

NORTHWEST LEADERSHIP FORUM  
April 29, 2022

The Northwest Leadership Forum met on Friday, April 29, 2022 at 1:00 p.m. Room 102 of the Haraway Center:

Dr. Michael Heindl, President

<del>Mr. Jeff Horton</del>		Dr. Andrew Dale	
Dr. Tonyalle Rush		Dr. Matthew Domas	
<del>Dr. Stephanie Mullins</del>		Mr. Dwayne Casey	
Dr. Keith Reed		Ms. Patti Gordon	
Mrs. Phyllis Johnson		Dr. Don Jones	
Dr. Carolyn Wiley			
Dr. Bart Allen	Mary Ayers	Tamer Bahloul	<del>Rachelle Bayles</del>
Blake Bostick	Joel Boyles	Katie Broadway	Ed Carroll
Jennifer Casey	Mark Crockett	Kristin Davis	Chief Zabe Davis
Angela Dortch		Brie Corlew	Doug Freeze
<del>Kerry Goff</del>	<del>Darlene Greenlee</del>	Josh Guest	Leelee Haraway
Jere Herrington	<del>Lekeisha Hibbler</del>	Dr. Nici Hill	Jenny Hurt
Dr. Jeremy Isome	Dr. Parker Jones	Amy Latham	Todd Latham
<del>Steven Means</del>		Lillian Morris-Hilson	Liesl Mote
Angel Nickens		Dr. Laquita Parker	Robin Robinson
<del>Meg Ross</del>	Lt. Mark Sansom	Matt Sellers	Dr. Larry Shaffer
Erika Stanford	Jeff Triplett	Dr. T.J. Walker	Dr. Carolyn Wiley
Jennifer Williams	Denise Willis	Dr. Melissa Wright	

Leslie Legendre, Executive Assistant to the President

**I. CALL TO ORDER/REVIEW OF AGENDA**

Dr. Heindl called the meeting to order.

Mr. Bostick made a motion that the agenda of the Northwest Leadership Forum meeting dated April 29, 2022 be approved. The motion was seconded by Dr. Tonyalle Rush and carried unanimously.

**II. APPROVAL OF NORTHWEST LEADERSHIP FORUM MINUTES**

Mrs. Katie Broadway made a motion that the minutes of the Northwest Leadership Forum meeting dated February 25, 2022 be approved. The motion was seconded by Mrs. Angel Nickens and carried unanimously.

**III. AGENDA ITEMS – Dr. Michael Heindl, President**

Dr. Heindl asked the Northwest Leadership Forum two questions:

- 1) What is an accomplishment that you have made during this year?
- 2) What is a leadership opportunity, lesson, take-away, or experience that you have experienced this year?
  - New Northwest Centers being open in Water Valley and Batesville
  - New programs being developed, approved, and first year of courses taught.
    - Diesel
    - Base Camp- in the fall with credit
  - Piloted 3 synchronous course between the Oxford Center and the DeSoto Center
  - Opened a new female residence hall
  - After several years of COVID students have the ability to be active on campus
    - Multitude of student activities on campus
      - Sneaker Ball
      - Spring Fling
  - Athletics bringing back men and women's tennis
  - IR turning in 5 years' worth of achievement data
  - Offering a partnership with ICS Headstart for current employees to become certified
  - ACUE training 43 faculty members
  - Red-shirt partnership with Ole Miss engineering students
  - Military Gold Status
  - COVID money received and spent
    - Students
    - Equipment
    - Supplies
  - Beginning stages of redesigning online classes
  - Streamlining the time management piece of Oracle that went live in January
  - Recipient of \$7M in EDA funding for the DeSoto project
  - Partnership with MSU in coordination with Georgia and Auburn Universities to create a Refuge Lawn
  - Submitting a grant for Autonomous mowers
  - New imaging system
  - Capital Campaign reaching 80% of the goal
    - Through the campaign Northwest was able to fund Steinway pianos and become a Steinway Institution
    - There are only 2 institutions in the state that are Steinway Institutions: Northwest Mississippi Community College and William Carey University
  - Beginning stages of the Advising Retention Center

Dr. Heindl thanked the group for all of these great and exciting opportunities and their heavy lift with these projects.

#### **IV. AGENDA ITEMS – Dr. T.J. Walker, District Dean of Student Services**

Dr. Walker reported on the Advantage Program and highlighted the following:

- [www.orientation.northwestms.edu](http://www.orientation.northwestms.edu)
- Dr. Walker shared that this project began October 25, 2021 with multiple phases to get what it is now: Alpha, Beta, and Launch Phases.
- Dr. Walker thanked everyone that helped in one or multiple phases of this project.

