

November 7, 2019, Faculty Affairs Committee Meeting
Attending (via Zoom): Lisa Nordquist, Kathi Shamburg, Gene Young, Pam Stinson

Enid Items from 11-6-2019 email

Concerning Zoom Office Hours:

Faculty Comments received:

- For zoom hours but is concerned with students having the necessary up to speed technology required to run zoom.
- One instructor would like to know what the ‘identified problem’ is for which zoom office hours would solve? (I did respond that my understanding is that this proposal is mainly for use with online and off site ITV students. Was I right in my response? Are there other reasons?) This particular person prefers zoom office hours to be a choice, not a requirement.
- Another faculty would like to see it optional, but not required.
- “Nice option”
- Knows someone from STW that tried and it was glitchy

Response: Was it clear to Enid faculty that the suggestion for Zoom hours came not from Academic Affairs or other administrators but from a Tonkawa faculty member? Kathi was not certain, but she thought the overall consensus from Enid was that they would prefer Zoom hours as option but not a standard requirement.

Lisa noted her feedback was asking if it was a requirement or optional.

Gene said when he asked Tonkawa faculty that 8 were in favor, 2 said no, 1 was undecided.

Gene also reported that several faculty do not have cameras or mics on computers. As Zoom licenses were added to give faculty the option of “meeting” with students who could not come to the office or assisting students who are ill or unable to attend class to have an option for connecting, we would like to make sure faculty have the tools needed to use the license.

Everyone concluded that it should be an option but not regulated in the number of hours.

Fall Break:

Suggestion to reconsider the one-day Fall Break. Enid Public Schools were out Wednesday, Thursday, and Friday, and that made it difficult on our students who are parents. The instructor does not mind the current situation but is suggesting this on behalf of the students. It is understood that Fall Break is one-day to accommodate being our Thanksgiving week. They were wondering if a day could possibly be tacked on somewhere else in the Fall Schedule.

Response: We are unable to add another day of Fall Break because of minutes required for courses. Our semester start date and end date have to align with OSU per the MOU. Fall Break also can’t align with all of our high school partners because there is no standardization statewide for Fall Break; some schools take off one day, some more; some take off on Friday, some on Monday. Spring Break is the only holiday standardized, across the third Wednesday in March. Lisa noted that all Stillwater faculty will want most to align with OSU. Gene noted that the issue with taking a day away from Thanksgiving week to add back to Fall Break is with labs. Historically, the lab attendance was a big issue when we met only the first two days of Thanksgiving week.

Marketing Efforts to get NOC information to the Parents:

An instructor received a post card in the mail. Initially they were excited thinking it was a postcard encouraging students to apply to NOC. Upon further review they realized it was actually a fancy postcard not for their high school child but for them as an employee. This encounter lead to the question: What are our marketing strategies to get NOC information in the hands of the parents? As it is the belief that parents are the ones who will encourage students to apply to NOC because of the cost.

Response: All employees received the postcard to clarify benefits but the postcard came from insurance group, not NOC. Emailed question was directed to Sheri Snyder. Pam also let Rick know there had been requests to set a Recruitment Committee meeting soon. That has now been scheduled. Dr. Evans also noted that JRM (the recruiting module in the new Student Information System) will allow us to adjust strategies and send additional recruiting messages through texts and emails with alerts to students through the cell phone apps.

Sheri's emailed response on 11/8 is below:

The Department of Development and Community Relations has an institutional-wide focus and is comprised of the following areas – Foundation, Alumni, Marketing, Printing Services and Photography, Public Information, Information Receptionist, Website, and Scholarships. The goals, strategies and initiatives of our department align with both the ongoing institutional strategic plan as well as the strategic enrollment plan. Annually, we evaluate and assess each area as we prepare for the next fiscal year's operating budget. Our current marketing initiatives are coordinated with all the departments/divisions/locations to promote Northern Oklahoma College through a variety of mediums, i.e., print advertisement (newspapers), online through website and social media optimization, visual identity/branding (billboards), promotional, events, radio, and digital marketing.

As defined in the strategic enrollment plan, we utilize a radius map targeting the service areas around each location in order to optimize our marketing efforts. Our department works closely with others, i.e., enrollment management and academic affairs, by using enrollment information to assist in our decisions on the level of marketing needed in each area. We continue to evaluate our strategies to improve our return on investment (ROI). Our tactics have shifted over the years with a more targeted focus to ensure a strong brand and optimize our efforts to promote Northern Oklahoma College.

