

## LC State President's Council Summary of February 5, 2021

**VIDEO PRESENTATION: "College Affordability, Student Debt & Student Success", Sandy Baum, Urban Institute, <https://vimeo.com/485740408/76c0bf7600>**

- Powerpoint slides are in President's Council 'Modules' in Canvas

### **Takeaways:**

- Awareness re: LC State student demographics.
- Value-add of higher education and dramatic difference in lifetime earnings between someone who graduates with a degree and someone who does not.
- Share the message of investment!

### **PRESIDENT PEMBERTON: Info Items & Updates**

- President has been meeting individually with legislators and sharing a short PowerPoint slide presentation to "tell our story".
- Appreciate Governor's budget recommendation. Cautiously optimistic but realistic re: not all vacant positions will be filled.
- LC State did not join the three universities in the statement to freeze tuition for another year. Primary driver = CEC implementation.

### **Spring Assignment:**

- 1) Internal Unit communication:
  - a. How do you routinely communicate information to your unit?
  - b. What are you doing to communicate consistently, persistently and completely?
  - c. Expectation = routine meetings with your unit.
- 2) Enhance Communication & Connection in **Recruiting**. What are **you** (individually, personally) doing to help with recruitment. **(Be ready to report at March 5 meeting.)**
- 3) Enhance Communication & Connection in **Retention**. **(Report at April 9 meeting).**

### **Continuation of PP assignment from Fall 2020:**

#### **PRESIDENT'S DIRECT REPORTS—**

- Office of Equity, Inclusion, and Compliance - ongoing compliance efforts and focused restructuring of the Emergency Management Team/Emergency Response Plan.
- College Advancement – conversations and connections with community; sharing highlights and bragging about the 'wins'. Including hyperlinks to our news stories and features in written communication, and helping connect the dots to funding.
- Communication & Marketing – Improving internal communications with the weekly Monday message and news stories/features. Brand rollout with writing style guide, apparel guide, building brand guide (for consistent look). Creating animated online ad to showcase our online programs. Will be tracking website analytics, especially with the new website and its enhanced features. Planning more videos.

## **OTHER REPORTS**

### **Vice President Hanson**

- On Day 3, there were no new reported Coronavirus cases on campus. Risk level on the operational matrix may change.
- COVID testing for resident students will be held on Feb. 19, Mar. 19, and Apr. 16, from 2pm-6pm, WCC. Testing will also be open to non-resident students, faculty and staff.
- Event protocols for Stage 3 – allow for group event of up to 50 individuals. We will proceed cautiously. Protocol compliant plans must be presented and approved. Key elements: face coverings required, no food/drinks, social distancing, hand-washing, and self-screening.

### **Provost Stinson**

Nursing students and clinical faculty, along with athletic training staff can be considered in vaccination Priority Group 1 (per Governor's vaccine taskforce). Gov taskforce = students/faculty engaging in front-line education sites (e.g., clinicals, practica, internships, etc.) may be considered for vaccination priority consistent with the professional setting personnel.

### **IT – Celeste McCormick**

Live launch of new website in a couple weeks; please complete employee profile for the new website.

### **Good of the Order**

- Women's Leadership Conference: Nominations for awards being accepted. See web information for details.
- Schweitzer Career & Technical building tours – self-guided tours are available from 7am-4pm weekdays. Stop at the main desk for the flyer.