

**Eastern New Mexico University-Ruidoso
COLLEGE BOARD
ANNUAL RETREAT
June 20, 2015 * 9:00 a.m.
The Lodge at Sierra Blanca
107 Sierra Blanca Dr., Ruidoso, NM**

Attendees: Mr. Brad Treptow; Ms. Gina Klinekole; Dr. Michael Budd; Mr. James Paxton; Dr. Lynn Willard
Also attending: Dr. Clayton Alred

Mr. Treptow introduced the guests: Ms. Sheila Farquer, Mr. Pierre Laroche, Ms. Rhonda Vincent, Ms. Coda Omness, and Ms. Cindy Holder.

Agenda – Upon a motion made by Dr. Willard; seconded by Ms. Klinekole, the agenda was approved as presented.
(5/0/0)

Welcome – Mr. Treptow thanked everyone for attending and requested their input throughout the meeting. Mr. Treptow started the retreat with a team exercise with each person providing information to the group regarding where they were raised, how many siblings they have a difficult challenge in their childhood. The exercise was to show how hard it is to trust others regarding your personal life to your team.

Retreat Overview – Mr. Treptow gave an overview of the retreat.

INFORMATION ITEMS

1. **Foundation/Alumni** - Rhonda Vincent provided the Board an update on the Foundation activities. Ms. Vincent also discussed the creation of the alumni list. The question arose, what constitutes alumnus within the system. It was suggested that a work study be given to Ms. Vincent to help produce an alumni listing that could be used.
Ms. Vincent discussed possible fund raisers that the Foundation is doing to raise money for the Title V matching endowment as well as for scholarships. Ms. Vincent informed the Board that \$17,250 in scholarships was awarded for the Fall 2015 and Spring 2016 semesters.
Dr. Alred thanked the Foundation on their commitment to pay the \$10.00 graduation fee for each graduate.
2. **Recruiting** - Coda Omness and Cindy Holder provided the Board an overview on the recruitment process and the marketing efforts. Ms. Omness explained to the Board that current marketing efforts include social media such as Facebook. There are other options such as Instagram but at the time there is a lack of resources to add additional social media accounts.
Mr. Treptow asked if marketing could use success stories from students and alumni. Ms. Omness stated videos of students were in the process of being created.

Mr. Treptow suggested a marketing committee. Ms. Holder responded they are in the process of creating a recruiting committee.

The discussion turned to dual credit. Mr. Treptow inquired if dual credit students are the students that the college needs to pursue. Dr. Alred provided a dual credit student report. Mr. Laroche stated that even though tuition is not paid, dual credit was a crucial service that the college offers. Mr. Paxton asked if there were a way to track how many dual credit students start and complete at ENMU-Ruidoso. He asked for a report to be presented at the September Board meeting. Dr. Budd asked the type of classes dual credit students take. Ms. Holder stated that students can take online classes or face to face classes on campus as well as classes at the high school. Mr. Laroche informed the Board that ENMU-Ruidoso was leading in the state for dual credit.

Dr. Willard asked if pictures of graduates with names were put on Facebook. Ms. Omness stated that pictures of graduation was placed on Facebook without names, however she encourages users to "tag" themselves.

Dr. Willard asked if graduates were put in the newspaper similar to the high school graduates. Ms. Omness stated that they were not due to the necessity of final cap audits. Mr. Paxton suggested creating an advertisement in the paper of the picture of the graduates on the stand after receiving their diploma. Ms. Omness informed the Board that she is placing advertisements in different areas and has hopes to place advertisement with the Lincoln County Shuttle but has had difficulties working with the company. Ms. Omness asked Board members for any other ideas for public exposure. Dr. Willard asked if it were possible to have businesses sponsor students and use advertisements within their businesses. Ms. Omness stated that Daniel Waldo, Student Success Coordinator has been working on obtaining a list of businesses who were willing to provide discounts to students and that each business had a notice inside reflecting the ENMU-Ruidoso discount logo.

3. District expansion - Mr. Treptow stated that in his opinion with any strategic discussion, district expansion should be discussed until movement takes place. ENMU-Ruidoso's district is located within the Ruidoso Municipal school district that includes Ruidoso, Ruidoso Downs and Alto.

In comparison to Ruidoso, Roswell's district is all of Chavez County and contains five school districts and their operational funding is substantial. Ruidoso's operational funding comes solely from within Ruidoso schools district. Lincoln is a large enough county and at some point the college should consider expanding districts. Dr. Alred explained that the laws for district expansion need to be rewritten to have district expansion. The college serves Lincoln County as a whole but only assesses a mil levy within the local school district. There have been two attempts to amend legislation to allow school districts to join college district, both failed. Dr. Alred stated in order to try to amend again; it has to become legislative priority with New Mexico Association of Community

Colleges. Mr. Treptow stated it is getting harder and harder to maintain operations with the current districts as they are.

4. **Renovation Update** – Dr. Alred presented to the Board information on the planned renovation to the entrance of the building, conversion of office space, and renovation of the construction center for technical programs.
Dr. Willard asked if renovations could be completed on the new offices prior to the fall semester. Ms. Farquer stated that she felt construction would be done before classes start. The delay to the remodeling occurred while finding an authorized contractor.
5. **Security Plan** – Sheila Farquer presented to the Board information on the accomplishments of the Safety and Security team. Ms. Farquer gave information on the updating of the security of the front once the renovation is complete, which includes one entrance and one exit from the building, additional lights in the front and additional security cameras in the front. Ms. Farquer stated that there are additional exits available.
6. **Bookstore** – Sheila Farquer gave an update on the status of the bookstore. The bookstore has now gone to an online version. There is one person less working the store. The store has changed hours and is now closed on Friday's.
7. **SUN Online** – Pierre Laroche gave a presentation on the Sun Online program, how it works and the benefits to the institution and the students.

Dr. Willard motioned to enter an executive session at 1:35. Mr. Paxton seconded. Mr. Treptow asked for a roll call vote by the Board members. Ms. Klinekole- yes; Dr. Budd – yes; Mr. Treptow – yes; Mr. Paxton – yes; Dr. Willard – yes.

Dr. Willard motioned to exit from executive session at 2:13. Ms. Klinekole seconded. Mr. Treptow asked for a roll call vote by the Board members. Ms. Klinekole- yes; Dr. Budd – yes; Mr. Treptow – yes; Mr. Paxton – yes; Dr. Willard – yes

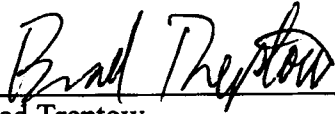
Upon exiting the executive session, Mr. Treptow announced that no decisions were made and there was no other discussion aside from the acquisition of property.

BOARD ANNOUNCEMENTS

Dr. Alred announced that the next College Board meeting will be on September 10, 2015.

ADJOURNMENT

Mr. Treptow adjourned the meeting at 2:15 p.m.



Brad Treptow
Chairman, Community College Board

9/10/15

Date



James Paxton
Secretary, Community College Board

9-10-15

Date

Respectfully submitted for approval by:
Marla Romero
Administrative Assistant to Dr. Clayton Alred