

EXECUTIVE COUNCIL MEETING
November 10, 2021

The Executive Council met on Wednesday, November 10, 2021 at 8:30 a.m. Ranger Room in the James P. McCormick Administration Building with the following members present:

Dr. Michael Heindl, President
~~Mr. Jeff Horton, Vice President for Administration and Finance~~
Dr. Andrew Dale, Associate Vice President for Community Outreach
Dr. Matthew Domas, Vice President of Instruction
~~Dr. Tonyalle Rush, Associate Vice President for Student Services and Enrollment Management~~

Mr. Dwayne Casey, Associate Vice-President for Workforce Solutions and Career-Technical Education
Dr. Carolyn Wiley, Associate Vice-President of Academic Instruction and Institutional Effectiveness
Dr. Keith Reed, Dean of DeSoto Center
Dr. Stephanie Mullins, Dean of Health Sciences
Dr. Don Jones, Dean of Lafayette/Yalobusha Technical Center
Mrs. Phyllis Johnson, Dean of eLearning
Ms. Patti Gordon, Executive Director of Institutional Advancement

Mrs. Leslie Legendre, Executive Assistant to the President

Guest:

Dr. Ginger Robbins, District Director for Enrollment Management

I. CALL TO ORDER/REVIEW AGENDA:

Dr. Heindl called the meeting of the November 10, 2021 Executive Council meeting to order.

Dr. Matthew Domas made a motion that the Executive Council approve the agenda for the Executive Council meeting dated November 10, 2021. The motion was seconded by Dr. Andrew Dale and carried unanimously.

II. APPROVAL OF THE EXECUTIVE COUNCIL MINUTES:

Dr. Andrew Dale made a motion that the Executive Council approve the minutes of the Executive Council meeting dated September 1, 2021 as presented. The motion was seconded by Dr. Matthew Domas and carried unanimously.

III. REVIEW OF ACTION TRACKER ITEMS

IV. AGENDA ITEMS- Dr. Heindl

A. Updates

Dr. Heindl shared the following with the Executive Council:

- Northwest will be hosting the MACCC State Championship game at Bobby Franklin Field on Saturday, November 13, 2021 versus Hinds Community College. This game will begin at 2:00 pm. Dr. Heindl stated his expectation of all of Executive Council to be in attendance and encouraged all departments to participate in tailgating that will begin at 12:30 pm on Saturday.
 - Dr. Heindl invited Lt. Governor Delbert Hosemann to be the Honoree Team Captain and participate in the coin toss for the MACCC State Championship Game. If he is unable to attend, MACCC Commissioner Steve Martin will be asked to participate in the coin toss.
- The Northwest Board of Trustees will be meeting on Thursday, November 11, 2021.
 - Northwest will be seeking approval to hire design professional to design the layout for the Chick-fil-A that will be housed in the McLendon Center.
 - Colonel Robbins will be sharing about the newly Military & Veterans Services. This will be Veterans Day and will be celebrating the men and women who have served our country. The Traveling Banner Exhibition will be set up in the Board suite for the Board members.
 - Ms. Patti Gordon will be reporting on the Foundation/Alumni office.
- Commencement speaker will be Senator Nicole Aikens Boyd who is the Vice-chair of the Education Committee.
- Dr. Heindl shared that now the Ad Hoc reporting out meeting has occurred it is now time for Dr. Jones and Dr. Reed to take the lead on all of the discoveries, needs, and reporting back to Executive Council. Everyone else will be in a supporting role to these campuses. Dr. Heindl has requested a meeting to be scheduled with Dr. Jones and Reed to prioritize the needs of each campus. Mrs. Legendre will be setting up a meeting date.

