

West Shore Community College
3000 N. Stiles Rd., Scottville, MI 49454
Board of Trustees Meeting
Monday, February 21, 2022
John M. Eaton Board Room
4:00 p.m.

The February 21, 2022, Board of Trustees Meeting was called to order at 4:00 p.m. by Mrs. Sherry Wyman, Chair. Mrs. Wyman welcomed everyone.

**Call to Order
and Roll Call**

Board Members Present: Mr. James Barker, Mrs. Lyndsay Earl,
Mr. Tom Kaminski, Mr. Randy
Tomaszewski, Mr. Richard Wilson
and Mrs. Sherry Wyman, Chair

Board Members Absent: Dr. Anthony Fabaz

Others Present: Justin Cooper (Ludington Daily News), Seán Henne, Irma Hinojosa, Annie Jacobson, Wade James, Darby Johnson, Kyle Kotecki (Manistee News Advocate), Kyle & Ted Malt, Bill Roach, Lisa Stankowski Scott Ward, Dan Yost, and Crystal Young.

**Approval of
January 17, 2022
Board of Trustee
Meeting Minutes**

The January 17, 2022, Board of Trustees Meeting Minutes were distributed to the members of the Board prior to the meeting.

MOTION: A motion was made by Mr. Richard Wilson and seconded by Mr. Tom Kaminski to approve the January 17, 2022, Board of Trustees Meeting Minutes. Motion Carried.

The February 21, 2022, Board of Trustees Meeting Agenda was provided to the Board prior to the meeting. President Ward stated Dr. Kinney will not be in attendance to provide the Enrollment Report, and in his absence, Crystal will provide a short summary of the Enrollment Report. Dr. Kinney will provide the Enrollment Report next month.

**Approval of
Board of
Trustees
Agenda**

MOTION: A motion was made by Mr. Richard Wilson and seconded by Mr. Randy Tomaszewski to approve the February 21, 2022, Board of Trustees Meeting Agenda. Motion Carried.

President Ward provided the Michigan Community College Report updating the Board of Trustees on funding for community colleges for the upcoming year.

**MCCA
Report**

Executive Director of College Relations, Crystal Young, introduced our new Associate Professor of Nursing Instructor, Heather Luyk, who received her Master's Degree of Science in Nursing Education from Western Governors University in Utah. She has been practicing as a Registered Nurse primarily in the Maternity Ward for 25 years. Throughout her career, she has used her knowledge and talents to lead childbirth classes, Maternal Infant Health Program home visits, prenatal outreach, and as a clinical nursing instructor for maternity, pediatrics, and mental health.

**Introduction of
New Employees**

Crystal introduced our new Associate of Nursing Instructor, Megan Sponhauer. She received her Master's Degree of Science in Nursing from Grand Valley State University. She has worked as a registered nurse as well as fulfilling other capacities within the medical field. She taught as an adjunct instructor at Grand Valley State University, East Tennessee State University, and most recently, West Shore Community College.

Crystal introduced Noah Dodson who has been hired as our new Recreation Center Assistant Manager. He received his Master's in Business Administration from Baker College, and has previously worked as the Logistics Coordinator at FloraCraft, and the Admissions Assistant at Baker College.

Crystal Young, Executive Director of College Relations, introduced Bill Roach, a member of the Foundation Board to provide an update on the Foundation. Currently, the Foundation has \$11 million in assets. This academic year, the Foundation provided \$415,000 in scholarships that assisted 510 students. President Ward added that during Dr. Dillon's presidency, he launched a capital campaign, which had a significant impact on the college's foundation with \$6 million in assets.

West Shore Report

President Ward stated he and his wife Laura are funding a new inaugural Presidential Recognition Award. The award through the Foundation recognizes individuals for exemplifying the vision and mission of the college as displayed by significant or innovative impact in instruction, service to students, service to the college, and/or exceptional service to the community. He stated each recipient will receive an internal grant of \$500 that may be expended on WSCC allowable expenses, which include, but are not limited to, professional development, books or subscriptions, office or workplace materials or equipment, etc. President Ward introduced the first four recipients of 2022, Xavier Verna, Wade James, Irma Hinojosa and Kelly Glover, who could not be with us today.

