



**Northwest Leadership Team
Board of Regents Report
March, 2010**

Leadership Team Member: Dr. John Jasinski, President

FYI:

- See President's Monthly Board Updates for January and February for specifics.

Key Actions Over the Next 30-60 Days:

- **Address mission review covering programs, processes, services, personnel.**
- **Address budget for FY 11, budget scenarios for FY 12 and beyond.**
- Continue tracking legislative issues and attend legislative sessions.
- Continue transition of NLT members and NLT as a whole.
- Continue addressing strategic planning efforts, organizational effectiveness issues, budget matters and AQIP endeavors.
- Attend AGB Conference in March; COPHE/CBHE meeting in April.
- Work with Board on bylaw review.
- Prepare for *American Executive* story as well as other media interactions.
- Continue work with AASCU's Professional Development Committee to design AASCU's Summer Council Program; continue preparation for National Baldrige training session in May (serving as content reviewer and facilitator).
- Prepare for Commencement and May Board meeting.
- Continue interacting with Board members; faculty/staff; students; community leaders; alums, donors and friends; regional and state leaders; peers; university, community college, business and other partners, etc.
- Continue attending varying campus and community activities; address University/City Collaborative issues and regional planning issues.



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Leadership Team Member: Dr. Bob Boerigter, Director of Athletics/HPERD

FYI:

- **Completed Title IX internal review and audit.**
- Completed contract negotiations for the 2010 Fall Classic.
- Held Championship celebrations for both our national championship football and cheerleading teams.
- Recognized 128 student athletes with GPAs of 3.0 or higher at the Student-Athlete Recognition Night on February 20th.
- Women's basketball qualified for the MIAA post-season tournament.
- Baseball, softball and tennis all began the outdoor spring seasons.

Key Actions Over the Next 30-60 Days:

- Scheduled to host 34 home athletic events between March 10 and May 2.
- Baseball 'quiet phase' of fundraising plan/ strategy finalized.
- **Adjust to NCAA DII affirmative vote on "Life in Balance" package.**



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Leadership Team Member: Stacy Carrick, Vice President of Finance

FYI:

- ***February Financial Statements show a positive cash flow from increased tuition and decreased expenditures (agenda item).***
- ***FY 2011 Tuition, Room & Board and Miscellaneous Fees completed (agenda item).***
- Insurance quotes obtained for Errors and Omissions (E&O), Employment Practices Liability (EPL) and Medical Malpractice.
- Continuing to meet needs of Missouri State Auditor team on-site.
- Getting acclimated and working on building team environment incorporating “voice of the customer.”
- Evaluating financial reports/key financial indicators and developing a plan for the Northwest Leadership Team and Board of Regents.

Key Actions Over the Next 30-60 Days:

- Finalize Auditor selection.
- Finalize FY 2011 E&G and Auxiliary budgets.
- Complete forecast scenarios for anticipated appropriation cuts in FY 2012.
- Complete Higher Learning Commission Annual Financial Data submission.
- Evaluate key partner contracts.
- **Continue to develop and prioritize the Finance Project List.**



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Leadership Team Member: Orrie Covert, Vice President of University Advancement

FYI:

- The national Northwest Alumni Association Board of Directors meeting was February 27 on campus.
- Entertained proposal for potential development plan of Wells property.
- Launched “Champions Fund” campaign.
- **Working with faculty and students to complete internal audit of Northwest Foundation.**
- Conducted focus group in Minneapolis for future alumni chapter.
- Conducted alumni and donor events on and off campus, which included hosting reception for alumni at Alumni House following Career Day event; hosting former Bearcat men’s and women’s basketball players for postgame socials at the Alumni House; hosting a Super Bowl party for alumni and friends at Maryville Country Club; partnering with the Center Court Cat Club for events; hosting a social following the women’s basketball game in the MIAA tournament in Kansas City; conducting a national championship “trophy tour” with key donors and alumni groups in St. Joseph, Kansas City, Omaha and St. Louis; and sponsoring a 1905 Society reception following the Mercedes Ramirez Johnson distinguished lecture.