V. AGENDA ITEMS- Dr. Andrew Dale

A. Updates

Dr. Dale shared the following information:

- Strategic Council committee will have its first meeting in December.
 - This committee will be exploring ad placement. KayLeigh will present what Northwest is currently has done with ad placement and a discussion and decisions regarding change will be made at this meeting.
- The videographer, Kam, has been working on coverage of Oxford and DeSoto campuses. Following the meeting Dr. Dale invited Dr. Reed to view some of the film that has been captured.
- Communication Office has had a soft launch of Monday.com. Dr. Dale reminded the Executive Council to submit request through the link as this platform will help to manage time for the office.
- Brian Oakes is needing 6-8 ticket takers for the MACCC State Championship game on Saturday.
- Students can now use their ID's QR code for college events.

VI. AGENAD ITEMS- Dr. Matthew Domas

A. Updates

Dr. Domas reported on the following:

- MACCC State Championship game color for Saturday will be Navy.
- New Northwest Tennis Coach, Will Irvin is coming from University of Florida. Northwest first season will be Fall of 2022.
- Northwest Choir Concert will be on Thursday, November 11, 2021 in the Fine Arts Auditorium.
- Northwest Entertainers Concert will be on Thursday, November 18, 2021 in the Fine Arts Auditorium.
- WIOA has been working through a contract with 3 Rivers and the Delta Area for the Northwest Industrial Electronic Engineering Technology students. 3 Rivers has already committed \$90,000 that will be used to pay manufacturing companies like Smith and Nephew for the internships of WIOA participants. These funds come with an understanding that these participants must complete the course and for each participant in this program the company can receive up to \$6,000 per participant per year.
- Achieving the Dream's report is due in February 2022. Amongst the core group we have noticed a synergy between ATD and AACRO and we will be working to pull these two together.

VII. AGENDA ITEMS- Dr. Keith Reed

A. Updates

Dr. Reed shared the following information from the DeSoto Campus:

- Priority Registration is running smoothly.
- Bank Mobile Days have been scheduled.
- Tomorrow there will be 2 managers from Waffle House on campus along with their Director of Recruiting.
- November 30, 2021 We are DeSoto recruiting event.
- December 9, 2021 at 5:00 pm Cookies with Santa.
- October 28, 2021 was the Spooktacular Trunk-or-Treat event.
- October 28, 2021 DeSoto hosted the Mid-South Transplant Foundation
- October 16, 2021 attended the Farmers Market in Hernando, MS
- October 12, 2021 hosted Movie Night in affiliation with the Northwest DeSoto Library and the DeSoto County Library.
- Yesterday, Dr. Reed was interviewed by the Southaven Chamber of Commerce.
- December 8, 2021 at noon PTK will host Trivia
- January 24, 2022 College Day on the DeSoto campus.
- Involvement with Christmas Parades have been lined up: December 4th & 6th.

VIII. AGENDA ITEMS- Dr. Don Jones

A. Updates

Dr. Jones reported on the following for the Oxford Campus:

- Yesterday the Oxford campus held a meeting regarding the withdrawal process.
- Working on outreach within the Oxford community.
- Cosmetology is looking to replace Ms. Riley.
- Lots of off campus events including FAFSA nights.
 - Ms. Arman is working through about 250 applications.
- Parades are scheduled:
 - December 3rd- Water Valley, MS
 - December 6th- Oxford, MS
- HCA evening program has 5 applicants the limit will be 15 students.

Dr. Heindl asked Dr. Jones- “What are 5 impactful things that would move the needle for the spring semester?”

Dr. Jones response was that he had 3 that were most impactful for the spring semester and those are:

1. HCA offers the ability to take 10-15 students.
2. Dr. Rush provided a list of students that have everything in and have qualified for aid but didn’t show up to register for the fall 2021 semester. We are currently working through that list and reaching out to those students to see if we can capture those students.
3. Retention- working on being proactive with students by setting face to face appointments as well as online appointments.

