# Campus Feedback, Spring 2021

## 3.26 &3.26.1 Intellectual Property

I understand in the past there was a certain amount of clinical instructional material that was taken from the nursing department when a pair of faculty left, which compromised the efficacy of the lab instruction in the fall of 2019.

As I am reviewing the proposed changes to NHCC policy 3.26.1 I see no provision for "works made for hire," the intellectual property rights of the institution, with regards to course materials ([https://www.copyright.gov/circs/circ09.pdf](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.copyright.gov%2Fcircs%2Fcirc09.pdf&data=04%7C01%7Cdeanna.forsman%40nhcc.edu%7C0f9bb20335fa485209cb08d8eb1609db%7C5011c7c60ab446ab9ef4fae74a921a7f%7C0%7C0%7C637517827285739458%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=c7Iv3oQ%2BnQwph3SWouuVEpfCi3cFVo%2BUwuxce1w4UNA%3D&reserved=0)). Works made for hire I feel applies to lab or course materials produced by employees for use with our programs specifically.

To maintain the integrity of the school's programs in the event of future disputes I feel it would be important for the policy language to clarify the difference between authorship, use, and ownership of course material and the role of contractual agreements which may alter that ownership.

The committee added language clarifying that we follow Board Policy and the MSCF contract regarding intellectual property rights, which cover works for hire.

## 3.38 & 3.38.1 Career Information

Reference 3.38.1 Career Information Policy (Part 2.A), ISEEK no longer exists and has rebranded as [CAREERwise](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcareerwise.minnstate.edu%2F&data=04%7C01%7Cdeanna.forsman%40nhcc.edu%7C1610678066d24b71c11408d8e339cf85%7C5011c7c60ab446ab9ef4fae74a921a7f%7C0%7C0%7C637509184733278695%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=PkfCCu1q0gwnOWytT4pxaFhiQoOZss9kIbB861kOB%2BU%3D&reserved=0).

Thanks! We updated the branding and added language that gives the college more flexibility.

## 3.51 Credit Hour

I took a look at the credit hours policy and the clinical language. I think what is in there looks really good and is probably the easiest way to handle this. St. Paul College did not have any specific language that went along with what they were doing. So, I think that looks good to me.

Thanks!

## 5.31 & 5.31.1 Official Communication

Here’s my loud scream against marketing being authority of the website.

I highly disagree with the main purpose of the NHCC website to be marketing for prospective students.  This should be one of the purposes, but not the main or only purpose. (Policy 5.31.1)

Given the nature of current college-wide discussions about the website, we have revised the language to speak only to the purpose of the website at this time.

Here’s my thoughts, FWIW.

In addition to being a tool for recruiting new students, NHCC website is a necessary resource for current students, faculty, and staff. This has never been more evident than since we moved to remote/distance/online learning. Students need to be able to use the website to find and use the resources they need. Faculty & staff need to be able to use the website for similar purposes.

In fact, since COVID-19 struck, I’ve noticed that the NHCC website has become much more “friendly” to use for current students. In my opinion, that is one of the ONLY good things to come out of this whole pandemic. I’ve always been frustrated about how difficult it is to find necessary resources, such as how to set up and use technology (like Zoom), how and where to make appointments with an academic advisor, what resources are available in the CARE Center, and how students can get the help that they need. The updated Student Resources area (especially the part under “COVID-19” that showed up in Spring 2020), has been wonderful. I’ve used it and directed my students to it HUNDREDS of times.

While recruitment and marketing are an essential part of what we do at NHCC, we must also serve the students we already have in order to retain them as they continue on their degree paths. Retention requires that our students can access the resources they need. The natural place for them to look for these resources is on the college’s website!

The NHCC website must appeal to many different audiences. It is an important tool for reaching out to potential students and the community, and it is ESSENTIAL for those of us who are already working and studying at NHCC. This is true whether we are on-campus or remote.

See above response.