Listed below is a marketing media summation utilizing our marketing budget thus far for FY2019-2020:

Print

- *Enid News & Eagle*
- *E-Town Magazine*
- *Tonkawa News*
- *Ponca City News*
- *Blackwell Journal Tribune*
- *Cowley Courier*
- *Various Area High School Yearbooks/Programs/Calendars/Banners*
- *Stillwater Survival Guide (distributed at Lights on Stillwater event)*
- *Area Chamber Directories/Phonebooks*

Digital Media (Apps, Social Media, Television)

- *News 9 App and Website*
- *Pandora Digital Radio (Targets Traditional and Non-Traditional Students)*

- *Digital Ads (Google Ads, Etc. purchased through Enid News & Eagle Digital Media Solutions)*
- *AMC Stillwater Advertising – Screen Vision Media – Reach Higher*
- *AMC Ponca City – Screen Vision Media – Reach Higher*
- *Digital Billboard – Williams Broadcasting – Reach Higher (begins Jan. 1 at intersection of Garriott and Garland in Enid)*

Radio

- *Team Radio Ponca City, OK*
- *Chisholm Trail Broadcasting Enid, OK*
- *Stillwater Radio Stillwater, OK*
- *Cowboy Sports Properties (Opening Drive Sponsor for all OSU Football) Stillwater, OK*
- *KSOK (Special Sponsorships/Greetings) Arkansas City, KS*
- *Pandora (Digital)*

Billboards/Display/Location Signage & Sponsorships

- *Billboard – I-35 at Fountain Rd. – Headrick Outdoor*
- *Digital Billboard – Garriott and Garland intersection, Enid, OK*
- *Charging Station w/ Signage Ponca City High School – EPPG*
- *Stride Bank Center Sponsorship Advertising – Enid, OK*

Listed below is a summation of various marketing (recruiting) items through Printing Services that pertain to Enid area:

Mailings

- *Reach Higher with Northern postcard*
- *HSCR Recruit packets (9x12 envelope including Traditional brochure, NOC Profile, Residence Hall Flyer, Northern Exposure postcard)*
- *ACT Prep Fall postcard*
- *Northern Exposure Fall postcard*
- *Not Too Late Fall Enrollment postcard*
- *Northern Exposure Spring postcard*
- *ACT Prep Spring postcard*
- *Freshman Fridays postcard*

Print Items

- *Residence Hall flyer*
- *NOC Profile sheets*
- *PLC Scholarship flyer*
- *Traditional NOC brochure*
- *Nursing Fact sheets*
- *Division/Specialty brochures*
- *Cost Comparison sheet*
- *Residence Hall/Dining Rate sheet*
- *Thank You postcards (sent out to students who tour the campus)*
- *HSCR Top 5 Reasons postcard*
- *Scholarship flyer*
- *Testing brochure*

Advisor Meetings follow-up

Kathi noted she'd asked faculty about whether they prefer ITV or 3 different meetings—they preferred ITV with different administrators on each site. Lisa said that Stillwater faculty like consistency in message; their complaints were in having to listen to updates that affect other campuses. All faculty reps agreed that it would be beneficial to send out main divisional

highlights in emails **before** the meeting. There was no consensus on preferred format in Tonkawa. Reps suggested asking faculty in spring in-service which they prefer.

Stillwater Items from 11 7 2019 email:

1. Instructor notification when a student drops their class -I know if is hopeful that the new system will resolve this issue, but in the meantime, can we not set up email notifications to the instructors just like we have now for the advisors when an early alert is sent? Yes, we can check our rosters, but it takes time to go through 20+ rosters.

Response: this was asked last month from Enid. We are unclear at this time if the new ERP system will be able to do this. Our current system will not, and the response from the VP for Enrollment Management was that the system allows faculty to check at any time on drops already. There are currently higher priority needs for staff time.

2. Daytime janitorial in Stillwater – There have been numerous instances of filthy men’s restrooms during the day in the new building. Do the other campuses have daytime custodians?

Response: Custodial service is limited on all campuses. Kathi noted that for the last two years Enid employees have needed to empty trash from their offices and vacuum. Gene and Kathi reported seeing custodians in early morning hours but not sure about later. Stillwater custodial services is currently outsourced and the cleaning occurs primarily overnight; however, Anita did indicate that some limited additional hours had been allocated for special needs.

Dr. Evans is reviewing staffing for these services.

3. Staff hours- Do we have a written policy in stating the hours in which all staff are on the clock, or are they allowed to modify the times they are at work?

