2023	Mayville	FT	Comm Para/ PN	75% Community Paramedic 25% appropriated
Cheri	Weisz	MSN	DL/Mayville Mobility (Fargo)	0.75/0.25 CNA	AD	.75% Appropriated
Donna	Weigel	MSN	Online	0.15	PN/AD	
Kristin	Winnegge	BSN *MSN MASU May/2025	DL	0.4	PN	Program fees
Jamie	Nienhuis	MSN	DL	0.75	AD/ Simulation	Program fees/NEC funding (SIM)
Ashlie	Varilek	BSN *MSN MASU 2025	Online	0.15	PN/AD	
Rachel	Dauksavage	MSN	GF/Mayville/Online	0.75	AD/PN	Program fees
Anne	Johnson	BSN	Mayville (Fargo)	.25	PN	Program fees
Jaydon	Grafsgaard	BSN	DL/GF	0.25	AD	Program fees
		*MS in FNP, UND 2025				

The numbers of the total program PN and AD are looked at when creating workload. Fall 2023 there was 106 students admitted to the Nursing program (this doesn't include paramedic to Nurse). The total number of students is 105 students, which would exceed the ratio of 9 students per instructor. It is also important to note that fall 2023 Nurs 129 (3cr), was offered to students online who were not successful summer 2023. This class was taught online by Cheri Weisz and was counted into her workload.



• **Completers - ADN**

Completion Period	Number of Completers
7/1/23-6/30/23	29
7/1/21-6/30/22	25
7/1/20-6/30/21	43
7/1/19-6/30/20	42
7/1/18-6/30/19	45

**Budget and Expenses**

Budget Period	Appropriated Budget	Appropriated Expenses	CTE Allocation
FY24	\$1,212,988.00	YTD 308,408.90	\$67,220.80
FY23	\$1,091,500.00	\$1,039,249.30	\$52,735.00
FY22	\$1,017,672.00	\$988,301.44	\$77,000.00
FY21	\$998,731.00	\$991,688.86	\$36,000.00
FY20	\$994,894.00	\$968,179.51	\$36,000.00

*Includes all expenses coded to program appropriated, including salary and fringe (LR50003151).*

**Marketing Efforts** (Report from Erin Wood)

Lake Region State College invests the most dollars into Nursing of all programs at LRSC.

Throughout the fall, winter, spring, and summer (2022-2023) ads were run Grand Forks, Devils Lake, and Langdon areas. Ads were also targeted to the service area through television and digital advertising.

In summer 2023, LRSC launched a multi-media campaign to announce the new Jamestown site. However, the approval for the site came in quite late for marketing to be effective for Fall 2023 numbers. Instead, the target for this marketing effort was increased awareness to impact enrollment in Fall 2024.

The College Relations Department also did paid social media outreach campaigns via Facebook, Instagram, YouTube, Google, and Snap Chat throughout northeast North Dakota and target zip codes in specialty markets. A concentrated social media campaign took place in February 2023.

All campaigns showed excellent engagement above the industry standard.

A heavy send out of news regarding the Community Paramedicine and Jamestown Nursing location were executed but did not garner a lot of coverage/attention.

Moving forward, marketing dollars specifically for Nursing will continue to decrease. Overall, marketing dollars are smaller and the ratio of funds spent for nursing needs to be more balanced so other programs, especially transfer, receiving needed attention. The College Relations Office also needs to place more time into other programs on the campus. Knowing that, Director Wood worked with DNP Director Traynor to get Kelsey Mertens access to design software to assist in marketing efforts. Kelsey does a great job promoting DNP and we now share posts many times and Kelsey can work on design needs for open houses and other things as they come up, so Nursing is waiting for materials from the College Relations Department. Likewise, Sara Galbraith in the Apprenticeship area keeps the LRSC website updated in relation to apprentices, many of which are Nursing.

#### *Future efforts:*

The college hosted the high school HOSA conference and we can capitalize on that with continued correspondence with the schools and attendees of that event.

College Relations can be of better assistance with promotion of special activities within Nursing to showcase on social media. Getting events like birthing simulations, high school visits, certain skills assessments, etc.... on our calendars highly increases likelihood we can stop over, grab a picture and post. These have more impact as original posts. The sharing of related content by Nursing faculty increases that reach dramatically. If College Relations could receive the pass rate information as soon as it arrives to Nursing we can be proactive in touting the program's success.

