

EXECUTIVE COUNCIL MEETING
October 5, 2022

The Executive Council met on Wednesday, October 5, 2022 at 8:30 a.m. Board Room of the Panola Concourse 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~~
Mrs. Angel Nickens, Dean of eLearning
Dr. Don Jones, Dean of Lafayette/Yalobusha Technical Center
Ms. Patti Gordon, Executive Director of Institutional Advancement
Dr. Stephanie Mullins, Dean of Health Sciences
Dr. Keith Reed, Dean of DeSoto Center
Dr. Carolyn Wiley, Associate Vice-President of Academic Instruction and Institutional Effectiveness

Mrs. Leslie Legendre, Executive Assistant to the President

I. CALL TO ORDER/REVIEW AGENDA:

Dr. Heindl called the meeting of the October 5, 2022 Executive Council meeting to order.

Dr. Rush made a motion that the Executive Council approve the agenda for the Executive Council meeting dated October 5, 2022. The motion was seconded by Ms. Gordon and carried unanimously.

II. APPROVAL OF THE EXECUTIVE COUNCIL MINUTES:

Dr. Jones made a motion that the Executive Council approve the minutes of the Executive Council meeting dated July 13, 2022 as presented. The motion was seconded by Dr. Dale and carried unanimously.

III. REVIEW OF ACTION TRACKER ITEMS

IV. AGENDA ITEMS- Dr. Heindl

A. Updates

Dr. Heindl shared that he would like to begin organizing Christmas Parade participation within our eleven-county district.

- Dr. Dale will be the point of contact and organization as he did this last year.
- Dr. Dale will begin the registration process for the parades and getting the student groups lined up for these events.

- Dr. Heindl wanted to know which county parades Northwest participated in last year and Dr. Dale shared the following information:
 - Olive Branch
 - Southaven
 - Hernando
 - Oxford
 - Water Valley
 - Senatobia
 - Batesville
 - Crenshaw
- Dr. Rush shared that she has been asked if Northwest Band could participate in the Como parade this year.
 - It was determined that the Northwest Drumline may be the best option for Como.
- Last year Northwest utilized the semi-truck, floats, cheer team, cosmetology students, and Surg Tech students in these parades.
- It was discussed to add to the team from last year by way of the Northwest dance team, Ambulance, Utility Line Worker Truck, and possibly the Monster Truck.

Dr. Heindl reported that he has held several “Breakfast with the President” & “Coffee and Conversations” since the beginning of the fall semester. To date he has met with all of the School of Health Science, Business, Humanities, Natural Sciences, Mathematics, Fine Arts, and Social Sciences faculty. Dr. Heindl shared a few of the “take away” notes from those meetings with Executive Council:

V. AGENDA ITEMS- Dr. Andrew Dale

A. Updates

Dr. Dale shared a power point that covers all of the data from the new partnership with WMC5. He highlighted the following:

- Northwest Main page is getting traffic this is showing a 42% growth.
- Northwest is receiving messages around 739
- Availability to watch games on WHCQ8 Cleveland Channel 22, Channel 09, and by ROKU & Apple TV Action News 5; Channel 5.5
- Banner Ads- 300,000 impressions
- Geo Fencing areas
- Google Ads
- Platform & Demographic
- Ad Performance
- Campaign Overview
- Commercial Placement Overview

Dr. Dale shared a brief update regarding the name tags. He has found that some employees can not wear magnet name tags. This project is still in the works.

On October 6, 2022 there will be a few who will travel to the University of Memphis for a partnership signing between the Presidents of Northwest Mississippi Community College & University of Memphis, Dr. Hardgrave and Dr. Heindl.

Dr. Dale shared that Mr. Goff would be on Bluff City Life sharing about the Performing Arts Center upcoming season.

VI. AGENDA ITEMS- Dr. Matthew Domas

A. Updates

Dr. Domas reported on the following:

- 5th Year update- Dr. Domas thanked Dr. Wiley, Ms. Honeycutt, Dr. Rush, Dr. Dale, Mrs. Nickens, and Dr. Mullins for their work with the 5th year update. He is pleased with the document and it has been submitted. Results from this report will be in January or February of 2023.
- Dr. Domas shared the importance of others learning about of the SACSCOC process and that the following will be attending a SACS conference; Dr. Dale, Dr. Rush, Mrs. Nickens, and Dr. Bostick.
- Dr. Domas reported on the ATD visit and asked everyone for their “take aways” from this visit. Dr. Domas shared that he will have a follow up discussion soon. He shared that ATD wants to re-visit in November and his concern is this visit being to close to the last visit this past week.

