

LC State President's Council Summary of September 27, 2021 Meeting

FOCUS – COMMUNICATION & CONNECTION

PRESIDENT PEMBERTON: Info Items & Updates

- COVID updates:
 - Read the Monday message and look at the dashboard for latest information.
 - Our protocols are working; there are approximately 68% of employees and approximately 25-28% of the general student body either vaccinated or exempted
 - Wearing of face coverings will be re-evaluated on October 15
 - Surveillance testing will continue to Thanksgiving break
- Enrollment update:
 - Headcount is down 7.2% as of this date (from last year's HC at this same time)
 - Need a stabilized enrollment to handle recurring costs.

REPORTS

Sr. Vice President Andy Hanson, Student Affairs:

- Efforts focused on transfer students from community colleges, 'stop-out' students—former and returning students, and adult learners (<https://www.lcsc.edu/admissions/adult-learner>)
- Adult Learner Initiative: 8 week terms, credit for prior learning, synchronous remote option, employer tuition reimbursement, debt forgiveness (see below) and Idaho Adult Opportunity Scholarship through the State Board of Education
<https://boardofed.idaho.gov/scholarships/idaho-opportunity-scholarship-for-adult-learners/>

Guest: Kirstin Jeppsen, Student Accounts, SP22 Initiative: Debt Forgiveness Program

- "It Pays to Come Back" – a letter campaign to incentivize former students who have 'stopped out' and have prior debt to return to college by forgiving debts up to \$1,200. Student must sign an agreement with Student Accounts, enroll in minimum 6 credits each semester, maintain satisfactory academic standing, and incur no additional debts to the institution. Holds will be placed on official transcripts and diplomas.

Director Logan Fowler, Communications & Marketing:

- Marketing challenges include more awareness of LC statewide, a negative view of higher education right now, employment vs. education
- Advertising budget for institution is \$120,000
- LC State is part of a \$1M ad campaign by Mitchell Palmer company. M&P are creating TV, radio, billboards and digital advertising in a collaborative, coordinated effort with the 4-yr institutions (for an October 2021-March 2022 rollout). The Presidents of the 4-yr

institutions are working together to encourage businesses and industry to create the possibility to follow this campaign with a Phase II next year.

Vice President Julie Crea, Finance and Administration:

- LC State received a grant for KinderCollege: \$55,000/yr for 4 years
 - Discounts were given to Pell-eligible student parents – 60% discount for Fall 2021 with the 1st month 100% discount to enroll child(ren) in daycare
 - New curriculum, new toys and supplies were purchased
 - Interns from Social Work program and Early Childhood program
 - Updating environment of the daycare center
 - New software for better ability to connect with parents

Interim Vice President Fred Chilson, Academic Affairs:

- Units and programs are ready for the mid-cycle accreditation review to be conducted by the Northwest Commission on Colleges and Universities on October 11-12.

Other Reports – Communication & Connection

- The Financial Aid office used all avenues of communication to let students know about applying for emergency grant funds; they also engaged in a direct mail campaign to parents of FAFSA students.
- Human Resource Services, Professional Staff Organization, and Budget Office reported on efforts to communicate and connect with the campus community through employee activities (Summer Concert Series, Warrior Wellness, in-house trainings, notification and encouragement to attend weekly PDT offerings/meetings)

IMMEDIATE assignment:

Share information you learned today in your unit/team meetings.

Assignment for October meeting: Enrollment focus.

Units will share what they are doing—things that are working well—to support the mission of increased enrollment.

Fall semester meetings: October 25, December 6 (tentative--based on pandemic)