

**NORTHEAST COMMUNITY COLLEGE
BOARD OF GOVERNORS**

STUDENT SUCCESS COMMITTEE

Thursday, May 10, 2018

STUDENT SUCCESS COMMITTEE

Carol Sibbel, Chairperson	PRESENT
Keith Harvey	PRESENT
Arlan Kuehn	PRESENT
Terry Nelson	PRESENT
Dirk Petersen, ex-officio	PRESENT

OTHER BOARD MEMBERS

Del Ames	PRESENT
Steve Anderson	ABSENT
Shirley Petsche	PRESENT
Julie Robinson	PRESENT
Jeff Scherer	PRESENT
Gene Willers	PRESENT

STAFF

Dr. Michael Chipps
John Blaylock
Lyle Kathol
Lynne Koski
Derek Bierman
Amanda Nipp
Eric Johnson
Dr. Tracy Kruse
Craig Garrett
Jim Curry
Diane Reikofski
Brenda Sock
Dr. Wade Herley
Phil Schimonitz

MINUTES

1. The meeting was convened at 1:00 p.m. in Room 1108B of the College Welcome Center by Carol Sibbel, Chairperson of the Student Success Committee.
2. Recommended approval of the Minutes of the April 12, 2018 meeting.
3. Dr. Wade Herley, Dean of Business and Technology, along with Phil Schimonitz, Graphic Design Instructor, provided the program review of the Graphic Design Program.

The Graphic Design Program offers a two-year Associate of Arts degree which emphasizes conceptual skill development, image production, elements of design and graphic design related software proficiency. It prepares students to be successful at a transfer institution.

The two-year Graphic Design Associate of Applied Science Degree emphasizes technical skill development using industry standard design software, as well as developing knowledge in the principles of design and artistic expression, preparing students for a variety of career opportunities.

Employment of graphic designers will continue to be important in the marketing of products throughout the economy. Companies are increasing their digital presence, requiring graphic designers to help create visually appealing and effective layouts for websites.

Retention rates have fluctuated due to a number of variables including local market oscillations and students trying to determine career pathways. In an effort to increase student numbers Northeast is offering some of the beginning Graphic Design courses as a Fridays @ Northeast and/or summer sessions with seven students currently registered. Northeast also has an increased number of applicants for the Fall of 2018.

Inquiry was made regarding the reduced number of students in the program and this program not meeting the needs of manufacturing in the area. Discussion included that there is still a demand for this program to design marketing material, website construction, etc.

Acknowledgement was made that the percentage of students in related employment is low, and discussions will be held with the Employment Services office regarding considerations used in determining placement in a related field.

Dr. Herley reported that students who have continued their education have transferred to elite institutions. This provides additional support that Northeast's Graphic Design program sets the students up for success.

Lyle Kathol advised that while the Coordinating Commission for Postsecondary Education (CCPE) requires a program review every seven years, Northeast conducts an internal program review midway through that seven-year cycle to continue to monitor and evaluate the program.

While the program does meet the thresholds established by the CCPE, board members indicated that this is an expensive program and voiced concern that the Student Credit Hours/Full-Time Equivalency (SCH/FTE) has been trending lower the last few years. In an effort to make the program more successful than it already is, board members would like to have an update discussion of the program in a year, reassessing what we are offering and determining if we are meeting the needs of our 20-county area.

Following discussion, a consensus was reached by the Student Success Committee to recommend to the Board of Governors to recommend continuation of the Graphic Design Program at Northeast Community College as the program exceeds the thresholds for the SCH/FTE of 275 and the five-year average of ten awards.

4. Amanda Nipp presented an overview of the commencement ceremony that will be held on Saturday, May 12, 2018 at 10:00 a.m.
5. With no further business to discuss, the meeting was adjourned at 1:39 p.m.