Crystal Young, Executive Director of College Relations, provided a brief enrollment report, which is down 7% in students. Dr. Kinney will provide a more detailed enrollment report next month.

Academic Report

Dan Yost, Director of EMS and Fire Programs, provided an update on the Emergency Medical Technician program. He stated there are three types of a first responder, EMT Basic, Advanced EMT, and a Paramedic. He stated there are only 200 Advanced EMTs in the State of Michigan. He stated as far as future goals, he is looking at adding fire-based classes, fire academy, state required officer courses, and having a regional Emergency Medical Services Conference.

Board Chair Sherry Wyman invited anyone from the public to address the Board of Trustees at this time. There were no public comments.

Public Comments

Treasurer Randy Tomaszewski presented the January Financial Statement of the General Fund Expenditures of \$1,022,508 and the Auxiliary Fund Expenditures of \$51,609. The Board Administrative Committee favorably reviewed the Financials at their meeting held on February 16, 2022.

January Financial Report

MOTION: A motion was made by Mr. Randy Tomaszewski and seconded by Mr. Richard Wilson to approve the January 31, 2022 General Fund Expenditures of \$1,022,508 and Auxiliary Fund Expenditures of \$51,609. Motion Carried.

Trustee Randy Tomaszewski asked President Ward to present the Marketing Plan/Student Video recommendation. President Ward stated with the COVID-19 Pandemic of 2020, it brought to light more about the needs of our students. It became apparent to the Mi-BEST (Building Economic Security Today) team that many services and supports WSCC offers to our students are not utilized, despite the existing needs. He stated there are obvious gaps in communication, which led the team to spend 2021 evaluating the processes of how we communicate to the students about the various support services. So far this year, the team created an asset map where the students can access resources in the map online, administered a survey to the students about their preferred methods of communication, and plan on conducting a student focus group on communication this semester.

**Recommendation
for Marketing Plan
/Student Video
Presentation**

He stated we currently have an online orientation, but according to our students, it's not an engaging experience. The Mi-BEST team has recommended implementing a new online student orientation to improve the experience of the students. The vision for the new online orientation is to provide a series of videos that are informative and engaging, giving an overview of staff in specialized services, where to go for the services, student rights and responsibilities, as well as how to access and utilize the various student support services on campus. To provide an engaging experience for WSCC students, administration sent out a Request for Proposal (RFP) for *Media Services – Online Student Orientation*.

The College received two bid proposals from Lake FX Media and Pivto Digital Learning. The bids were thorough in scope and included qualifications, defined services, fee structure, references, and additional information relevant to the project. The bid amounts received are as follows: Lake FX Media of Ludington - \$40,000 and Pivto Digital Learning of St. Louis, MO - \$43,000.

The recommendation for the marketing plan/studio video presentation was favorably reviewed by the Board Administrative Committee at their meeting held on January 12, 2022.

MOTION: A motion was made by Mr. Randy Tomaszewski and seconded by Mrs. Lyndsay Earl to approve a contract with LakeFX for the development of student orientation videos for \$40,000. Motion Carried.

The Board members welcomed the new employees, congratulated the recipients of the new inaugural Presidential Recognition Award, commented on the event that was recently held at the Ramsdell, especially the Drumline. They thanked Mr. Bill Roach from the Foundation Board for his presentation on the Foundation and the growth of the assets that has occurred over the last four years. They also

**Board Member
Comments**

thanked Dan Yost for his presentation and seeing the growth in programs at the Riemer Regional Public Safety Training Facility.

There being no more business before the Board of Trustees, the meeting was adjourned at 4:43 p.m.

Adjournment

Respectfully submitted,
Anthony Fabaz, Secretary

Recorded by: Lisa M. Stankowski
Approved: _____