

Approved on 7/6/2017

## Administrative Council Meeting Minutes

Tuesday June 12, 2017

President's Office **1:00 p.m.**

(Highlight in blue assignments that need to be completed)

### VOTING MEMBERS PRESENT

Dr. Doug Darling- President

Lloyd Halvorson- Vice President for Academic/Student Affairs

Erin Wood for Laurel Goulding- Vice President for Institutional Advancement

Corry Kenner- Vice President for Administrative Affairs

### NON-VOTING MEMBERS PRESENT

Randy Olson -Faculty Senate Representative

Bobbi Lunday-Recorder

### Guests

### 1) CALL TO ORDER/REVIEW MINUTES

#### a) Call to Order

i) The meeting was called to order at 1:34 p.m.

#### b) Review of June 5, 2017 Minutes

i) The minutes of the previous meeting were reviewed, discussed, and approved.

### 2) OLD BUSINESS

#### a) Student Services Office

i) VP Halvorson updated the council on the plan to help with the application process. Collaborative and GED testing duties will be shifted to other areas to free up time for Student Service staff to assist with application processing.

### 3) NEW BUSINESS

#### a) Faculty Loan Repayment Program

i) A member of the faculty learned of an opportunity to utilize a loan repayment program. The only impact to LRSC would be to provide a letter indicating the institution has had consistent budget cuts, lacks discretionary funds to provide assistance in paying partial tuition, and will offer a two-year contract. President Darling had questions about the portion requiring the institution to pay part of the loan. Institutional requirement for repayment would be waived and legal will have to review language prior to final approval.

#### b) TrainND Update (2:00pm)

i) TrainND Director Dave Steffen presented his teams accomplishments:

(1) Train ND NE and LRSC Nursing team successfully transitioned the healthcare training portfolio.

(2) New TrainND team Brittany Hanson and Amanda Zeien have acclimated to operations and training fulfillment.

(3) Replaced Lumens operations software and implemented SEMTek software resulting in \$30,000+ annual savings.

(4) Increased direct training revenue by 13% goal was 5%.

(5) Realized gross margin of 58% goal was 55%.

(6) Decreased "other" operating expenses by 25%.

(7) Received verbal renewal of a one-year contract (\$60,000) for QSP training with NDDHS-Medical Services Division.

(8) TrainND NE is now on schedule to exceed FY2017 cash balance goal.

ii) Matt Follman's resignation in GF leaves just Director Steffen in the sales department. Brittany and Amanda are organizing all of the fulfillment. There has been much synergy created through the Nursing, Ag and POTP instructor's willingness to provide high level training in their fields for TrainND customers.

#### c) Crisis Communication Plan Policy 1500.12

i) Council reviewed and approved the Crisis Communication Plan policy 1500.12 (attached below).

d) **Academic/Student Affairs Update**

i) Peace Officer Training Program numbers in the Fargo academy are down and the Bismarck academy is difficult to fill. He would like to invest funds in the next 30 days to double the Bismarck academy. VP Halvorson also reported a plan by DSU to start a Police Academy. He will monitor the situation and President Darling will visit with President Mitzel.

e) **Advancement Update**

i) Director Wood reported they are finalizing budgets, the Branches publication has gone to the printer, and they are looking for a Drone Camp instructor for 6-8 graders.

**4) ADJOURNMENT**

a) **Upcoming Scheduled Council Meetings**

(1) The next meeting of the Administrative Council will be: Thursday, July 6 @ 9a/ Tue, July 25 @ 9:00a / Mon, Aug 7 @ 1:30p / Tue Aug 29 @ 9:00a / Tue Sept 12 @ 9:00a

b) **Adjournment**

i) The meeting was adjourned at 3:06 p.m.



SECTION 1500.12

CRISIS COMMUNICATION PLAN

A crisis situation shall be defined as any situation or event as having a major impact on the entire campus community.

The Director of Development & Community Relations will coordinate crisis communications with campus and off-campus media. The President directs and approves the work of the Director of Development & Community Relations and the Director of Development & Community Relations will direct the work of all LRSC media relations. If needed or mandated by the President, the Director of Development & Community Relations will set up a crisis communication center in its offices to remain open 24 hours a day during a crisis. If the President is unavailable, one of the Vice President's will serve as lead college official. During an emergency, the Director of Development & Community Relations and/or President will serve as the college's spokesperson.

The Director of Development & Community Relations is responsible for setting up any media or community conferences: When a media conference is called, the President and Director of Development & Community Relations will attend, as well as any third parties as needed to assist with their questions.

