

NORTHWEST LEADERSHIP FORUM

August 28, 2020

The Northwest Leadership Forum met on Friday, August 28, 2020 at 1:00 p.m. via Zoom:

Dr. Michael Heindl, President

Mr. Jeff Horton	Dr. Matthew Domas
Dr. Tonyalle Rush	Mr. Dan Smith
Mr. Dwayne Casey	Ms. Patti Gordon
Mrs. Phyllis Johnson	Dr. Don Jones
Dr. Stephanie Mullins	Dr. Keith Reed
Dr. Carolyn Wiley	
Mary Ayers	Blake Bostick
Joel Boyles	Jared Brownlee
Katie Broadway	Brandon Casey
Jennifer Casey	Zabe Davis
Angela Dortch	Ebone Dukes
Dr. Tara Dunn	Doug Freeze
Lacey Gentry	Josh Guest
Jennifer Hale	Jere Herrington
Lekeisha Hibbler	Dr. Jeremy Isome
Dr. Parker Jones	Amy Latham
Kayleigh Mitchell	John Mixon
Lillian Morris Hilson	Liesl Mote
Lauren Murphree	Brian Oakes
Dr. Ginger Robbins	Meg Ross
Matt Sellers	Larry Shaffer
Erika Stanford	

Staff: Leslie Legendre, Recording Secretary

Guest:

I. CALL TO ORDER/REVIEW OF AGENDA

Dr. Heindl called the meeting to order and requested approval of today's agenda. Dr. Carolyn Wiley made a motion that the agenda be approved as presented. The motion was seconded by Mr. Jeff Horton and carried unanimously.

II. APPROVAL OF NORTHWEST LEADERSHIP FORUM MINUTES

Mr. Joel Boyles made a motion that the minutes of the Northwest Leadership Forum meeting dated June 26, 2020 be approved. The motion was seconded by Ms. Lekeisha Hibbler and carried unanimously.

III. AGENDA ITEMS – Dr. Michael Heindl, President

Dr. Heindl welcomed the newest members to the Leadership Forum:

- Jared Brownlee
- Brandon Casey
- Ebone Dukes
- Doug Freeze
- Lacey Gentry
- Josh Guest
- Jennifer Hale
- Kayleigh Mitchell
- John Mixon
- Dr. Ginger Robbins

Dr. Heindl shared a Leadership Podcast titled, Let the Haters Hate; with Patrick Lencioni. This podcast is about the “Laws of Thirds”, in relationship to a group of individuals. Within this evenly divided group you will most always find 1. A Group of Supporters, 2. A Group Undecided, and 3. A Group of Nay Sayers. The podcast basically shared that whatever group you showed the most attention to would be the group that would grow. If you invested the most time into figuring out why the “Nay-Sayers” had their view you would gain individuals from the undecided and even a portion of the supporters would either become a nay-sayer or leave the organization. On the flip side, if you invested the most time in your supporters that group would grow from the undecided group and possibly even some of the nay-sayers. Then you even have the possibility of the nay-sayers leaving the organization. Below are some points that were brought out by Pat Lencioni:

- 10% or less are complainers/naysayers, and the larger group is undecided.
- Too many leaders always spend their time trying to win over the naysayers, “the haters.” These people are usually unpleasable no matter what.
- When leaders spend time trying to win over the naysayers, the ones undecided begin to act like the naysayers, and the supporters learn to act like the naysayers too.
- “The goal here is for leaders to have the courage and discipline to focus on the positive things, so that more people go there.”
- Give oxygen to the people that are supportive.
- We tend to put our energy and effort into trying to convince naysayers.
- Lean in to the positive.
- Too many leaders think that if certain customers or certain employees leave then they are failing.
- “Allow naysayers to be displeased: they will either change on their own, or they will opt out and leave.”
- “If you pay attention to the naysayers, your best people will leave.”
- “If you pay attention to your supporters, the very worst people will leave.”
- “If everyone in an organization buys into a decision, really, whole-heartedly, we’re probably way behind making that decision.”
- “Pick the people you want to please the most.”
- Why do we tend to focus on naysayers?
- “Ignore naysayers with kindness and dignity.” Don’t give them oxygen.

Dr. Heindl reported on some of the positive things going on at the college.

- Capital Campaign

- Health Clinic
- Financial Healthy
- Tele-Health
- Growing a media presence, (Talk Radio)
- Marketing Campaign
- New Volleyball Team
- Management Platform
- CTE
- Easier Enrollment
- ERP- New Technology/Software
- Health Science
- US Navy Community College
- Graduation Rate, Completion, Retention Rates
- Residence Hall
- Panola County- Concourse
- PAC
- Old Oxford Hospital Renovations
- Growth in Yalobusha County, Marks, Marshall County, and Charleston
- Aviation Training
- Soccer/Softball

IV. AGENDA ITEMS – Mr. Horton, Vice-President for Administration and Finance

A. Updates:

Mr. Horton reported on the following:

- Police Department has two new hires: Dexter Smith and Tiffany Byrd will begin on September 7, 2020.
- New Employee Assistance Program that will begin on Monday, August 31, 2020.
 - Guardian -Dental and Vision Carrier
 - Face to Face counseling (3 Visits)
 - Telephone Counseling
 - Bereavement Services
 - Smoking Cessation Program
 - Work Life Assistance
 - Legal/Financial Advice
 - Website with additional information
- Cares Act Funds
 - 19 RFP's out- Workforce/Health Care related
 - Disbursed \$2,868,900 to 2,500 students from May-July
 - Supporting and Technology Program for students- Technology Grant
 - Apply online
 - When awarded they will go to Bookstore and choose Technology that is needed.
 - Purchased faculty laptops that will we delivered on Monday, August 31, 2020.
 - Governor's Office is sending money through the DFA.
 - Training and special development.
 - Sanitation and PPE