A concentrated social media campaign will again take place in February and expansion of audio/digital ads will be expanded into Spotify/Pandora/other streaming services in the Grand Forks and Mayville areas.

Getting PN students to enter the Associate Degree program remains the key, best, most cost-effective way to increase enrollment.

The College Relations Department would like to continue and see the survey of students who leave the Nursing program. That information can improve marketing efforts. Retention of students is the most cost-effective marketing strategy with positive results.

Another DNP group marketing effort also may be beneficial to all campuses.

#### *Nursing Department Recruitment Efforts* (Report from Lisa Howard)

The nursing department continues to promote the nursing program to potential students, community members, and medical facilities. Please see a list of efforts made below to promote the program over the past year.

- February 8, 2023, LRSC hosted Career & Technical Education Day at LRSC, and the Nursing program had 25-minute sessions that various high schools brought their students into attend. Approx. 250+ students go through campus on this day.
- February 16, 2023, six students from Warwick high school visited. OB simulation done and information regarding the program provided.
- March. 3rd, 2023 eight students from Warwick high school visited. OB simulation done and information regarding the program provided.
- March. 7<sup>th</sup>, 2023 Sanford Fargo information meeting regarding program and apprenticeships. 5 people in attendance.
- March. 14, 2023 Dakota Prairie High school visit. Eight students for Simulation and information.
- March. 15, 2023 New Rockford High School visit. Eleven students for simulation and information.



- April 13-15<sup>th</sup> NDEMS Association conference. Had both to promote community paramedicine and nursing.
- April 16-17, 2023, staff/faculty attended the HOSA Conference in Minot. The faculty presented breakout sessions, faculty helped with judging and staff/faculty manned a booth and visited students.
- April. 24, 2023- Jamestown High School visit. 22 students.
- April. 26, 2023- Job fair, Devils Lake City Plaza.
- April 27<sup>th</sup>- Faculty from Grand Forks did 3 class period presentations to the health careers class. 50 students.
- May 2-5, 2023- 46<sup>th</sup> annual NDLTC convention and expo. Had a booth and visited LTC administrators.
- May 3-4, 2023, community Healthcare association. Melana Howe presented on the apprenticeship program and Karen Clementich worked the booth.
- June 14-16- Dakota conference on rural and public health. Had a booth.
- July. 10<sup>th</sup> 2023- Information meeting at the North Dakota State Hospital in Jamestown.
- Aug 7-8<sup>th</sup>- PDC-CTE showcase in Bismarck.
- April 27, 2022, staff/faculty traveled to Nelson County Health System, McVile and held an informational meeting and 4 attended.
- May 5, 2022, Amber Solheim did a classroom visit at Red River HS, Grand Forks. Approx. 40 students in attendance.
- Sept. 20· 2023, Job Fair Devils Lake City Plaza.
- Oct. 23, 2023, Fall leadership convention HOSA- 4 simulations ran every 30 min times eight sessions. 300 high school students.
- Oct. 24<sup>th</sup>- Heart of America career event in Rugby. Met with potential students and their parents.
- Oct. 25, 2023, Northern Valley Career Expo
- Nov. 8, 2023, Jamestown Career expo.
- Nov. 8, 2023, Minot Career expo.
- Nov. 14, 2023, Langdon High School Visit
- Nov. 17, 2023, Warwick HS Visit
- Nov. 21, 2023, Warwick students visited LRSC and viewed an OB simulation and received program information.

### *Employer Partners*

#### Apprenticeship agreements PN:

- CHI St. Alexis – Devils Lake, ND
- Lutheran Home of the Good Shepherd- New Rockford, ND
- Nelson County Health System- McVile, ND
- Pembina County Wedgewood Manor- Cavalier, ND
- Sandford Health-Variou locations in ND
- Pembina County Memorial Hospital- Cavalier, ND
- Unity Medical Center- Grafton, ND
- Lutheran Sunset home- Grafton, ND
- Heart of America medical Center- Rugby, ND
- Altru Health Systems- Grand Forks, ND
- St. Aloisius- Harvey, ND

#### Apprenticeship agreements AD:

1. CHI St. Alexis – Devils Lake, ND
2. Nelson County Health System- McVile, ND
3. Pembina County Wedgewood Manor- Cavalier, ND
4. Pembina County Memorial Hospital- Cavalier, ND
5. Unity Medical Center- Grafton, ND
6. Lutheran Sunset home- Grafton, ND
7. Altru Health Systems- Grand Forks, ND
8. Heart of America Medical Center- Rugby, ND
9. St. Aloisius- Harvey, ND