Dr. Domas made a report from the IAC and requested the following to be approved:

- 1) Motion was made by IAC to change the credit hour to 3 credit hours of the following: MUS1213, MUS1223, MUS2213, MUS2223. The motion was seconded by Dr. Rush and carried unanimously.
- 2) Motion was made by IAC to add designated elective to pathway for PN, Surg Tech, PT, and EMT: BIO 1533 & BIO 1531 Survey A&P. The motion was seconded by Dr. Rush and carried unanimously.
- 3) Motion was made by IAC to add Humanities elective to the CTE & Health Sciences pathways: MFL 2513 Occupational Medical Spanish. The motion was seconded by Mrs. Nickens and carried unanimously.
- 4) Motion was made by IAC to allow changing credit and contact hours from 3 to 4 hours; CSC2624 & CSC 1614 Computer Programing Java I & Java II. The motion was seconded by Dr. Mullins and carried unanimously.
- 5) Motion was made by IAC to approve GLY 1124 Historical Geology and GLY 1114 Physical Geology that will be taught through MSVCC. The motion was seconded by Dr. Jones and carried unanimously.

~~**VII. AGENDA ITEMS- Mr. Jeff Horton**~~

VIII. AGENDA ITEMS- Dr. Keith Reed

A. Updates

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

- September 9th DeSoto Campus held an Active Shooter Training course led by Officer Coker.
 - Channel 3 interviewed Officer Coker that same day.

- Southaven HR training was held at the DeSoto Campus this year and has a partnership with Ole Miss and will hold this training again next year at the campus.
- September 15th was the 2+2 Golf Tournament
- September 27th Food Truck Day
- October 5th Delta Sigma Theta held Launch on Lawn from 10:30 am -1:00 pm
- October 14th Tanger Career Fair
- October 13th Transfer College & General College Fair
- October 18th & 19th Bridging the Gap
- October 19th Homecoming Celebration at DeSoto
- October 26th Waffle Wednesday
- November 1st We are DeSoto event
- October 15 DeSoto Science will be at the DeSoto Farmers Market
- September 15th Mental Health First Aid
- October 25th Spooktacular will be indoors beginning at 4:30 pm

Dr. Reed thanked everyone for his Birthday breakfast celebration. Dr. Reed shared that he would be leaving around 10:00 am to attend a funeral for Officer Parker's daughter who passed away.

IX. AGENDA ITEMS- Ms. Patti Gordon

Ms. Gordon reported on the following:

- Ranger Run registration deadline is tomorrow. The event will be on October 17th at Bobby Franklin Field beginning at 5:30 pm.
- Homecoming T-shirts are being sold.
- October 18th you can purchase a \$6 voucher for Tate Nutrition or Ranger Teas.
- October 19th restaurants will be donating back a portion of their sales: Broken Cup Café, Ranger Roast, Beans & Leaves at Desoto, Penny's Pantry, and Domino's Pizza.
- October 20th is giving Thursday.
- October 20, 2022 the Foundation will host the annual alumni events: Sports Hall of Fame, Golden Circle recognition and a meal will be following these events.
- September 27th & 28th the Foundation Office held the Existing Scholarship Socials.
- November 8th & 9th will be the New Scholarship ceremonies.
- October 6, 2022 there will be a Sports Reunion for the classes 1970-1974 for basketball, baseball, and football.
- Alumni quarterly newsletter will be going out soon.
- Update on the Capital Campaign to date Northwest has commitment of \$4,376,039.00.
- Naming of the Green Room in the PAC: Roberta Wilson Mayfield family gifted \$15,000 for the naming rights.
- J.F. Smith Group is working with athletics and fundraising opportunities with the coaches.
- 2+2 Golf Tournament raised \$30,000 this year and it was well attended.
- Mr. Home helped to arrange for past coaches and players to attend the Bobby Franklin re-dedication ceremony.
- February 23-24, 2023 will be the last year that Northwest will host the WHEMN conference. Registration will open on October 1, 2022.

- Soiree press release for the event should go out soon and November 19, 2022 Northwest will begin to market Marty Stewart as the headliner.

X. AGENDA ITEMS- Dr. Tonyalle Rush

A. Updates

Dr. Rush reported on the following for Student Services:

