## OFFICIAL Minutes  
### NORTHERN’S PRESIDENT’S COUNCIL MEETING – September 20, 2012

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<th>DATE:</th>
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<th>CONVENED:</th>
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<tr>
<td>September 20, 2012</td>
<td>B&amp;O Board Room</td>
<td>1:05 p.m.</td>
<td>2:10 p.m.</td>
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### ATTENDEES
- Dr. Olshinsky, N. Albert, J. Baller, P. Carmichael, B. DeFrancis, T. Eltringham, J. Fike, A. Frey, D. Hanes, L. Kefauver, M. Koon, S. Lippiello, S. Payton, Dr. V. Riley, Dr. P. Sharma, P. Woods, D. Wycherley

### ABSENT:
- E. Fisher, P. Stroud, C. Sullivan

### EXCUSED
- Participated by Phone: L. Tackett

### MINUTES RECORDED BY
- Linda K. Dudash

### NEXT MEETING
- October 10, 2012

### DISCUSSION

#### 1. “You Spoke…We Listened”
- Students completed a number of surveys this past fall soliciting opinions on ways the College can better serve them. Based on responses, changes being made to better accommodate students include: sessions now being offered on computer basics, security lighting in parking lots to be installed in the near future, and course evaluations are now open for two full weeks.
- A FAQs page was set up on the Student Portal to address frequently asked questions. Mr. DeFrancis and Ms. Woods are working on enhancing the FAQs page with graphics and a section titled “Ask the Thundering Chicken.” Council is to direct student questions, along with answers, to Ms. Wood to be posted on the Web page. Ideas/suggestions for the Web page are to be submitted to Ms. Wood. Anyone who knows of or makes any changes directly related to student opinions is to send the information to Ms. Woods to include in the site, posters, emails, etc.
- All surveys are to be channeled through the Office of Institutional Research. IR will create surveys for any department. Dr. Olshinsky asked that this information be shared with faculty.
- A survey was taken relative to signage used when Northern becomes a tobacco-free campus. **Ms. Woods will distribute a chart to Council on percentages chosen for the various slogans submitted relative to signage.**
  - A survey will be created and distributed to new students soliciting information relative to obstacles encountered as they came through the admissions process. It was suggested responses to the survey be addressed in some manner rather than letting questions/comments go unanswered.
  - Handouts will be distributed at Student Government meetings of posters created for the College that affect students.

#### 2. Marketing
- Transferability and money savings will be the focus of the College’s new billboard campaign.
- The billboard campaign will run from the end of September through January.
- New television and radio ads will emphasize programs (e.g. new program in Megatronics, as well as current programs--Allied Health and CARTS)
- New images will replace images currently on the College’s Web page
- **Suggestions for the marketing campaign are to be referred to Mr. DeFrancis**
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- Marketing will have a presence on Facebook and Twitter. **Mr. DeFrancis will explore the possibility of using Pandora for getting information out to the community.**
- Data on a 20-year trend for enrollment will be prepared by Ms. Woods for Council along with information on the end of fall and spring semesters.

### 3. Budget Update

- Dr. Olshinsky emailed Council information regarding the budget for FY13-FY14. Mr. Lippiello is to be contacted if Council sees a problem in any area of the budget. Mr. Lippiello is to be contacted if a department has plans or expansions that may be affected by budget cuts.
- To help with future deficits, the College will not fill open positions.
- Finding new ways to retain students is paramount in offsetting budget cuts.
- **Ms. Albert, Ms. Fike, Ms. Frey, Mr. Koon, Dr. Riley, and Ms. Woods will meet to discuss graduating students with 15 credit hours—what type of degree they would receive and how would they be reported.**

### 4. Other

- Ms. Payton reported students at the SGA meeting have expressed concern about the process on how to report a student who is smoking on campus once the College goes to a tobacco-free campus on November 15. **Ms. Carmichael, Ms. Fike, and Mr. Lippiello will meet with SGA/student representatives on how or if students should approach another student who is smoking on campus.**
- An announcement will be posted on the Student Portal about Northern going tobacco-free as of November 15.
- Mr. DeFrancis reported the College received another Diversity Grant totally devoted to Disabilities Awareness Month.
- Dancing Wheels, a dance group of able bodied and people in wheelchairs, will perform on October 11 in the multi-purpose room of the Education Center. Parking will be reserved for the group.
- Random fire drills will be held on each campus next week.
- A lunch and learn workshop on AED and CPR training is scheduled for September 25 & 26 on the Wheeling Campus. Supervisors were asked to encourage staff to attend the training. Training is being offered at no cost; however, those wanting a certificate will be charged a $5 fee. Jack Montgomery is in charge of setting up training on the Weirton Campus and Debbie Bennett will schedule training in New Martinsville.
- The College is moving forward with security lighting in the parking lots. Bids are due September 28. Mr. Lippiello met with the Foundation Financial Board and they are providing some funding to the College for the lighting project.
- All College computers will be updated from Microsoft Office 2007 to Microsoft Office 2010.
- IT has been working with the Business Office and IT will change backgrounds of the student computers on each campus. **Anyone wanting something special on the student backgrounds should talk with Mr. DeFrancis.**
- **RSVP’s for the Employee Recognition Luncheon must be in by September 21.** The Recognition Luncheon is scheduled for October 5.
- An email was sent to supervisors on September 19 from Ms. Carmichael relative to employee evaluation.
goals. **Supervisors are to check with their employees to determine the progress the employee is making on their goals.**

- Welding classes will begin on the Wheeling Campus on October 8 and run through November 2. Mr. Koon thanked Mr. Baller, Mr. Eltringham, and Mr. Lippiello for providing/setting up the space in the maintenance garage for the class and lab.
- Anyone having important items they want students to know about should submit the information to Ms. Woods for posting on the Student Portal.