Clinical Partners PN Program:

1. Eventide- Devils Lake, ND
2. CHI- Devils Lake, ND
3. Lake Region District Health– Devils Lake, ND
4. Altru clinic- Devils Lake, ND
5. Altru Health Services- Grand Forks, ND
6. Sandford Health Systems- Fargo, ND
7. Sandford Hospital and Clinic- Mayville, ND
8. Luther Memorial Home- Mayville, ND
9. Northwood deaconess Health- Northwood, ND
10. Sandford Hillsboro Care center- Hillsboro, ND
11. North Dakota State Hospital- Jamestown, ND
12. Valley Senior living- Grand Forks
13. Ave Maria- Jamestown
14. Jamestown Regional Medical Center- Jamestown

***Industry Strength and Hiring Trends***

Health care organizations, around the state, contact LRSC inquiring about nursing graduates from the LRSC program. These Health Care Organizations request site visits with the students to discuss the opportunities available and how to apply. These requests go through the nursing education specialist, Lisa Howard, who sets up meetings for all three locations and mobility programs. All graduates have an opportunity to fill a full-time position upon successful completion of the program.

The North Dakota Center for Nursing states that nursing has been flagged as a high -demand job and is predicted to grow in needs by 2030. Last year US department of labor projected that there were 240 LPN jobs available in ND and by 2030 there is to be a 12% increase. Us department of labor projects 680 RN. positions available in ND with a 13.9% increase in jobs by 2030. Industry partners continually report that they are having to utilize travel nurses to staff their facilities. The nursing shortage existed prior to the pandemic and with the addition of the pandemic it is making the workforce needs that much greater. ADN prepared RNs are a great resource for meeting the demand of nursing needs in the nation as these nurses can enter practice within two years as opposed to the 4-year BSN. Associate degree programs create an efficient and effective pathway into professional nursing.

***Additional Faculty Comments***

Fall 2022 was the initiation of the mobility delivery model in the PN and AD nursing program. This is a unique program to North Dakota and has opened many doors to the rural community in need of nurses in our region. It allows more flexibility for nurses to stay in the workforce while attending school as their classes are easily

accessible online at any time, the exception of clinical/lab which is done face to face. This has made our face-to-face classes smaller in size, spreading out the faculty more across the region. With the addition of the Mobility program faculty at LRSC have taken on more classes to deliver the content. We were fortunate to have grant money to assist with one full time faculty position, however, this position ended. Jamestown site was originally intended to be a face-to-face location, however, there was no application for the position full time, so we changed it to a mobility program. This is working well; however, we have not been able to fire anyone part-time as there has been no interest in the job. Melissa Moser travels to Jamestown every 3 weeks to assist with Lab and clinical. The students have expressed interest in having an AD mobility site offered in Jamestown, this could be a possibility depending on applicant numbers.

LRSC Nursing was approached to start a community paramedicine program and were awarded money to design the curriculum and get it started. This initiative was started to assist with increases the numbers in the AD program. The last semester of the community paramedicine program allows interested paramedics to also obtain the nursing PN certification if they meet the qualifications. These graduates of the PN Paramedic to nurse program are then eligible to apply for the AD program. It is a fantastic pathway.

The need for nursing education in North Dakota is great and rural areas are in desperate need. The areas we serve depend on the mission of the DNP and LRSC to educate nurses in the northeast quadrant of the state. The nursing program has eight apprentices in the PN program, four in the AD, and several in general education classes to enter the nursing program Fall 2024. This program continues to have temporary approval from the North Dakota Board of Nursing (NDBON) as an innovative project. There have only ever been two innovative projects approved by the NDBON and LRSC nursing can be proud of both.

The RN program has full ND board approval through 2024 and has ACEN through Fall 2028.

The VP for Academic and Student Affairs concludes that there is little need to formally designate the ADN program as low enrollment for the following reasons:

- The ratio of 8.71 FTE to FTF is only .29 from meeting expectations.
- The ADN ratio is up from 6.71 in 2022; showing almost 25% improvement from last year.
- The overall numbers between PN (12.18 FTE/FTF) and ADN (8.71) exceed the 9 to 1 expectation.

## **Automotive Technology**

### *Program Faculty*

The Automotive Technology program has 2 benefitted faculty.