Key Actions Over the Next 30-60 Days:

- Continuation of national championship trophy tour in Des Moines and Arizona.
- Arizona Alumni and Friends Chapter event in Surprise, Arizona (Kansas City Royals spring training game).
- Charter of Eastern Iowa Alumni and Friends Chapter in Cedar Rapids, Iowa.
- Northwest Foundation Board of Directors meeting is April 22-23 on campus.
- Emeriti faculty and staff social, “Triple C Club,” at Alumni House.
- **Prepare RFP for outside counsel for upcoming capital campaign.**
- Host Tourin’ Bearcats Hawaiian cruise May 28-June 5, which includes more than 60 alumni and friends.



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Leadership Team Member: Dr. Doug Dunham, Interim Provost

FYI:

- Leaders from Northwest's Building Bridges project were invited to make the concluding presentation in an ACT webinar for a statewide audience of rural educators. The webinar focused on providing an example of best practice in the arena of high school to college transition programming. Dr. Shelly Hiatt of the Northwest Department of Psychology, Sociology, and Counseling (Building Bridges project coordinator), Dean Beverly Schenkel and Dean Max Ruhl, were joined by Maryville Superintendent of Schools Dr. Vickie Miller in this March 4 presentation.
- Horace Mann fourth graders are getting to use to their new laptop computers, which were supplied by Intel as part of a pilot project. Mr. Suchan, fourth grade classroom teacher, uses them to see immediately student responses to questions; the computers can be set to block internet use and to turn off at a designated hour. These could be the wave of the future – Horace Mann is happy to be on the “cutting edge” of this technology.
- Mrs. Heeler, 5th and 6th grade classroom teacher, received word Max Field has qualified to participate in the State Geography Bee. This will be held in Moberly, MO April 9.
- We are close to finishing the Federal Appropriations request to Sam Graves’s office for a three-year grant to conduct nanoscience research in the CIE. The grant includes \$1.2 million for Northwest (\$400K per year for three years) to hire a staff researcher, provide release time for faculty, pay rent in the CIE, materials funding, etc., along with additional dollars to fund other items as we deem appropriate.
- **Our enrollment this trimester is very strong for both undergraduate and graduate level students. We have exceeded our REEP goal for headcount by 2.4% or 148 students, and the FTE goal by 4.6% or 240. Our greatest gain this trimester was in our first-time graduates, which represents growth in the Masters of Science in Biology, the online MBA program and international enrollments. Our in-state enrollment is up 5%, while our out-of-state enrollment is up 6% compared to last spring. On-line enrollment growth increased 30% over last spring.**

Key Actions Over the Next 30-60 Days:

- As part of our reorganization of the Office of Assessment, Information and Analysis, we are searching for a Director of Strategic Research.
- Completion of the 2010-12 Undergraduate Academic Catalogue.
- The Higher Learning Commission has notified us that a representative will be visiting Northwest’s St. Joseph Center, Kansas City Center, and our site in Joplin, MO, on April 13 and 14. This is a routine compliance visit. All institutions that have three or more sites receive this visit.
- **Faculty and other advisors will receive training on Degree Works, the new degree audit software system.**
- The Missouri Department of Higher Education is in the next phase of the mission reviews of public four-year institutions and we will interact with MDHE to complete such.



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Leadership Team Member: Dr. Jackie Elliott, Vice President of Student Affairs

FYI:

Campus Activities

- 23 students completed the Certified Student Leader program.

Wellness Center

- Influenza like Illness (ILI) cases: 77 cases as of 2/26/2010.
- Submitted a grant proposal, in conjunction with University Police and various community partners, to the Department of Justice's Office for Violence Against Women. Notices of awards will be announced in September/October 2010.
- Completed its first year of a three-year funding cycle in a federal campus suicide prevention grant.

Volunteer, Service Learning, and Civic Engagement

- Coordinating several Haiti relief efforts resulting in \$3,000 + in donations and 2,800 hours of service.
- Beautifying Residences Using Student Help (BRUSH)– April 17.
- Alternative Spring Break – 20 students will be traveling to the Dominican Republic to do a service project.

