Bitterroot College University of Montana
Minutes of the Advisory Council
DRAFT

Meeting Location: Classroom 111, Bitterroot College, 103 South 9th Street, Hamilton
Meeting Time and Date: 3:00 PM, Wednesday, February 17, 2016
Chair: Dixie Stark
Vice Chair: Terry Berkhouse

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: Terry Berkhouse, Pat Connell, Tim Johnson, Deb Morris, Bob Nicholls, Dixie Stark, and Nancy Valk
   c) Advisory Council members absent: Perry Brown, Penny Jakes, and Roger Maclean
   d) BC staff present: Victoria Clark (Director), Kate Johnson (AmeriCorps VISTA for BC), Wayne Koch (CDL Instructor), Kathleen O’Leary (Academic & Student Affairs Director), Scott Ralston (CDL Director), and Patty Skinner (Operations Manager; taking notes)
   e) Members of the public present: Alan Baum (community member)

Discussion Summary: None.

2) Introductions
Discussion Summary: None.

3) Announcements and Documents Received
   a) Announcement of Council Vacancies

Discussion Summary: Chair Dixie Stark announced that Council members Jaime Middleton and Nancy Valk were stepping down. Stark also reminded the group that Council member Kaweh Etminan-Rad had stepped down from the Council earlier in the year. Consequently, at present there were two community member vacancies and one student representative vacancy on the Council. With respect to documents received, at the request of Council member and UM Provost Perry Brown (request received via email sent to BC Director Victoria Clark), Clark passed out an email document which had been emailed to Council members from Lee Tickell (former Bitterroot College adjunct faculty). A copy of the email correspondence can be found at the end of these minutes. There was no discussion on the email correspondence as the issues were not on the meeting agenda.

4) Public Comment
Discussion Summary: None.

5) Action Items
   a) Approval of Meeting Minutes from January 2016

Discussion Summary: The January 2016 meeting minutes unanimously approved.

6) Information Items
   a) Director’s Report – see supplemental materials
      i) Questions on Director’s Report
   b) Director’s Topic
      i) 3-year Marketing Plan Presentation – Kate Johnson – see supplemental

Discussion Summary: Regarding the Director’s Report, Clark commented that college student FTE (full-time equivalent) was down from last spring by 8 percent. She noted that at present this spring’s college student FTE was about equal with the 102 college student FTE the Bitterroot College reached in spring 2011. Pat Connell remarked that in the future it would be helpful if the presentation of enrollment numbers were provided in unduplicated headcount, as this was a number which was more easily understood by the public. Clark replied that at present she did not have easy access to unduplicated headcount data, however she would look into this issue. As opposed to college enrollment, Clark reported that Bitterroot College continuing education enrollment had
increased significantly over last spring and the previous fall. She attributed this increase to the saturation mailing of a continuing education course catalog to all postal customers in Ravalli County. Clark stated that due to the success of the mailing, the College was planning on sending a summer continuing education catalog out in May. She noted that the May catalog would also provide information on fall 2016 college courses. Clark anticipated that such a marketing boast would also positively affect fall 2016 college enrollment. With respect to catalog costs, Clark reported that as of this morning spring continuing education enrollment was sufficient to cover instructor costs and catalog costs (printing and postage for the catalog totaled approximately $10,000). Stark suggested that next time the sale of advertising in the catalog be increased in order to assist with offsetting costs. Clark agreed.

