

President's Advisory Council
Thursday, December 2, 2021
4 p.m.-5:30 p.m.
Zoom

Present: Amy Brendmoen, Naod Abraha, Jon Ainsworth, Brooke Anttila, David Berg, Jean Echternacht, Darren Ginther, Joseph Kroeger, Lee Krueger, Matt Lindgren, Theresa Malone, Tom McCarthy, Ryan O'Connor, Mary Rothchild, Erica Schumacher Ayesha Shariff, Dee Dee Peaslee, Paula Kinney, David Kline, Wendy Roberson, Ellen Roster, Scott Wilson

Absent: Sarah Crippen, Emmanuel Donaby, Jim Gleb, Gaye Adams Massey, Khaliq Rogers, Craig Morris, Greg Rathert

Welcome and Roll Call

Dr. Peaslee commenced the meeting at 4:02 p.m. Ms. Lewis conducted roll call.

Legislative Priorities and Academic Excellence Bonding Project

Mr. Wilson provided an overview of the Academic Excellence Bonding Project. He noted the project was the same request that had been previously submitted to the Minnesota legislature, however, it has been updated to include a focus on student success and retention. The project comprises of moving all student services to the first floor, repurposing the theater space, and designating an arts space which includes a new location for the theater. The project would also improve classroom and lab space, and include demolishing the College Learning Center building. Mr. Wilson added the project would reduce \$6.3 million in deferred maintenance. He said the project is currently number four on the Minnesota State priority list that is submitted to the legislature. Dr. Peaslee added Saint Paul College hosted the Minnesota House Capital Investment Committee in November, which included a tour of campus and an opportunity for the representatives to hear from students about how the project would benefit them.

Discussion

Dr. Echternacht asked if the College Learning Center building was same building that was previously under consideration to sell to another organization. Mr. Wilson said it was the same building.

OneTen Partnership

Ms. Roberson said Saint Paul College is developing a partnership with the OneTen Initiative. OneTen is an organization whose mission is to hire, promote, and advance one million Black individuals over the next 10 years into family-sustaining careers. She noted OneTen aims to create a talent ecosystem by working with talent developers to connect employers with applicants. Saint Paul College's partnership with OneTen would allow the college to be endorsed by the organization, which would include grants to support the program, as well as additional program-level support for students. Ms. Roberson added Saint Paul College was in the first phase of obtaining the endorsement, and planned to have it secured by spring. She added once the college received endorsement, various programs could then receive specific endorsement and additional support from OneTen.

Discussion

Mr. O'Connor asked what percent of the student population identified as Black, as well as if there were any local organization sponsors. Ms. Roberson said 34% of the student body identified as Black. She added local organizations include Cargill, Target, and Medtronic.

Ms. Anttila asked for clarification on program-level support. Ms. Roberson said students enrolled in specific programs would receive an added level of support and access to employers within that area.

Mission, Vision, Values Strategic Planning Activity

Ms. Kinney provided a recap of the strategic planning sessions, and said the process consisted of six steps:

- Mission, Vision, Values
- Landscape—Identifying the current state of Saint Paul College
- Brainstorm and Visioning
- Organize and Prioritize
- Synthesize
- Finalize and Communicate

She said the brainstorm and visioning step included two sessions, one of which was an open forum for internal and external partners, and the other was specifically held for Student Affairs. Themes from these sessions included infusing ARTI values, branding and marketing, improving communication, mental health, building and leveraging community partnerships, retention of staff, addressing students' basic needs, increasing enrollment, and being a student-ready campus.

During the open session in the prioritize step, the themes identified in the brainstorm and visioning session were organized into broader categories, where six strategic areas were then identified:

- Growing Enrollment
- Increasing Retention
- ARTI and DEI
- Student-Ready Campus
- Organizational Culture
- Data Fluency

In the synthesize step, a draft will be formed to develop the next steps for each goal. This draft will be shared with internal and external partners to gather feedback before being finalized. Ms. Kinney added the mission statement and strategic plan will need to be approved by the Minnesota State Board of Trustees before it is adopted.

Ms. Kinney introduced the mission statement group exercise, where council members would break out into small groups to discuss the proposed statements. After the breakout sessions were complete, each group would provide a debrief of their discussions.

Discussion

Mr. Lindgren provided the debrief on behalf of the first group. He noted “trauma-informed” was a new term that could be confusing to those in the community, and asked what being trauma-informed meant for the college. He also suggested leading with education first, and then following with the goal of being an anti-racist institution. Mr. Lindgren added the term “industry partner” may not connect with the broader community and may cause people to think of it as the “industrial” sector.

Dr. Shariff provided the debrief for the second group. She said the length of the statements seemed long and the language may not be clear, especially for English language learners. She added the statement should consider the use of the active voice rather than a passive voice, and suggested changing “passionate” to “strives” or “commits.” Dr. Shariff also asked if there was a need to separate faculty and staff, and suggested changing it to “employees and students.”

For the third group, Ms. Roberson provided the debrief. She said the group was also concerned with the term “passionate” and what that would convey. Dr. Echternacht provided the debrief for the fourth group, noting they changed “passionate” to “strive.” Mr. Abraha added they combined two of the proposed mission statements to create a revised statement.

Ms. Schumacher provided the debrief on behalf of the fifth group. She noted the mission statement should be clear and concise, and include education.

Ms. Kinney thanked the members for their feedback and said she would aggregate the information and share with the council members.

Alum of the Year, Tom McCarthy

Mr. Kline said Mr. McCarthy was awarded the Alum of the Year award at the October Foundation’s Sponsor reception. He added Mr. McCarthy was a 1986 graduate of Saint Paul College, had previously taught at the college, and has served on both the Foundation board and Program Advisory Committees. Mr. Kline also noted Mr. McCarthy’s work in donating plumbing services in collaboration with the “Waters Off Program.” Mr. McCarthy thanked Mr. Kline and said it was an honor to be given this award.

Meeting adjourned at 5:20 p.m.

**Minutes submitted by Jennie Lewis
December 23, 2021**