Textbook Services

- **By March 2010, Northwest will be in compliance with the Higher Education Opportunity Act (HEOA) requiring higher education institutions to post all course materials required for a class online.**

Residential Life

- **Spring 2010 Census Report – up 101 residents from last year.**
- Room Selection for Fall 2010 – all upper class halls full (waiting list).
- Applications for student staff positions up from spring 2009 by 60%.

Student Senate

- Held Legislative Reception at the Capitol on February 16th; 25 students attended along with Dr. Jasinski
- Northwest Week – April 5th – 9th

Key Actions Over the Next 30-60 Days:

- The Spring Dining Styles Survey is being distributed during March. Results from the survey will be shared within the next 60 days.
- Developing Campus Dining “refresh” plan for concepts and services.
- Conducting an assessment and evaluation of vending operations.
- Developing strategic collaborative efforts for sustainability initiatives for fall implementation.
- Conducting assessment and evaluation of residence hall facilities and room selection processes.
- Finalizing key campus programming and events for 2010-2011 including Homecoming, Distinguished Lecture Series, and Encore.



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Leadership Team Member: Dr. Paul McGraw, Director of Environmental Services

FYI:

Facilities

- Installed a 15,000 gallon fuel oil tank for storage of CMC recycled oil. Our fuel oil boiler is now on-line generating a savings in natural gas of approximately \$13,750.00 per month.
- **Completed an assessment of emergency/exit lighting in all 54 buildings on campus. Installed 35 new fixtures and replaced 75 batteries.**
- Closed the underground tunnels in the power plant to prevent oil smell intrusion into our buildings on campus.
- Generated 950 work requests. Completed 828 with a completion rate of 87.16%.
- Chris Redden, Grounds Supervisor custom built a street sweep/snow brush attachment for our skid loader at a cost of \$ 800. Factory built units cost approximately \$ 4,000.00.

Design & Construction

- Wells Hall recording studio complete.
- Gaunt House renovation complete.
- Environmental Services website completed and will be available early March.

Custodial

- The Student Union was named Custodial Building of the Month for February.
- 22 Thoughtful, Heartfelt, Results Driven, Innovative, Valued and Trusted (T.H.R.I.V.E.) certificates were presented to custodial staff.

Landscape

- The June 25th microburst destroyed the hammer throw cage. Our sports field staff used the salvaged posts to build two soccer goals.
- Numerous meetings with student groups to discuss parking and recycling.
- Grounds staff went above and beyond in meeting the snow requirements during the month.

Key Actions Over the Next 30-60 Days:

- Remove and repair the storm siren.
- Remove dust collector from the old maintenance shop and install in the new maintenance shop.
- Begin Spring Break cleaning projects.
- All Team Meeting (Environmental Services Staff).
- Annual Landscape Planting.
- Place 30 green indoor recycling bins from Alcoa via the Northwest Regional Solid Waste District.
- **Continue building assessment of all campus buildings; revamp small maintenance/repair priorities; continue deferred maintenance prioritization.**
- Begin writing plans to meet the requirements of the President's Climate Commitment.



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Leadership Team Member: Dr. Tim McMahon, Vice President of Marketing & University Relations

FYI:

- **Reconceptualized university relations function from “get the word out” to “create consent” orientation. Established range of key “publics” and set forth accountabilities for developing lists of each and identification of issues of each.**
- **Established marketing framework, accountabilities and calendar for completion of initial draft of comprehensive marketing plan by 03/31/10.**
- Developed crisis communication procedures and accountabilities that dovetail with Emergency Management Team (EMT) actions. Had several occasions to test and iterate, as well.
- Ramped up quantity and quality of web communications including addition of new people profiles and celebration of institutional hallmarks. Includes new videos and expanded integration of digital/social media tools, including Twitter, LinkedIn, YouTube and Facebook.
- Launched Beta-site of new university Website for evaluation by internal/external constituents.
- Placed Dr. Jasinski’s innovation op-ed in local media outlets; began media outlet visits.
- Completed initial research component of marketing plan with campus-wide “values” survey as core of Projected Data (survey-based) and began to gather Observable Data (database-based) to inform the marketing plan.
- Made two lobbying visits to Jefferson City to identify key governmental influencers and join discussion on items benefiting the university.
- Issued statement of accountability/objectives to state lobbyist that supports institutional practices and serves to enhance reputation and create consent for university issues among influential legislators.
- Held Communication Summit (18 campus-wide representatives) to gain mutual understanding of the purpose, mission, objectives, definition of success and success measures of all campus communicators.
- Began schedule of Northwest differentiator statements on KXCV/KRNW.
- With KXCV/KRNW, established firm fundraising objectives for Spring campaign; requested and approved plan for expanded community outreach and member recognition and relationship development.
- Worked with director of athletics to agree upon renewal of KXCV as flagship sponsor of Bearcat Sports.
- *Developed long-term contract for Board approval by landowner upon which station Chillicothe tower stands.*

Key Actions Over the Next 30-60 Days:

- With successful Beta-test, a re-designed web site will be introduced that more effectively addresses constituent needs (e.g. news, events, constituent engagement).
- Present University Relations plan that clearly identifies key constituencies, establishes specific objectives and measures, and identifies specific individuals responsible for reaching desired outcomes through 12/31/10.
- Present Initial draft of Comprehensive Marketing Plan for discussion with internal constituents that identifies marketing strategy (segmentation, target, positioning), marketing mix and means to capture value for university product and service offerings.
- Establish specific objectives and expectations for governmental relations.
- Submit budget to meet/exceed marketing/university relations objectives; and comply with various scenarios.
- Establish Communicators Council and develop digital tools and interpersonal practices to integrate all facets of campus two-way, symmetric communications.
- Successfully negotiate and execute Bearcat Sports and tower lease contracts that benefit the university.



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Leadership Team Member: Dr. Jon Rickman, Vice President of Information Systems

FYI:

- Gave keynote address at the Hewlett Packard Executive Forum for Higher Education in Houston Texas on February 10, 2010.
- **Installed new 7.5 terabyte energy efficient (81% more efficient) disk storage system for the Owens Library Computing Center.**
- Installed new battery backup system for the Owens Library Computing Center.
- Collected departmental self audit data forms concerning office data security and privacy.
- Consulted with individual offices to reduce land line telephone services and costs.

Key Actions Over the Next 30-60 Days:

- **Reconfigure equipment placement in Owens Computing Center to provide for more efficient cooling.**
- Install wireless in Academy.
- Receive input on priorities for filling gaps in wireless coverage.
- Evaluating possible cloud computing support system for student email.
- Training for Windows 7 deployment for several labs this summer.
- Review new technology products becoming available this summer.



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Leadership Team Member: Mary Throener, Vice President of HR & Organizational Effectiveness

FYI:

- Recruitment and Employee Retention: In December, January and February, there have been 15 staff positions (following hire delay) and 13 faculty positions posted for hire. In December, January and February, there were 219 applications for the staff positions. Northwest has approximately 731 full-time employees.
- Wellness Initiatives: In December, January and February there were 10 webinars offered including such topics as quitting smoking, balanced diet, strength training and healthy lunches.
- All employees were offered a Health Risk Assessment on February 23 and 24, with 343 participating and results will be posted on our website when they become available.
- Student Employment Career Pathing offered personal and professional development opportunities in conversational Spanish, memory training, a harassment-free workplace, superior customer experience, and time management.

Key Actions Over the Next 30-60 Days:

- Currently accepting applications for the Director of Strategic Research position which will oversee the previously named Office of Assessment, Information and Analysis.
- **Nominations and interviews have been conducted for student employee of the year in preparation for National Student Employment Week the first week of April.**
- **Continued review and analysis of staffing, organizational structure and recommendations for effective human resources strategies and policies, including an in-depth review of leave policies and probable changes.**