On a related note with respect to advertising, Vice Chair Terry Berkhouse asked about the UM’s efforts to advertise Bitterroot College offerings. In particular Berkhouse asked about the Bitterroot College Commercial Driver License (CDL) Program. He reported that recently UM Associate Vice Present for Enrollment & Student Success Sharon O’Hare had handed out advertising materials promoting Missoula College’s CDL, however members of the public in the audience had thought that the CDL program was at Bitterroot College. Berkhouse asked for clarification from BC CDL Program Director Scott Ralston. Ralston replied that the Missoula College CDL program was embedded in their college-credit-bearing Heavy Equipment Operator program. Ralston stated that Missoula College CDL owned one training truck and served perhaps 7 to 14 students per year through their college classes. Ralston noted that the Bitterroot College CDL program was a continuing education program not connected with college credit or college admissions. Consequently, with the Bitterroot College CDL program focused solely on CDL certification, the Bitterroot College CDL annual student numbers were between 20 and 30. Moreover, Bitterroot College CDL operated two training vehicles. Ralston suggested that confusion among members of the public may stem from the presence of the Bitterroot College CDL training trucks being frequently in Missoula for field driving and testing. As the Bitterroot College CDL training trucks have prominent Bitterroot College logos, are often in the Missoula area due to high student volume, it is likely that the Bitterroot College CDL program is more visible to Missoula area residents than the Missoula College CDL program – thus possibly the confusion about which unit ran CDL training among some Missoula area public. Berkhouse thanked Ralston for the explanation.

Chair Stark next asked Clark to clarify the notation concerning instructor payment on the college enrollment handout. Clark responded that if she anticipated at the start of the semester that a course might enroll fewer than 8 students then she spoke with the course instructor about his/her willingness to teach a low enrollment course for reduced compensation. If the instructor agreed, then Clark would go forward with the course; if the instructor did not agree, then Clark would cancel the course before the start of the semester. Notably, occasionally a course which had significant enrollment prior to the start of the semester would drop enrollment below the 8 student minimum. In cases where Clark had not provided the instructor with a choice of reduced compensation or course cancellation prior to the start of the semester, Clark would not reduce instructor compensation even if the course fell below the 8 student minimum once the semester were underway. Clark also noted that courses which were not funded by the College’s general fund allocation (such as Bitterroot College welding courses which were currently funded through the TAACCCT IV grant) were not subject to enrollment minimums/reduced instructor compensation. Clark said that this was all done with the knowledge and approval of the UM Provost. Chair Stark thanked Clark for the explanation.

Turning next to the Director’s Topic – 3-year Marketing Plan Presentation, AmeriCorps VISTA Kate Johnson asked for comments on the plan (all Council members had a copy to review). Deb Morris provided the following suggestions: (a) add Bitterroot College logo to all pages of the plan to reinforce branding, (b) add the Bitterroot College vision and mission statements to the plan as these grounded the plan, (c) make the plan actionable – add specific actions to be taken in order to achieve goals, and (d) make all goals measurable so accountability is possible and transparent. From Morris comments, the discussion turned to UM involvement with Bitterroot College marketing. Berkhouse remarked that while he had seen Missoula College referenced in UM marketing materials, he had not seen Bitterroot College referenced in any UM marketing materials. Berkhouse asked if Mario Schulzke (UM Associate Vice President of Marketing) was involved in Bitterroot College marketing. Clark commented that Schulzke in the past had always been willing to converse with the Bitterroot College about marketing strategies, but that including the Bitterroot College in UM marketing or providing the Bitterroot College with funds for marketing had not been offered. Johnson noted that she would be meeting with Schulzke and UM Vice President of Integrated Communications Peggy Kuhr to discuss the Bitterroot College’s new 3-year Marketing Plan in the near future. Pat Connell expressed frustration that the Bitterroot College was not receiving more direct marketing services and resources from the UM, and that UM marketing efforts were not inclusive of the Bitterroot
College. Johnson commented that Missoula College now had a dedicated marketing position. Berkhouse suggested that the UM had much to gain by promoting Bitterroot College programs such as CDL to a statewide audience. Berkhouse also suggested that some traditional-age college students, both across the state and even nationally, might actually prefer to start at a small rural two-year unit like the Bitterroot College. Johnson remarked that she did not think that the Bitterroot College fit the overall UM brand and that she would not expect UM marketing to be inclusive of the Bitterroot College, however with this being the case then the UM needed to allocate marketing dollars separately to the Bitterroot College so the College could in fact have a marketing presence. Pat Connell disagreed with Johnson, remarking that tax dollars were going to the UM to support the Bitterroot College and therefore the UM ought to include the Bitterroot College in its marketing. Tim Johnson asserted that the Bitterroot College needed to act on its new marketing plan and as a college under the UM should expect funding from the UM to support marketing efforts. Berkhouse and Connell concluded that having Schulzke speak to the Advisory Council directly about UM marketing and the Bitterroot College was needed.

