

INSTITUTE ADVISORY BOARD MEETING MINUTES

NHTI, Concord's Community College
31 College Drive
Concord, NH 03301

Meeting Date: Wednesday, December 2, 2015

Location: NHTI, Little Hall, Capital Commons Conference Room

I. Meeting Purpose: Regular scheduled meeting

II. Present:

Hal Koch, Chair	Susan B. Dunton, President
Heather Brown	Alan Blake, Director of Communications
Jack Dearborn	Steve Caccia, VP Student Affairs
Jim Pratt	Melanie Kirby, Chief Financial Officer
Tim Sink	Pam Langley, VP Academic Affairs
Jim Snodgrass	Chuck Lloyd, Assoc. VP Student Affairs
Dave Luneau	
Chris Emond	
Chris Rath	

Regrets:

Joe Fitzgerald, Bill Jones, Simon Keeling, Ken Lurvey

III. Agenda

A. Old Business:

- Welcome
- Review Minutes of October 7, 2015
- Enrollment and Retention
- Budget update

B. New Business

- Branding: Is NHTI "Concord's Best Kept Secret?"
- Role of the NHTI Advisory Board
 - Best areas to focus expertise and guidance
 - Freedom to be constructive—and disruptive!
 - Frequency and best times to meet
- Annual Legislative Breakfast, Friday, Jan. 8, 2016, 8-9:30 a.m.

A. Old Business:

1. Welcome

Chair Hal Koch welcome everyone and introduced new member Christine Rath, recently retired Superintendent of the Concord School District.

2. Approval of Minutes

The minutes of the Oct. 7, 2015 meeting were approved.

3. Enrollment Update – Chuck Lloyd, Assoc. VP Student Services

Chuck reported that enrollment for Fall 2015 is 1.97% below last fall. Admissions activities for Spring and Fall 2016 are well underway. The Oct. 25 Open House resulted in 50 students submitting applications. The Admissions team has visited 106 schools and college fairs this fall and is increasing the "on site application" practice at many schools.

4. Budget Update – Melanie Kirby, CFO

Melanie reported that the College finished FY2015 \$85,000 in the black. The College will have a more clear picture of the current budget (FY16, July 1, 2015 – June 30, 2016) when Spring 2016 enrollment is complete. President Dunton added that the College continues to face budgetary challenges with declining enrollment, reduced tuition and increasing expenses of salaries, benefits and operating expenses.

B. New Business:

1. Branding: Is NHTI “Concord’s Best Kept Secret?” – Hal Koch

Chair Koch remarked that the term Concord’s Best Kept Secret has arisen several times recently, and he asked the Board to comment on whether this is an accurate statement. Tim Sink said he believe that the public perception of NHTI has evolved over recent years and that there is a broad sense among the community about what NHTI does. Jim Snodgrass agreed, saying he believe that this may have been true in the past, but probably is no longer accurate. Jack Dearborn believes that high school guidance counselors 10 years ago directed students to 4-year institutions, but that people are beginning to understand NHTI is a viable option. Jim Pratt added that identifying target audiences like veterans, such as he was, may be a way to better focus the College’s message. Heather Brown suggested focusing on the end goal for students, i.e., their return on investment of coming to NHTI and likelihood of job acquisition. Tim and Jim P. mentioned developing a business incubator at NHTI could help attract students.

2. Role of the NHTI Advisory Board – Susan Dunton

Due to the time, President Dunton requested that discussion of this topic be moved to the January 6 meeting.

3. Annual Legislative Breakfast, Friday, Jan. 8, 2016, 8-9:30 a.m.

President Dunton invited members of the Advisory Board to the Annual Breakfast for the Merrimack County Legislators and asked for input on discussion. Dave Luneau recommended that the College focus on recent collaboration and cooperation between USNH and CCSNH, cooperation in transfer credits from CCSNH to USNH institutions, and to solicit the Merrimack County Delegation’s vision for NHTI could help meet the state’s work force needs.

4. Next meeting: Wednesday, January 6, 2016 – 5:15 pm

IV. Adjourn:

The meeting adjourned at 7:05 pm.

/akb