- Introduction, instructional, welcome, games, money matters, student life, safety & security, and campuses are all areas that the orientation covers for the prospective student.

## V. AGENDA ITEMS- Dr. Jeremy Isome, District Dean for Early College Programs

Dr. Isome, District Dean for Early College Programs reported on Dual Enrollment highlighting the following information:

### Defining Dual Enrollment

- Popular umbrella term used to describe a number of programs delivered in partnership between a school district and a postsecondary institution that allow high school students to enroll in college courses that provide transcribed college credit
- Other names: dual credit, concurrent enrollment, college in high school.

### Dual Enrollment at Northwest

- SP22 Enrollment – 1,899
- SP22 Credit Hours – 9,022
- Number of high schools participating – 31
- Full time faculty teaching – 27
- High school faculty teaching – 36
- Adjunct faculty teaching- 8

### Early College Faculty and Staff

- Dr. Suzanne Strehle – Coordinator of Early College Instruction (The Concourse)
- Stacy Stewart – Early College Admissions Specialist (DeSoto Campus)
- Melissa Cannon – Early College Mathematics Mentor (Senatobia Campus)
- Melissa Greene – Early College Science Mentor (Senatobia Campus)
- Dr. Doug Johnson – Early College Humanities Mentor (Oxford Campus)
- Lucia Nelson – Early College Fine Arts Mentor (DeSoto Campus)
- Amanda Wilson – Early College Social Science Mentor (Senatobia Campus)

### Scholastic Institute

- High school juniors and seniors from Oxford High School
- Full time high school and Northwest students earning a diploma and A.A.
- Third Cohort
  - Total of 39 students
- Eleven students graduating
  - May 6, 2022
- Take classes at Oxford High School, Oxford Campus, and Online

### National Alliance of Concurrent Enrollment Partnerships- NACEP

- Only national organization supporting programs, practitioners, and policy to advance concurrent and dual enrollment programs
- Works to ensure that college courses offered by high school teachers are as rigorous as courses offered on the college campus
- Offers national accreditation of college concurrent and dual enrollment programs
- Northwest is the only member of NACEP from Mississippi

### US Snapshot of Dual Enrollment

- 34% (1 in 3) of U.S. high school students complete a college course in high school
- 9 out of 10 high schools offer college courses
- 86% of students take college courses at a high school
- 17% of students take courses on a college campus

- 70% of students are academic and 30% are career technical
- States who provide full or partial free tuition for DE:
  - Arkansas, Florida, Georgia, Hawaii, Indiana, Iowa, Kentucky Louisiana, Maine, Maryland, New Mexico, North Carolina, Ohio, Oregon, Pennsylvania, Tennessee, Utah, Vermont, Washington, Wyoming.

#### Purpose of Dual Enrollment

- Random act of Dual Enrollment
  - Students taking classes earning high school and college credit with no direction or plan
  - College offer classes/credits to students without knowledge of student's future plans.
  - Dual enrollment is only for high achieving students
  - High schools/school districts are more of a driving factor of importance than students
- Purposeful Dual Enrollment
  - Increasing college access for all students
  - Focus on increasing college access for underserved student populations
  - Helping students (especially underserved student populations) plan for college
  - Purposeful student advising
- National Impact of Dual Enrollment  
*Statistics from NACEP, CCRC, & Department of Education*
  - 25% more likely to attain a college degree
  - 15% more likely to enroll in college after graduation
  - 14% more likely to be college ready
  - Students from low-income backgrounds are 10% more likely to enter college after high school
  - Students from majority-minority school districts are 32-56% more likely to go to college after high school
  - Higher overall college GPA than non-dual enrollment students
  - Nearly half of former community college dual enrollment students first attended a community college after high school (2017)
- University of Denver Concurrent Enrollment Study Results
  - Students were 25% more likely to attend college
  - Students were 8% more likely to earn a 2-year college degree on time
  - Students had a 9.6% higher workforce earnings 5 years post-graduation
  - Students who completed their 4-year degree on time was 10% higher
- Northwest Strategic Goals and Objectives
  - Objective 1.1.3:  
Ensure that students are ready to achieve course success at the college level
  - Objective 3.2.2:  
Make education affordable through a comprehensive program of financial assistance
  - Objective 3.2.3:  
Orient, advise, and register students for their chosen program or pathway
  - Objective 3.3.1:  
Provide students with effective assessment, goal-setting mentoring, and ongoing advisement so they can persist to their career goal, pathway or degree
  - Objective 4.2.1:  
Raise the level of educational attainment
  - Objective 4.2.2:

## Create and support college-community partnerships

### Retention

- Dual enrollment students are already Northwest students
- National data shows DE students are more likely to attend a community college after high school
- DE students are more likely to earn a degree
- Purposeful advising of DE students can lead to greater retention
- Example: Utah Valley University increased retention of DE students by building student relationships through academic advising

### Five Principles from the Dual Enrollment Playbook:

#### *A Guide to Equitable Acceleration of Students*

- Set a shared vision and goals to prioritize equity
  - High schools and colleges working together under a common vision
  - All stakeholders are involved
  - *“Where dual enrollment succeeds, it’s because leaders have considered all the policy and revenue implications, committed to doing what is best for students, and allocated resources accordingly – even when faced with financial disincentives.”*
- Expanded Equitable Access
  - Begin to prepare students for college at an earlier age
  - Colleges should begin talks with students as early as 8th grade
  - Remove barriers that may prevent students from being able to access college
  - See college acceleration (dual enrollment) as a viable and desirable option to increasing college access
- Provide advising and support that ensures equitable student outcomes
  - Advising that goes above and beyond to nurture the growth of students
  - Help students understand degrees and pathways that match their life goals and may lead to well-paying careers
  - Help students design course plans that meet their high school, college, and career goals
  - College and high school teams coordinate with one another on students’ progress and provide extra help to those students who need it
- Provide high-quality instruction that builds students’ competence and confidence
  - Orient college faculty to teaching students new to college learning
  - Help high school teachers to understand college-level expectations
  - Collaborate to ensure that dual enrollment courses meet quality standards no matter where or by whom they are taught
  - Orient students to college-style teaching and norms
- Organize teams and develop relationships to maximize potential
  - *“A dual enrollment program can achieve equitable outcomes only when leaders and practitioners at the high school, district, and college trust each other and are similarly committed to equity-oriented goals.”*
- Current Focus of Early College
  - Cultivating better relationships with high school faculty
  - Shifting conversations with high schools/districts toward access and opportunities dual enrollment offers students
  - Getting dual enrollment students on NW campuses (DeSoto Campus College in High School Days)
  - Developing a first-year college experience course for DE students
  - Continuing to brand Northwest with dual enrollment students

- Opportunities
  - Expand College in High School Days to other campuses
  - Build relationships with dual enrollment students starting the first semester
  - Develop purposeful advising for all dual enrollment students
  - Develop advising clusters that lead dual enrollment students into Northwest pathways (Retention)
  - Work with school districts to expand dual enrollment access to underserved student populations

## **VI. AGENDA ITEMS- Dr. Andrew Dale, AVP of Community Relations**

Dr. Dale reported on the following:

- “Educational Evangelist”
  - Change your perspective
  - Mission is central to our daily tasks
  - Grow a community
  - Connect the “inside” with the “outside”
  - What is your role in telling the world about our institution, culture, family?
- Advocacy
  - Government Relations
    - Federal Advocacy
      - Pell Grant Increase
      - EDA Grant
      - Community Development Projects
      - USDA
      - Hosting Senators on Campus
    - State Advocacy
      - Operating Funds
      - Payroll Increase
      - ARPA Funds
      - New Dorm Funding
      - Hosting Legislative Luncheon
      - Trip to Capital with Football & Cheer teams
    - Local Advocacy
      - Board of Supervisors meetings
      - Industrial Relations Committee
      - Desoto Economic Council
      - Local Chamber of Commerce
      - Service Organizations
  - Community Relations
    - Leadership Desoto
    - Hosting
      - National Association for Schools of Music
      - MS Lions All-State Band
      - Boys State
      - MS National Guard Recruiting Event
  - Campus Relations
    - Student Events at Presidents Home

- Rep. Trent Kelley Student Internships
- Retainment Messaging
- Campus Newsletter
- Ticketing
- Marketing
  - Facebook
  - Instagram
  - Athletic Videos
  - Annual Report
  - Northwest Now
  - Football Media Guide
  - Viewbook
  - Rocketeer
- Moving Forward
  - New marketing Contract
    - SEO
    - SEM
    - TV
    - Social
    - New Creative
    - Weekly TV Content
    - Partnership with UM

**VII. ADJOURNMENT**

There being no further business to consider, Dr. Heindl adjourned the meeting.