### *Completers - Automotive Technology*

Completion Period	Number of Completers
7/1/22-6/30/23	5
7/1/21-6/30/22	10
7/1/20-6/30/21	7
7/1/19-6/30/20	7
7/1/18-6/30/19	8

### Program Appropriated Budget/Expenses

Budget Period	Appropriated Budget	Appropriated Expenses
FY24	\$279,333.80	YTD \$107,163.46
FY23	\$261,531.00	\$263,371.96
FY22	\$258,992.00	\$256,292.33
FY21	\$236,604.00	\$244,103.03
FY20	\$255,103.00	\$245,791.50

*Includes all expenses coded to program appropriated, including salary and fringe (LR50003122).*

### Prior Marketing Efforts

In the past, we have had very good support from the LRSC Marketing Department. Erin Wood, Director of College Relations indicates that during the 2022-2023 academic year specific paid marketing targeted to the Automotive Technology program included:

- Billboards in the Carrington, New Rockford and west of Devils Lake Highway 2
- Digital campaign in northeast North Dakota
- Television marketing in Grand Forks/Devils Lake
- Paid boosts for auto

As a whole, LRSC does numerous ads of the college in general that most times will include a shot of the auto program. This includes:

- Print mailers
- Statewide TV ads during all ND state tournaments (football, hockey, basketball)

This year all of this is the same except the state tournament:

- Viewbook mailer with a testimonial from auto students
- Video and social media campaigns will run early 2024 with items from the video shoot
- We also will push out homegrown social media and boost it as needed

This upcoming recruiting campaigns auto will be featured in our upcoming viewbook with photos and an interview. Auto also will be part of new video creation with its own 15 second ad for use, too.

A separate social media campaign for auto will start Dec/January of this academic year and run for 6-8 weeks targeting mainly males 17-30 in a 90 mile to 120 mile radius.

### Employer Partners

We have a very strong Advisory Committee and most of those members are local employers. They have worked with us to strengthen our Auto Tech program and share ideas on attracting new students/technicians. They are all very loyal advocates and do a great job of promoting both the automotive industry and our Auto Tech Program. We are routinely approached by employers to visit with our students. These employers are from our local dealerships, statewide dealerships and shops, and nationally through major manufacturers.



Jim Jacobsen – technician at Lake Chevrolet – has worked hard to increase our exposure through a technician recruiting organization called TechForce. He was awarded their national award for Outstanding Mentor.

#### **Industry Strength and Hiring Trends**

The demand for quality automotive technicians has never been stronger. There continues to be a shortage of technicians across the nation, and we are all struggling to find the students and technicians to fill the positions. This high demand is nothing new to the industry, but it has significantly ramped up in the last few years. The increased demand has forced the manufacturers to implement several special programs to attract good employees with increases in wages, signing bonuses, student loan repayments, tool payments, and better benefits. Just in this fall semester we have been approached by Devils Lake Cars and their 4 local dealerships, McGuire's in Rugby, Toyota (National Program), Rydell in Grand Forks, Hess Corporation, NDDOT, and Hyundai (National Program) to visit with our students and coordinate our recruiting efforts. In a recent discussion with the Rydell group from Grand Forks, we encouraged them to approach Grand Forks students with the opportunity to attend our program and then go back and work for Rydell.

#### **Other information you find relevant to the comprehensive review.**

We have always been one of the leaders from our campus to promote both our Auto Tech program and Lake Region State College. We have always agreed to almost all requests for attending career fairs, school visits, and community events. We have worked very closely with Student Services to coordinate with them when possible. We have worked closely with our Public Affairs department to strengthen our promotional efforts.

We are proud of our industry, our Auto Tech program, our college, and our community. We have always put forth a maximum effort in promotion. As we go out to area schools and recruitment activities, we realize that all of our audiences may not be interested specifically in Automotive Technology so we always include as much information about our other great programs and degrees as time allows. We have faith that other programs that recruit do the same thing for us.

The VP for Academic and Student Affairs recommends the auto program for official designation as low enrollment. The program is down nearly 25% on the ratio of expectations from 2022 and down 30% from 2021. This recommendation is made to ensure a comprehensive action plan, in collaboration with the Director of College Relations and the Assistant VP for Student Affairs, be completed and deployed during the spring and summer months. Targeted marketing and recruiting funds, in designated reserves set aside for this purpose, should be made available.