IX. AGENDA ITEMS- Ms. Patti Gordon

A. Updates

Ms. Gordon reported on the following for the Foundation/Alumni Office:

- SCHOLARSHIP CEREMONIES COMPLETED MONDAY & TUESDAY
 - New Endowments completed:
 - Buster Hale established The Emmett and Evelyn Hale Memorial
 - Dr. Ramesh Purohit for his wife, Dr. Purnima Purohit (\$30k)
 - Wendall Couch, The Couch Family Endowment
 - Horn Lake Alumni (\$100,000)
 - Palmer Home
- CAMPAIGN UPDATE
 - From \$3.21M to \$3.23M
- Sissy Spence w/JF Smith Group on campus tomorrow
- New rep from Quitman County ON ALUMNI BOARD: Kimberly Bland Wells, daughter of Mrs. Judy Bland
- WHEMN CONFERENCE
 - Feb. 17 & 18 Oxford Conference Center
- Fall issue of NW Now – Winter issue
- Foundation Audit – Fortenberry and Ballard
 - This will be presented to the Foundation Board members next week.
- New awards to be given at the Spring Soiree 2022
 - Alumni Professional Achievement Award: Ann Lamar
 - Young Alumni Professional Achievement Award: Kent Hawkins, NP at Dr. Bagwell’s Office.
 - Award for Outstanding Organization – The Award for Outstanding Organization honors an organization or its corporate foundation that

demonstrates outstanding commitment through financial support and through encouragement and motivation of others to take leadership roles toward college involvement.

- Dr. Heindl made a motion to recognize Northcentral Electric Cooperative as the Outstanding Organization for 2022. The motion was seconded by Ms. Patti Gordon and carried unanimously.
- Spirit of Northwest Award – recognizes an individual who has displayed or provided outstanding assistance to the college and has gone above and beyond to help in areas of needed attention.
 - Dr. Heindl made a motion to recognize Mr. Larry Hall from Holly Springs, MS as the Spirit of Northwest for 2022. The motion was seconded by Mr. Dwayne Casey and carried unanimously.

X. AGENDA ITEMS- Dr. Tonyalle Rush/ Dr. Ginger Robbins

A. Updates

Dr. Robbins reported on the following for Student Services:

- Priority Registration is live now! Winter term and spring 2022!
- On the Student Services side, Dr. Walker is the project lead on the new online orientation platform by Advantage Design group. The project is on schedule. We have had a content meeting, IT meeting, and the Marketing/Video meeting is scheduled for tomorrow.
 - Project is slated for completion in April 2022.
- Gamma Beta Phi Induction Ceremony is today at 3:00 pm in the Haraway Center
- RA applications due today by 4:30 pm in the Housing office
- Exam Breakfast is scheduled for December 1, 2021 7-9pm at Café
- Exam breakfast will be hosted at our campus locations as well at different times.
- Veteran's Day – events at various campuses this month.
- Student Services training completed for Fall 2021 will start again in February 2022.
- Oracle Implementation
 - SFP – ISIR go live date is sometime this week. Still in progress. This is phase one.
 - CX – will begin testing next week.
 - Eloqua
 - In a holding pattern as we await CX launch with data points.
 - Also awaiting segmented marketing content development. Have submitted two quotes and a recommendation to move forward with one of them to Mr. Horton for approval. Once approved, the third-party company will conduct a recruiting/admissions communications audit, then develop segmented marketing content based on gaps revealed in the audit. This process will take 6-8 weeks.
- Many High School Visits and lots of tours have been taking place across campus.
- Imaging training (new imaging system and scanners)-November 15, 2021
- FAFSA Friday's Senatobia Campus (every Friday in the FA lobby 1-3:30 pm)
 - FAFSA Workshops-Desoto Campus (Flyer attached)
 - Oxford FAFSA Workshops by appointments
- SEM Planning

- Recruiting/Marketing and Student Persistence/Success Subcommittees participated in goal-setting workshop on 11/9/21
 - Robust discussion about ATD/SEM Planning alignment
 - A “team” has been created for each of the two subcommittees in MS teams to create a work space. Data files from SEM Data Team, ATD, and ad hoc committees have been uploaded to each team.
 - Expected Timeline:
 - Subcommittees will have first meeting before Thanksgiving break, each committee member will review data files/presentations and come to meeting with 3-5 data points of interest to them
 - Subcommittees will have second meeting by Friday, December 10, will refine SEM goal recommendations
 - Goal recommendations will be submitted to SEM Steering Committee prior to Christmas break.

