

Approved: with correction on

Administrative Council Meeting Minutes

Friday, March 28, 2014

President's Office 1:00 p.m.

(Highlight in blue assignments that need to be completed)

VOTING MEMBERS PRESENT

Dr. Doug Darling- President

Lloyd Halvorson- Vice President for Academic Affairs

Randy Fixen- Vice President for Student Affairs

Laurel Goulding-Vice President for Institutional Advancement

Corry Kenner-Vice President for Administrative Affairs

Guests

NON-VOTING MEMBERS PRESENT

Bobbi Lunday- President's Administrative Assistant-Recorder

Dan Johnson - Faculty Senate Representatives

1) CALL TO ORDER/REVIEW MINUTES

- a) The March 10, 2014 minutes were reviewed and approved as read.

2) OLD BUSINESS

3) NEW BUSINESS

- a) **Marketing Budget Proposal** (Directors Wood & Shock)

- i) Marketing/Communications Director Wood and Admission/Enrollment Director Shock presented enrollment reports and the wind tech marketing proposal with council members. VP Halvorson discussed a plan for all wind tech students to go through as a cohort and receive a *Certificate of Wind Energy* after first year. President Darling stated we need to invest in marketing to help strengthen program enrollment. **VP Halvorson moved to approve the marketing plan as presented, with a second from VP Fixen and all in favor the marketing proposal was passed.** Council also discussed strategies for search engine optimization which cause the LRSC web site to come up on or near the top of the list of web searches. Ms. Wood and Ms. Shock were encouraged to continue to pursue cost effective strategies.

- b) **Registration Day Fee** (VP Halvorson)

- i) VP Halvorson questioned why LRSC charges a \$15 fee on the mandatory registration day. Council discussed the reason being to provide a budget to host the daylong event complete with lunch and a backpack. Director Shock stated she gets a couple of inquiries a year and really no complaints.

- c) **Rank Application-Betsy Bannier** (VP Halvorson)

- i) VP Halvorson discussed Faculty Senate's request for Administrative Council to waive the policy, in this one case, requiring that faculty be tenured before allowing them to change rank. Faculty Senates request will allow Betsy Bannier to apply to change rank from Assistant to Associate Professor. VP Kenner queried if the faculty were open to splitting the two issues of tenure and rank. VP Halvorson relayed the Faculty Senate is not agreeable to separating tenure and rank. **VP Fixen moved to follow Faculty Senate's request to waive policy and allow Betsy Bannier to apply to**

change her rank from assistant to associate professor, with a second from VP Goulding and all council voting in favor the motion carried.

d) **Adult Learning Center & Career Resource Coordinator Positions** (VP Halvorson)

i) Council discussed options to refill ALC positions and the time frames. Council also deliberated funding the Career Resource Coordinator position with 100% grant monies.

e) **Department Reports** (all)

i) President Darling gave an update on the SBHE discussions and votes on tuition rates and on moving NDSU's nursing program to Sanford.

ii) At the recently held Convention/Wellness Center meeting city leaders asked two legislators in attendance if they would be willing to support an effort to secure five million dollar budget appropriation to cover LRSC's share of the wellness center.

iii) VP Fixen reported the furniture has been ordered for the student "Den". The R-Card laundry machines will be arriving soon for the resident halls. The student life coordinator position interviews are done and the position will be offered. The student affairs department is currently working on summer registration and orientation days.

iv) VP Halvorson reported the Higher Learning Commission accepted LRSC's progress report on student learning and we are approved until 2021.

v) VP Kenner discussed the higher education institution budget visitation conducted by the fiscal analyst representing Legislative Council, Alex Cronquist. VP Kenner will be meeting with Alex at 2:30 – 3:30 pm on April 17th. The facility master plan will be updated by the end of April. Council will meet with faculty and staff for feedback to decide upon campus priorities.

vi) VP Goulding shared a matrix of grants in progress. Goulding voiced concerns about the need for special expertise to support the preparation of the federal application for the TRiO Program.

vii) President Darling reported he will attend a UAS (Unmanned Aircraft Systems) meeting hosted in Thief River, MN by Colin Peterson.

4) ADJOURNMENT

a) The next meeting of the Administrative Council will be at 10:00 a.m. on 4/16/14.