Deanna,

I have serious concerns about the website policy, the process through which the policy was updated and sent out for feedback, and the administration’s contradictory communication about both.

Brigid Bechtold, Missy Lott, and I were told repeatedly in meetings with Liz Hogenson, Joseph Collins, Darrel (from I.T., I forget his last name), and iFactory during spring and fall 2020 that while the external main page would be aimed at prospective students, the new website--and its secondary landing pages, specifically—would be designed with the **entire college’s** needs in mind. We were reassured repeatedly that faculty would have an active role in shaping the website’s design, content, and maintenance, in addition to having opportunities to create and maintain departmental/disciplinary/program pages and individual faculty pages. We discussed the problematic nature of having one department/person in charge of the website and were assured that the new website would be accompanied by a web committee whose **purpose would be maintaining a balance between faculty having freedom to shape content with the college ensuring that content was appropriate and branding was consistent.** We were also assured many times that the new website would be ***governed by*** a website committee comprised of faculty, administrators, staff, and, potentially, students. Those conversation were clear and specific in conveying that the committee **would have the power to take requests and then *make and implement decisions*,** not simply provide guidance that a single department or person who “owned” the website could ignore.

NHCC’s sole purpose is education. Its mission to engage students and change lives begins and ends with academics; therefore, it makes no sense to have a website that doesn’t emphasize academics. As a community college, we can’t compete with other institutions in providing unique residential or athletic experiences, so we can and should highlight our unique academics and richly diverse community. Both current and prospective students want to know what academic opportunities NHCC provides: courses, departments, programs, faculty interests, faculty awards and accomplishments. The iFactory representative other faculty and I met with as was enthusiastic about ideas Brigid and I proposed for promoting courses and programs that no other institution in the metro—or sometimes in the entire state—offers. They agreed that highlighting those courses and programs offered marketing opportunities NHCC should capitalize on and the new website could feature. Faculty and advisors at other institutions want that information, too. We are always looking up faculty at other institutions when proposing new courses and programs, developing partnerships (a key goal area in NHCC’s strategic planning and accreditation evaluation), and guiding students who plan to transfer.

NHCC is the ***only*** institution I know of that does not allow faculty a say in website content, design, and navigation. It is the only institution I know that doesn’t have department pages or faculty bios. This makes the college look like a second-rate institution. It sends the message to students who are serious about opportunities like undergraduate research, which the Minnstate system says is a top priority and something it wants to grow, that NHCC doesn’t care about them. Research throughout the past several decades shows that faculty have the most contact with and impact on students’ academic progress, and students look for faculty information when deciding where to attend. By not providing that information, we’re ignoring our own survey, scholarship, and research data.

The “kitchen sink” argument doesn’t fly. Every other institution includes department and faculty pages, which don’t clutter website structure or navigation. A single link on a primary page is all that’s needed for programs, which can branch into departments, and then faculty pages/bios. This has been done on educational websites for decades with technology much, much less sophisticated than exists now. I have created similar structure on multiple websites myself using very simple, free software available for download from the Internet.

Arguments that “data” shows no one uses departmental or faculty pages is inherently flawed because ***NHCC’s website doesn’t have those pages.*** Usage can’t be measured for pages that have never existed ***despite repeated requests from many departments during the past decade that I have been at NHCC.***

The workload argument also doesn’t apply. Many other faculty and I have volunteered numerous times to go through training and take on the responsibility of updating and maintaining departmental/faculty webpages according to NHCC policy.

The bottom line: Language in NHCC’s website policy should reflect assurances made by the administration and other departments on campus:

1) that the site will be ***governed by***a web committee comprised of faculty, staff, administrators, and, if desired, students

2) that requests for content or navigation changes will go through the committee for approval;

3) that the single, external-facing, main page’s primary audience will be prospective students, but the rest of the website’s audience will be current students, faculty, and staff, the people who most use the website every day.

