1) Call to Order and Roll Call
   a) Reminder to Council Members to Declare any Conflict of Interest (per Bitterroot College Advisory Council Bylaws, Article V, Section 1) as May Arise during the Course of the Meeting
   b) Advisory Council members present: Perry Brown, Pat Connell, Penny Jakes, Tim Johnson, Deb Morris, Bob Nicholls, and Dixie Stark
   c) Advisory Council members absent: Terry Berkhouse, Kaweh Etminan-Rad, Roger Maclean, Jaime Middleton, and Nancy Valk
   d) BC staff present: Victoria Clark (Director), Kate Johnson (AmeriCorps VISTA for BC), Scott Ralston (BC CDL Director), and Patty Skinner (Operations Manager; taking notes)
   e) Members of the public present: Al Mitchel (BV Chamber of Commerce Director and Hamilton City Council member)

**Discussion Summary:** None.

2) Introductions

**Discussion Summary:** None.

3) Announcements and Documents Received

**Discussion Summary:** Chair Dixie Stark announced that Sapphire Community Health had opened its doors. The new medical clinic, with a sliding fee scale based on ability to pay, is located at 303 South 3rd Street, Hamilton. The primary care clinic offers the full range of medical services (although mental and dental health services are not available).

4) Public Comment

**Discussion Summary:** None.

5) Action Items

   a) Approval of Meeting Minutes from July and September 2015

   **Discussion Summary:** The July and September 2015 minutes were both approved unanimously without changes.

6) Information Items

   a) Director’s Report – see supplemental materials
      i) Questions on Director’s Report
   b) Director’s Topic
      i) Strategic Plan FY2017-FY2020

**Discussion Summary:** Regarding the Director’s Report, Clark noted that she had failed to include the update that AmeriCorps VISTA Kate Johnson was finalizing her first draft of the BC 3-year Marketing Plan proposal. It was hoped that the draft could be shared with the Advisory Council in November or December. Provost Brown noted that he had a fall 2015 enrollment update regarding the BC. He stated that his numbers from the UM Office of Planning, Budget, and Analysis (OPBA) showed a fall 2015 BC headcount of 191 students with an FTE of 142. Clark commented that she thought the headcount was slightly lower than she was expecting, while the FTE was considerably higher than she was expecting. Clark said that she would double check the figures with OPBA to make sure she and the Provost’s Office were using the same parameters with respect to identifying BC students within the UM system. Pat Connell asked if enrollment was increasing across the Montana University System. Provost Brown replied that for this fall, only MSU-Bozeman and Montana Tech had reported enrollment increases. Chair Stark then asked about the addition of the new Mental Health position. She wondered what the position FTE
would be for the job. Clark responded that it would depend on the total amount collected in health services fees from the Bitterroot College student cohort; however she was anticipating a position FTE of 0.5 or 0.75. The discussion of the Director’s Report closed with Clark reminding everyone to mark the Friday, December 4 BC Holiday Open House (4:30-6:30pm) on their calendars. She was hoping for a large community turnout.

With respect to the Director’s Topic, Clark announced that the Bitterroot College’s current Strategic Plan was due for revision and update at the end of FY2016. She said that she would be starting work on the new plan, which would be dated for FY2017-FY2020, in November. She was interested in having the Council’s input on the new plan. Chair Stark commented that she believed a goal the Council might consider for FY2016 would be to “assist and support the strategic planning process.” This idea resonated with Council members. It was also suggested that once the new plan was complete, the College should sponsor a meeting with local legislators so that the lawmakers could learn about the College’s goals and understand how the College and lawmakers could work together to meet the stated goals. Clark commented that she would be sure to follow through on this suggestion. Chair Stark also remarked that it was important for local lawmakers to understand that the Montana University System was funded as a whole, so that in order to support the Bitterroot College local lawmakers needed to support the entire system.

7) Work Items
   a) FY2016 Strategic Goals
      i) Community Outreach Strategic Goal – Kate Johnson
         (1) Presentation Tool
         (2) Speaker’s Bureau sign-ups
      ii) New Goal(s) for FY2016?

Discussion Summary: Kate Johnson updated the Council that she was still working on the PowerPoint presentation tool, but would be sending it out electronically to Council members once it was complete. Johnson reported that she did not have a Speaker’s Bureau sign-up list ready, as she was still waiting to hear back from a number of local organizations as to their meeting schedules. Al Mitchell asked that the College send someone to the Chamber’s lunch at Higher Ground on Thursday, November 5 from noon to 2pm. Chair Stark and Clark volunteered to attend together. Chair Stark also noted that Council members needed to provide a picture and brief biographical statement (Clark suggested two to five sentences) to Clark so that the College’s Advisory Council webpage could be updated.

Regarding New Council Goals for FY2016, Provost Brown suggested that the Council work closely with the implementation of the new 3-year Marketing Plan. This suggestion led to a variety of marketing ideas for Johnson to consider in her Marketing Plan. These ideas included: television ads promoting BC and UM; promoting BC feature stories on KECI and in the Ravalli Republic; Public Service Announcements (PSAs) on public radio, public television, and in newspapers; promoting the upcoming Open House on the KLYQ Friday morning show; parking one of the BC CDL trucks at the Safeway parking lot with a banner announcing the upcoming Open House; and having Darby Schools print the banner as they had banner printing equipment. Another suggested goal for the Council was to be involved in the revision of the College’s Strategic Plan (as discussed under Item 6.b.i). Tim Johnson noted that the out-going Strategic Plan had not included Dual Enrollment as a priority while currently the College was promoting Dual Enrollment. Johnson wondered if the old Strategic Plan had specific goals. Clark responded that the FY2012-2016 did not have specific goals, but rather focused on projections. Clark said specific goals should be targeted in the new plan. Provost Brown clarified that the AC need several group goals for FY2016, while the College would have institutional goals identified as part of its updated strategic plan.

8) For the Good of the Order
   Discussion Summary: Provost Brown encouraged everyone to attend the upcoming University of Montana’s “Defining a 21st Century Education for a Vibrant Democracy” Conference. The Conference would be held on the UM campus October 26 and 27.

9) Adjournment
   Meeting adjourned at 5:00 PM

Meeting notes subscribed by Patricia Skinner and summarized by Victoria Clark