7) Work Items
   a) Elect Nominating Committee Members for FY2017 Council – see supplemental materials
   b) Annual Review of Bylaws – see supplemental materials

Discussion Summary: Chair Stark put forward Tim Johnson, Deb Morris, and Bob Nichols as the Nominating Committee slate. Johnson asked about the time commitment, as he was very busy. Morris replied that in prior years the work had been via email and was not a significant time commitment. Morris said she would be willing to lead the committee if Johnson and Nichols were willing to serve. Johnson and Nichols agreed. By unanimous vote Johnson, Morris, and Nichols were selected for the FY2017 Nominating Committee with Morris as the committee lead.

8) For the Good of the Order
Discussion Summary: No discussion

9) Adjournment
   Meeting adjourned at 5:00 PM

Meeting notes subscribed by Patricia Skinner and summarized by Victoria Clark
Correspondence Received

From: Lee Tickell [mailto:leetickell@gmail.com]
Sent: Wednesday, February 17, 2016 11:45 AM
To: terry.berkhouse@umontana.edu; perry.brown@umontana.edu; connell4sd43@yahoo.com; roger.maclean@umontana.edu; jaime1.middleton@umontana.edu; dmorris@mdmh.org; Dixie Stark; Tim Johnson; penny.jakes@umontana.edu
Subject: Bitterroot Advisory Council - Public comment 02.17.2016

Bitterroot College Advisory Council –

Public Comments for your meeting Wednesday, February 17, 2016
Proper Public notice continues to be inadequate and does not comply with the Montana Constitution, state statute, and your own by-laws. The notice of the meeting was sent Monday, the documents were available Tuesday and there is still no Director’s Report available. (just published in the last hour) Your Bylaws require 3 business days’ notice.

Hiring and declining enrollment.

In spite of an announced cut of 200+ at the University and a hiring freeze BC Director Victoria Clark hand picked Kathleen O’Leary for a significant increase in salary to continue essentially what she has been doing. There are 2 additional staff to be hired in spite of a decline in enrollment of 8% Spring Quarter, 2016. Did the BC Advisory Council approve any of these increases and hires?

Bylaws

There are internal inconsistencies in the filling of the role of Chair and Vice-Chair. There are several other examples.

Roster of Bitterroot Advisory Council members –

Pat Connell is Legislative and represents Senate District 43 (not HD87. There are 3 vacancy two of which there is no indication of who they are to represent. How can the public provide input if that is not known?

College Enrollment – Notation 1 – Indicates that instructor compensation is reduced because of enrollment under 8. That is a very slippery slope, the 8 limit is arbitrary, where is the limit of arbitrarily reducing instructor compensation going to end, and this potentially is an “Unfair Labor Practice” that may circumvent the collective bargaining agreement by unilateral action by the Director in determining a reduction in pay. There is one class (Act 102) where the enrollment is 7 with no reduction in pay indicated.

Director’s Report was just posted within the last hour. How can there be meaningful public comment with less than 4 hours notice? How can Advisory Council members prepare and ask appropriate questions?

I have not received a single response to any of my inquiries and no follow up on the issues forwarded to the Provost and the U of M people by the Director on behalf of the BCAC.

Student Services

Still no local health care services, no recreation facilities, nor Gris card enabled copier for students

Director’s Report – comments to follow

I request that this correspondence be included in the Public Comment portion of your agenda and posted on the BC website as public comment received by the BCAC. Even the County Commissioners post all correspondence received and sent. This transparency is not available to the public about the Bitterroot College