

**President's Advisory Council**  
**Thursday, November 17, 2022**  
**4 p.m.-5:30 p.m.**  
**Room 3320 and Zoom**

**Present:** Amy Brendmoen, Brooke Anttila, Zahra Bahmani, Ryan Caulfield, Jean Echternacht, Bruce Kessel, Joseph Kroeger, Karin McCabe, Tom McCarthy, Ryan O'Connor, Mary Rothchild, Erica Schumacher, Dee Dee Peaslee, Austin Calhoun, Craig Morris, Greg Rathert, Wendy Roberson, Ellen Roster, Scott Wilson

**Absent:** Chauntyll Allen, David Berg, Andrew Collins, Sarah Crippen, Emmanuel Donaby, Jim Gleb, Paula Kinney Matt Lindgren, Theresa Malone, Gaye Adams Massey, Khaliq Rogers, Uriah Ward, Maggie Zimmerman

**Welcome and Introductions**

Ms. Brendmoen commenced the meeting at 4:07 p.m. Dr. Peaslee welcomed everyone and had the council members introduce themselves.

**Website Redesign**

Dr. Calhoun provided an overview of the redesign of Saint Paul College's website, and said Object Design would be the firm helping to design the website. Currently, the project is in the discovery phase, where focus groups and surveys of the college's various stakeholders are being conducted to gather feedback on the website, branding, and to help determine project goals. In the spring, a design scheme for the website would be developed, and content migration is planned for late summer. The deliverables of the project include being customizable, mobile friendly, and accessibility compliant.

Discussion

Mr. Rathert asked what is the general lifespan of a website. Dr. Calhoun said the college's current website is five years old. She added that once the firm has developed the website design, they will deliver the package to the college, but regular updates would still occur within the content management system.

Dr. Peaslee noted the focus for the first user of the website would be the prospective student. Dr. Calhoun added she had seen some landing pages that takes the user to a customized page for that particular audience, and this could be an option to drive traffic to where people want to go. Dr. Peaslee said the use of the chatbot would continue in helping to direct traffic.

Dr. Peaslee asked how people could be involved in the focus groups or surveys. Dr. Calhoun said an invitation would be sent to council members to participate in a focus group, as well as an opportunity to complete a survey.

**Advancement Unit Restructuring Update**

Dr. Calhoun said over the past year, she has reviewed how her areas were organized and ways for improvement. She added her area included the Marketing unit and the Advancement unit, which includes resource development and the Friends of Saint Paul College Foundation. Within the Advancement unit, she noted there were some ways to allow for more synergies across those areas. Dr.

Calhoun said David Kline had moved to the Minnesota State System Office to work on special projects, and she would be serving as the Executive Director of the Friends of Saint Paul College Foundation in the interim, with plans to fill that as a director position in the future. She added the Friends of Saint Paul College Foundation Board had been informed of the transition earlier that month.

#### Discussion

Mr. Rathert noted many of the grants the college were seeking involved a partnership component. Dr. Calhoun added part of the vision for the Advancement unit is to build a culture of philanthropy and have the college be a collaborator with its community partners.

Ms. McCabe asked if there is another institution that had a similar model with Dr. Calhoun's organizational unit. Dr. Calhoun said there is not, and that many institutions have their marketing unit as part of recruitment. She added the communication aspect is a big component in how the college can share and advance their mission. Ms. Rothchild noted that as part of the Board of Trustees approved legislative request, Minnesota State has a goal for their colleges and universities to have the funding allocated for Workforce training matched by grants or private funding.

#### **Student Mental Health**

Ms. Roberson said five years ago there was one person at Saint Paul College who was providing mental health services to students. Under the current model, it has been expanded to have four people within the unit. The services offered focus on promoting the holistic wellbeing of students and the overall college community, including training and teachings for calming and coping strategies, crisis intervention, and providing recommendations for ongoing services. Ms. Roberson noted the college's mental health team does not provide long-term treatment or prescriptions. Since the beginning of fall semester, there have been over 500 sessions with students, with themes including trauma, abusive situations, anxiety, grief, loss, and depression. Ms. Roberson said the college has partnered with Florida State in providing a web-based resource toolkit, with resources on mental health, basic needs, suicide prevention, and mental health support for specific populations. A soft launch has been started, with a formal launch of the platform planned for January. In addition, the Student Life office has launched "Wellness Wednesdays," which cover various topics, and the college is in the process of providing Mental Health First Aid training to all faculty and staff. The training provides skills to identify, understand, and respond to signs of someone experiencing a mental challenge, and includes a variety of scenarios of mental health challenges and ways to assess the situation, how to approach the person, and encouraging them to get support.

#### Discussion

Mr. Rathert said mental health is one component in providing holistic support to students. He added an on-campus Food Pantry will be launched on November 18, as well as the college partnering with the Hope Center to address food insecurity, housing insecurity, and mental health. In addition, a student survey will be administered in the spring, with plans to use the feedback to develop a more encompassing plan on responding to student needs. Mr. Wilson said the college will be utilizing reserves to build out space for Mental Health services on campus. The work is planned to take place over the summer, and he hoped to provide council members a tour of the space next fall.

Ms. Brendmoen appreciated the tools and resources given to faculty, staff, and students. Ms. McCabe acknowledged the work the college was doing and how relevant it was in relation to the impacts of the pandemic and current situations.

**Meeting adjourned at 5:24 p.m.**

**Minutes submitted by Jennie Lewis**

**December 30, 2022**