Response: Regular working hours are 8-5 unless supervisors have approved alterations based on department needs (e.g. maintenance sometimes have earlier starts and end earlier so that they can prepare buildings for classes starting) or a supervisor has signed off on an alternative work schedule form. These alternative schedules were made an option in Fall 2019; one example of an approved alternative schedule was someone working 7-4 because of a need to download data when most people were off of the system.

Tonkawa Items from 10-9-2019 email:

Concerning our 403B after tax retirement option, reasonably new faculty (<5 yrs), indicated that they have not heard about this option for a separate retirement contribution. There is nothing on NOC’s webpage. OTRS has a link to a portal that has an application for such, but nothing regarding eligibility requirements. Perhaps, an item that needs information disseminated, and maybe something that needs to be presented at a future Fac. Meeting. A Fac member indicated the first they heard of it was in our last Fac. Meeting (start of Fall Sem.).

Response: email Shannon Cranford on 10/24. Her response noted an email that went out on Jan. 18, 2019, from Kelley Larkin:

From: Kelley Larkin <Kelley.Larkin@noc.edu>
Sent: Friday, January 18, 2019 4:40 PM
Subject: FW: 403B Enrollment
Importance: High

REMINDER WE NEED THE SRA FORMS BY TUESDAY MORNING.

Good Afternoon,

I have attached the "Invitation to Enroll" documents that you will use to electronically enroll for a Voya 403b contribution as well as the Salary Reduction Agreement Form (SRA). In order for the contribution to be deducted from your January payroll, you will need to submit the signed SRA and return it to Human Resources by January 21st. The enrollment process can be lengthy so please complete as soon as possible, please be sure not to leave in the middle of the enrollment, as you will have to start over from the beginning. The online enrollment processes guide you through retirement goals, investment options and risk tolerance. Although the software guides you on targeted amounts based on your retirement goals, the actual amount of the 403B contribution deducted from your payroll each month is based on the dollar amount indicated on your Salary Reduction Agreement form. Any SRA's received after January 21st will be effective for the February payroll. We have access to a Voya representative, Rebecca L. McGee; her contact information is 405-568-2889 or rebecca.mcgee@voyaafa.com. Rebecca indicated that she would be happy to help employees with any questions you may have, she will have limited access to her phone and email until Thursday and Friday of next week. I will be working with Rebecca to come on campus for a presentation in the future.

The following email was also sent from Kelley Larkin on 10/9/2019:

Good Morning,

Today is our open enrollment meetings in the Renfro Center (Event Hall) at 9:30 and 1:30. Andrea Nguyen from NFP will be presenting most of our changes this year along with Austin the representative from The Zero Card. Rebecca McGee with VOYA will also be here, so if you are interested in starting a 403b please come, listen, and ask questions she is very helpful. This meeting will be recorded so you will soon be able to watch the presentation under <https://portal.noc.edu/ics>, login, and click your employee info tab, under the Employee Training/Information box, Employee Videos, Employee Training/Informational Videos.

Please note:

Please use the North doors when coming in; the south doors will be locked.

Thank you,
Kelley Larkin

And sent in 11/6/2019 email from Kelley with attachments on "Northern invitation to Enroll" and "Salary Reduction Form":

It has come to our attention that this information is needed once again. The person to talk to about VOYA 403B withholdings is Rebecca McGee. She can be reach at 405-568-2889 fax number 405-428-4501 and her email is Rebecca.mcgee@voyaafa.com. She will be happy to guide you through the process. The salary reduction form is what HR needs **three weeks** prior to the initial withholding month. The invitation to enroll sheet steps you through the beginning phase of getting your account set up.

Thank you,



Kelley Larkin
Benefit Coordinator
Northern Oklahoma College

Second item, on the Outlook mailbox all we have is a choice for NOC-Faculty (unless I'm blind). Can you make a request to IT, to include a Faculty-Stillwater, Faculty-Enid, and Faculty-Tonkawa? It would help us in Fac Affairs, but also potentially help with communication within campuses.

Response: Sent Mike email on Oct. 24; his reply follows:

NOC does not have the following:
Faculty-Stillwater
Faculty-Enid
Faculty-Tonkawa

We have discussed it in past Admin meetings and the management of these three groups would be too much. We have faculty teaching on all different campuses, more now than we did then. Using the "Subject" header to define the recipients should meet his need.



Mike Machia
Director of Information and Instructional Technology
Northern Oklahoma College
P.O. Box 310
Tonkawa, OK 74653
Phone: 580.628.6267
Fax: 580.628.6256
michael.machia@noc.edu
www.noc.edu
www.noc.edu/IT

Gene noted that HR does update contact groups for each campus so he could share those.

Next meeting—Thursday, Jan. 23, 2020, 1:50