- Enrollment has seen an 8.7% increase in enrollment for Fall 2022.
- Second mini-term is approaching and there are 17 students who have not completed registration. All of these students have been contacted and follow up conversations will take place today. Tomorrow the students who have not completed registration will be purged for the second mini-term.
- 138 eLearning students have received an email and text. These students have until October 12, 2022 to complete and pay.
- Dr. Rush has requested that the push for the Winter session begin now.
 - The goal for Winter Session is 252 to be where enrollment was last year.
 - Classes will begin on December 12, 2022.
- Dr. Rush shared that the goal for Summer session is retaining students. The enrollment goal is 6,371 for spring.
- Dr. Rush and her team is looking at and planning for next fall enrollment now.
- October 29-30 AACRAO consultant will be on campus.
- Partnership with EAB met with Dr. Davis last week.
 - ARC beginning to hire staff and relocating temporarily to the upstairs of the Tunica Building.
- October 12 Transfer Fair
- October 13 Regional Fair
- December 9th Commencement
 - Needing a speaker for the event. Need name, bio, and photo by November 7th.
 - 563 students to graduate this fall
 - 10 am Ceremony
 - 1 pm Pinning Ceremony
- First Educators Summit was held on September 22, 2022. There were 50 Principals, Counselors, and Career Counselors in attendance.
- October 24-28 will be the recruiting event We Are Northwest
- FAFSA Fridays are beginning.
- Housing is at 99% occupancy
- Final Exam Breakfast will be in December.
- Counseling Services are very busy with students experiencing depression and anxiety.

Dr. Rush made a motion to allow for a second and final vote for homecoming Queen selection. The motion was seconded by Dr. Domas and carried unanimously.

The Homecoming Court for Fall 2022:

Freshman Maids:

- Daisy Aguilar
- Lauren Eldred

- Brianna Gills
- Emily McDonald
- Taylor Threatt
- Michelle Vaughn-Mortensen

Sophomore Maids:

- Dixee Drewery
- Amya Harris
- Kiara Jones
- Gracie Mettetal
- Chanelle Oletubo
- Ella Soldano

XI. AGENDA ITEMS- Dr. Don Jones

A. Updates

Dr. Jones share the following from the Lafayette/ Yalobusha Campus:

- The meetings with Dr. Heindl and Dr. Domas have been well received.
- October 17th Homecoming events in Oxford
- October 18th Homecoming events in Water Valley
- October 19th Homecoming events in Batesville
- December Sandra Moore will be retiring.
- New Hires
 - Betsy Grubbs
 - Tracey Burt
- Position open: Financial Aid
- Stevie McGee had been out ill and has now returned.
- Game Day parking for Ole Miss is using the parking lot and this is the first year that they have charge for parking. \$30 to park.
- Moved the Adult Ed to a better location and it has allowed for more students.
- Veterans Affairs committee is wanting to propose an event for Veterans Day.

~~**XII. AGENDA ITEMS- Mr. Dwayne Casey**~~

XIII. AGENDA ITEMS- Mrs. Angel Nickens

A. Updates

Mrs. Nickens reported on the following for eLearning Department:

- In a couple of weeks, the interview process for the New Course Design Coordinator will begin.
- Design Plus Basic Training will be offered virtually beginning October 17, 2022 with training tentatively scheduled for DeSoto on November 4, 2022, Oxford on November 11, 2022, and Senatobia on November 18, 2022.
- Working with Dr. Rush on plan to communicate the online 2nd mini-term for students to complete classes beginning October 17, 2022.

- New eLearning instructors for Northwest; Dr. Heindl and Dr. Jones will be teaching a 2nd mini-term of 1st year experience course.

XIV. AGENDA ITEMS- Dr. Carolyn Wiley

A. Updates

Dr. Wiley reported on the following:

- ATD: Building Resiliency in Rural Communities for the Future of Work report. Dr. Wiley highlighted the following from the 95-page report.
 - Number of student participants; 230.
 - Academic Goals
 - First general table
 - Table 7 highlighting Who impacts students career choices:
 - Social Media
 - Friends
 - Parents/Care Givers
 - Dr. Wiley encouraged everyone to read through the comments from the ATD report. She shared that they were all very positive.
 - Dr. Wiley updated everyone on ACUE. She shared that 13 faculty members will be receiving the 4th micro-credential.
 - She also shared that she was pleased that the first cohort includes faculty from DeSoto, Oxford, and Senatobia Campuses.

XV. AGENDA ITEMS- Dr. Stephanie Mullins

A. Updates

Dr. Mullins reported on the following:

- October 18-19 Bridging the Gap at the Landers Center
- October 22 Respiratory Therapy
- October 31 Site Visit for Physical Therapy
- Spring Enrollment
 - PN- 405 applications 45 will be accepted for Oxford and 30 for Senatobia
 - RN has seen a 14% decline in applications. To date there are 135 applications 70 will be accepted for spring 2023.
- Social Media accounts
 - School of Health Sciences has FB pages
 - 3,500 followers
- School of Health Sciences participated in the Educators Summit.
- School of Health Sciences teamed up with recruiting and visited Ashland.
- Three faculty has received their CNE certification.
- School of Health Sciences has received the Helping Hands Grant. This will assist students with homelessness, food insecurities, and transportation issues.

XVI. ADJOURNMENT:

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