For individual interviews, members of the crisis team may be available for interviews related to their specific areas and may be interviewed at their posts or some central location to be determined by the President and Director of Development & Community Relations. When a reporter contacts a member of the crisis team directly, inquiries should go to the of Development & Community Relations or a designated spokesperson for that subject may respond to questions.

Throughout the crisis, the Director of Development & Community Relations and designated staff will keep the public, media, and constituents informed of the situation. Once the crisis is past, the Director of Development & Community Relations will issue updates as long as necessary. Follow up meetings will be held to analyze reaction and response improvements.

This team is the same as makes up the COG (Continuance of Government Team)

Continuum of Government (COG) Team Leader:

Team Leader	Alternate Team Leader	Other Team Members
Chad Estenson, Physical Plant Office Phone: 701-662-1521 Cell Phone: 701-351-1521 Home Phone: 701-398-3184 Email: <a href="mailto:Chad.Estenson@lrsc.edu">Chad.Estenson@lrsc.edu</a>	Dr. Doug Darling, President Office Phone: 701-662-1506 Cell Phone: 701-351-1506 Home Phone: 701-662-8062 Email: <a href="mailto:Doug.Darling@lrsc.edu">Doug.Darling@lrsc.edu</a>	Stephanie Shock, Director Student Office Phone: 701-662-1655 Cell Phone: 701-740-7202 Home Phone: 701-662-2425 Email: <a href="mailto:Stephanie.Shock@lrsc.edu">Stephanie.Shock@lrsc.edu</a>

Other Team Members

Lloyd Halvorson, VP Academic/Student Affairs Office Phone: 701-662-1681 Cell Phone: 701-351-0429 Home Phone: 701-662-3523 Email: <a href="mailto:Lloyd.Halvorson@lrsc.edu">Lloyd.Halvorson@lrsc.edu</a>	Corry Kenner, VP Administrative Affairs Office Phone: 701-662-1505 Cell Phone: 701-351-3301 Home Phone: 701-662-8289 Email: <a href="mailto:Corry.Kenner@lrsc.edu">Corry.Kenner@lrsc.edu</a>	Erin Wood, Director of Development & Community Relations Office Phone: 701-662-1598 Cell Phone: 701-739-4813 Home Phone: 701-398-5393 Email: <a href="mailto:Erin.Wood@lrsc.edu">Erin.Wood@lrsc.edu</a>
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Other Team Members

Toofawn Simhai, CIO Office Phone: 701-662-1511 Cell Phone: 701-351-1511 Home Phone: 701-662-8025 Email: <a href="mailto:Toofawn.Simhai@lrsc.edu">Toofawn.Simhai@lrsc.edu</a>	Rose Seibel, Food Service Director Office Phone: 701-662-1542 Cell Phone: 701-230-3311 Home Phone: 701-662-4882 Email: <a href="mailto:Rosalie.Seibel@lrsc.edu">Rosalie.Seibel@lrsc.edu</a>	Kelsey Mertens, Day Care Director Office Phone: 701-662-1592 Cell Phone: 701-350-0141 Email: <a href="mailto:lrsc.daycare@lrsc.edu">lrsc.daycare@lrsc.edu</a>
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All staff will report their status to the Team Leader in the event of a catastrophic event.

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**History**

Administrative Council Approved COG Leader & Alternate 07/18/08

Administrative Council Approved Update 6/12/2017

SECTION 1500.12

CRISIS COMMUNICATION PLAN

What does the College define as a crisis?

A crisis situation shall be defined as any situation or event identified by the President or three vice presidents as having a major impact on the entire campus community. This event could occur on or near the campus. It could be a flood, tornado, bomb threat, explosion, severe chemical spill, shooting, etc...

Why does the College need a communication plan?

A crisis that impacts the entire campus community will create interest and questions from those connected to personnel and students on our campus and local, regional, state, and possibly national media. The college needs to be prepared to be under these spotlights and respond accordingly to those holding the spotlights. A crisis situation is big news and is likely to result in more public exposure for the University than hundreds of "good news" stories. Each crisis will have an immediate and factual public information response from the Director of Marketing/Public Relations and/or the President of Lake Region State College. The extent of the response will depend on the nature of the crisis and the need for updates. The Director of Marketing & Public Relations' contacts are all local print and broadcast media; state and national media as inquiries arrive. The Director of Marketing & Public Relations also will be the spokesperson to various campus groups as needed. Vice Presidents also may be asked to speak to departments as well.