XI. AGENDA ITEMS- Mr. Dwayne Casey

A. Updates

Mr. Casey reported on the following:

- AMP Interviews will be held on November 18, 2021.
- Utility Line Worker Showcase will be held on December 8, 2021 in Olive Branch, MS.
- CTE Advisory & Workforce Council Breakfast will be on February 17, 2021 at 7:30 am in the Haraway Center. Mr. Ryan Miller will be the speaker.
- Excited for the Diesel grant that has been received this will help to grow the program.
 - Diesel program is doing well.
- Instructors are glad to have the tours back on campus.
- Minor issues at the Concourse.
- Adult Ed is open at the Concourse

XII. AGENDA ITEMS- Ms. Phyllis Johnson

A. Updates

Ms. Johnson reported on the following for eLearning Department:

- Angel Nickens will be starting her new position in January as, Assistant Dean of eLearning.
 - We will begin working on Online Global for Northwest starting in the spring semester.
 - Currently working on mid-term exams for 2nd mini term and will be starting the final exams next week, 2 days prior to the Thanksgiving break.
- Mrs. Johnson presented a PowerPoint regarding the roll out of Cidi Labs for all Canvas classes.

- This new software will create uniformity in all classes with the online component and help with student retention, as well as, give a very professional look to all classes.
 - Cidi Labs consist of 3 software components: Design Plus, TidyUp and ReadyGo.
 - Design Plus is a toolset that builds a better Canvas experience for students and course design practices that enhances usability.
 - TidyUp helps to clean files up that are not being used and cleans up duplicate pages.
 - ReadyGo allows us to look at individual instructors or academic areas to see if the classes are ready to start the first day of classes. It allows us to see if classes are published, has content, syllabi and students enrolled from one spot. It will also allow us to send messages to the instructor from one spot.
 - Estimated to be implemented by Fall 2022.

XIII. AGENDA ITEMS- Dr. Carolyn Wiley

A. Updates

Dr. Wiley reported on the following:

- Course evaluations for full term single user sign on has been fixed
- Qualtrics is being used for other surveys.
 - Issues faced included email issues, expired links, and hyperlinks not working correctly.
- Honor College- working through a project.
 - Topic: COVID and how it relates to the community.
 - External Research committee met and approved appropriate questions that could be asked on the survey.
 - Data has been collected for this project and they are working through the responses.
- ICS Head-start:
 - Creation of cohort of 17-19 students.
 - Outline: 3 courses that will be taught online through mini-terms.
 - ICS will be the responsible for the payment of these courses.
- Training:
 - Looking at QM and how to incorporate that training into all modalities for all instructional classes.
 - Looking at creation of a training manual for instructors that lay out expectations of instructors.
 - This will not be a policy and procedures book.

XIV. AGENDA ITEMS- Dr. Stephanie Mullins

A. Updates

Dr. Mullins reported on the following:

- School of Health Sciences is looking at offering its first Winter Session Phlebotomy class. There has been great interest in this course. This will be offered at DeSoto campus.
- HCA evening and weekend program will require a new faculty member or an overload option.
- PN testing for Senatobia and Oxford is at max capacity.
 - 45 spring applicants for Oxford.
 - 15 spring applicants for Senatobia
- Dr. Reed will be organizing with Mrs. Ayers the installation of sinks at the DeSoto Campus.
- EKG certification is a stand-alone course and will run at all 3 campuses.
- David Kuchta is retiring in December and his job has been posted.
- Oxford PN Students have taken their NCLEX and all students has passed boards on their first write.

XV. ADJOURNMENT:

There being no further business to consider, the meeting was adjourned by Dr. Domas.