- DATA Center upgrades
- Medical Expenses (Medical Clinic)

V. AGENDA ITEMS – Dr. Domas, Vice-President of Instruction

A. Updates

Dr. Domas reported on the following information:

- Phase II Concourse- will include industrial, electrical and automation. Welding, cutting, and automated welding.
- USNCC- United States Navy Community College
 - President's decided on a cost per credit hour of \$470 that will include all fees, tuition, and books.
 - Northwest is one of 119 community college who are seeking a contract with the Navy. There will only be 10-25 awarded. This will be a phase in process beginning with 500 students then upwards of 25,000 students by year 2026.
- Athletics: AD Oakes had a meeting with Commissioner Martin to discuss COVID related items. Confirmed football schedule that is available online. It will be a 6-game schedule.
 - All other sports are moving from fall to spring. Master schedule is being worked out.
- Pulse Point Survey- 76% were either extremely or very satisfied with their Northwest Experience. Only 2% were dissatisfied.
- Dual Mentors- There have been some Early College Program Mentors hired. These individuals will work with Dr. Isom and Dr. Strehle to ensure the instructional quality of these programs.
- Writing Center- Mr. Josh Green is now on the Senatobia Campus.
- Laptops for Faculty- Dr. Domas is working on a list of prioritizing this list to the faculty members that need it the most. There will be a second phase of laptops.
- IAC- Instructional Affairs Council met this morning. This is the first meeting since January. There is a back log of items that need to be addressed.
- Dual Enrollment- 1,561 students in Dual Enrollment. This is 35 students less than last year.

VI. AGENDA ITEMS- Mr. Dan Smith, Chief of Staff

A. Updates

Mr. Smith reported on the following information:

- Recruiting for fall 2020 has ended and the college is moving towards the mini-term and winter session. Working through the strategic communication and marketing. Mad Genius will be on campus on September 3rd and 4th for a photo shoot. These will be used in upcoming publications, one of those being the new View Book.
- Mad Genius- Executive Team has viewed the first draft of the new Northwest commercial.
- Get2college will be on campus September 14th & 15th. They will be filming a virtual reality tour of the campus. This encompasses all of the community colleges throughout the state of Mississippi.
- COVID-19- Department of Health has issued some new guidelines.

- Dr. Rush, Dr. Dunn-Ross, and Mr. Smith participated in a webinar this morning with Dr. Dobb, State Medical Officer.
- There will be new guidance and new approaches on tracking. The question on Campus Pass will be changing too.
- Developing a keeping safe plan for employees, students, and parents.
- Tate County Health Department, today noon- 7 pm will be offering free COVID testing to any school or college faculty or staff member.
 - This will be offered every two weeks.
- Policy and Procedure Manual is in the process of being updated. More to come regarding where we are in the process.

VII. AGENDA ITEMS- Dr. Mullins, Dean of Health Sciences

A. Updates

Dr. Mullins reported on the areas that the Health Sciences encompass.

- Associate Degree Nursing on the Senatobia Campus
- Cardiovascular Technology on the DeSoto Campus
- Emergency Medical Technology on all campuses
- Funeral Services on the DeSoto Campus
- Health Care Assistant on all campuses
- Medical Office Technology on all campuses and eLearning
- Paramedic on the Senatobia Campus
- Physical Therapist Assistant on Senatobia Campus
- Practical Nursing on all campuses including Ashland
- Respiratory Therapy on DeSoto Campus
- Surgical Technology on the Oxford Campus

Dr. Mullins outlined the program goals that have been set:

- Retention
- Community Success
- Program Stability

Dr. Mullins shared the vision of expansion within the Health Sciences:

- RN at the DeSoto and Oxford Center
- Paramedic-RN Program
- LPN-RN- Night and Weekend Program
- HCA- Water Valley, Ashland
- PN in the Spring Semester at Senatobia Campus
- Respiratory BS Track
- Physical Therapist

VIII. AGENDA ITEMS- Mrs. Johnson, Dean of eLearning

A. Update

Mrs. Johnson reported on eLearning and shared the following information:

- eLearning began with WebCT, then Blackboard, and 6 years ago the switch to Canvas.
- Online Learning allows you to work on your own time, asynchronously.
- Hybrid Learning allows the best of both worlds also known as blended classes.
- Remote Learning allows an in-class moved to an online learning environment continuing synchronous learning and asynchronous learning.
- Comparison of eLearning growth:
 - Spring 2005 505 students in eLearning environment
 - Fall 2019 2,500 students in eLearning environment
 - Fall 2020 3,408 students in eLearning environment
- Top 5 Priorities of universities and colleges.
 1. Increase Quality
 2. Improve Online Support Services
 3. Increase Online Accessibility
 4. Increase Online Enrollment
 5. Expand Online Offerings
- New Software
 1. Coso Zoom
 2. Redshelf for eBooks
- Training will be offered every other Friday for all instructors on software.

IX. ADJOURNMENT

There being not further business to consider, Dr. Heindl adjourned the meeting.