How does the College respond to a crisis?

The Director of Marketing & Public Relations Director of Development & Community Relations will coordinate crisis communications with campus and off-campus media. The President directs and approves the work of the Director of Marketing & Public Relations Director of Development & Community Relations and the Director of Marketing & Public Relations Director of Development & Community Relations will direct the work of all LRSC media relations. If needed or mandated by the President, the Director of Marketing & Public Relations will set up a crisis communication center in its offices to remain open 24 hours a day during a crisis. If the President is unavailable, one of the Vice President's will serve as lead college official. During an emergency, the Director of Marketing & Public Relations and/or President will serve as the college's spokesperson. Other college staff and student workers will be given the Spokesperson's name and phone number for referral of media phone calls.

The Director of Marketing & Public Relations is responsible for setting up press conferences: When a press conference is called, the President and Director of Marketing & Public Relations will attend, as well as any third parties as needed to assist with their questions. Press Conferences will be held at times most convenient for deadlines. Media will be required to check in with the President's Office prior to Press Conferences. The Director of Development & Community Relations is responsible for setting up any media or community conferences: When a media conference is called, the President and Director of Development & Community Relations will attend, as well as any third parties as needed to assist with their questions.

For individual interviews, members of the crisis team may be available for interviews related to their specific areas and may be interviewed at their posts or some central location to be determined by the President and Director of Marketing & Public Relations Director of Development & Community Relations. When a reporter contacts a member of the crisis team directly, the designated spokesperson for that unit may respond to questions in his/her area of expertise only. No opinions, just facts. The call must then be transferred or the interviewee must immediately inform the inquiries should go to the Director of Marketing & Public Relations Director of Development & Community Relations or a designated spokesperson for that subject may respond to questions.

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For those doing interviews, remember to be courteous and genuine to encourage the media's confidence in and respect for Lake Region State College. All spokesperson-like attitudes toward media reflect on the image of the college. Withholding information from the media will generate suspicion and distrust.

Throughout the crisis, the Director of Development & Community Relations and designated staff will keep the public, media, and constituents informed of the situation. Once the crisis is past, the Director of Development & Community Relations will issue updates as long as necessary. Follow up meetings will be held to analyze reaction and response improvements.

**ABOVE IS THE RE-WRITE OF WHAT IS HIGHLIGHTED BELOW**

**What are the Phases of Response?**

**1. Instant**

- a. The President's Office and Director of Marketing & Public Relations will decide to whether to give an official statement and prepare answers to specific questions that may be asked by the media.
- b. If needed a crisis hot-line phone with recorded messages of the latest information on the situation, one for the campus community, one for all other incoming calls will be created. The Phone numbers will be made available to the media and public. E-mail and the Lake Region State College website will also be used to send campus-wide advisories.
- c. The Public Relations office will gather needed data (type of emergency/disaster; time of disaster; actions taken; areas and number of people involved; fatalities, injuries and extent of damage) and prepare an official news release.
- d. All staff members affiliated with crisis communication needs to be kept apprised of breaking news to enable them to answer media questions.  
The Director of Marketing will be the one to:
  - 1. Verify all sources of information.
  - 2. Clear press release with the President's Office as quickly as possible before releasing it to the media.
  - 3. In cases involving employee or student injuries or deaths, families will be notified by appropriate personnel before any information is released to the public.
  - 4. The Director of Marketing & Public Relations will coordinate the release of factual information with local hospitals and other disaster agencies, providing as prompt, accurate and complete information as possible.

**2. Continuing Coverage**

Throughout the crisis, the Director of Marketing & Public Relations and staff will:

- a. Keep the public, media and constituents informed of the situation and provide advice on what they should or should not do to prevent further damage or loss of life, panic or interference with emergency response efforts.
- b. Instruct the public on how to obtain further advice or information.

**3. Follow-up period**

The Director of Marketing & Public Relations will issue media updates as long as necessary. Follow up meetings will be held to analyze reaction and response improvements.

**Who will make up a crisis team?**

This team is the same as makes up the COG (Continuance of Government Team)

Continuum of Government (COG) Team Leader:

Team Leader	Alternate Team Leader	Other Team Members
Chad Estenson, Physical Plant Director Office Phone: 701-662-1521	Dr. Doug Darling, President Office Phone: 701-662-1506 Cell Phone: 701-351-1506	Laurel Goulding, VP Advancement Office Phone: 701-662-1513 Cell Phone: 701-351-1601

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**History**

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