Sincerely,

Lisa

Lisa Whalen, Ph.D.

Well said, Lisa! I agree 100%.

Thanks,

Missy Lott • Faculty, Exercise Science

I would like to second that comment.  Nothing I say will be as articulate though 🙂

Sara

Yes—well said, Lisa.  I will add that our ideas were not only accepted but actually endorsed by the consulting firm’s members in the meeting—ideas I have raised and presented to time and again over the years.  And, anyway, I thought retention was a key strategic need at NHCC, and it’s our current students we want to retain…

Who needs to get this message?

Thank you, Lisa.

Brigid Bechtold

See above response.

The other is a problem I have encountered several times over the past few years.  The electronic communications policy and procedure indicates that email is the official method of communication but it doesn't actually say the NHCC email or my.nhcc.edu email.  I have had some difficult conversations with students when I wanted to make sure I was doing everything by the book so if they emailed me from another minnstate  email, I wasn't sure about discussing private data.  I have asked over the years for clarification on it but opinions seem to differ.  Students feel like all the minnstate emails are the same because they log in with the same information no matter which campus they're on but my understanding is that their user name (blah.blah@go.minnstate.edu) isn't the same as their email address (blah.blah@my.nhcc.edu).  To make an extremely long story short, here's the information I got from Anthony last year when I asked which email I could use when discussing grades and other private data:

Here are the answers to your questions from last week:

·         Can we respond to other Minnstate school email addresses that students have?

o   From Records and Registration: “Even though all emails are coming to one central email account, the email we communicate with needs to be the email they have on file.  Preferably the NHCC email but you could also use their personal email address if that is noted in ISRS.”

o   From the 2.21.1 College Procedure, “By email: College personnel will respond to questions sent from the North Hennepin email addresses and may respond using private educational data. Questions sent from other email addresses will be answered without the use of private educational data.”

o   So, you can answer students’ questions from other email addresses if they don’t require private educational data data, but private data should only go through an official address we have on file. If a student has a technical issue or question about the class content or schedule, though, you should be fine if they’re using a personal address or one from another school

I really don't want to have to check with eservices to verify the email address every time I need to discuss private data and students can get quite annoyed when asked to use an NHCC address that they don't normally use.  I have been "instructed" by more than one student trying to "correct" my misunderstanding of the whole email issue.  When they complain to Anthony, I think he tells them just to use the NHCC address and not make an issue (or more of an issue) of it.  It would be so very nice if the policy/ procedure addressed the issue and clarified it so that students and faculty would know what the correct procedure is. Thanks for reading this far!

Thanks for raising this issue, we've added clarifying language to 5.31 and will revise 2.22 next Fall to make it clear that @minnstate.edu works as well for FERPA.

I would like more information on who/what the Website Advisory Committee is before deciding on this policy. I think it's too vague without a charter for what that committee does, who it is, and what kind of power it will have over the website content.

We've removed language about WAC or web governance at this time. There is currently conversation about potentially creating a web governance policy in the future. That policy will go through the full campus policy process.

I do have a couple of comments about this one:

### Subpart C. NHCC Website

North Hennepin Community College College’s official website ([www.nhcc.edu](http://www.nhcc.edu)) is the registered domain for NHCC. It is externally hosted and the content is maintained and managed by the NHCC Marketing and Communication department. It primarily serves prospective students, current students, faculty, staff, alumni, news media, and the general public searching for information about the College. North Hennepin Community College Marketing and Communications Department is responsible for the site’s architecture, functionality, design, technical structure, and strategy. The NHCC Web Governance Committee will provide guiding principles for the site’s administration, operating within the College’s mission and goals, and integrating input from the NHCC community, alumni and stakeholders

1) I feel like the Website is being hidden within email, and it's really its own thing. Shouldn't it have its own policy and procedure, especially as we are now so very dependent upon it. . .. ?

2) Could there be a statement about how Marketing and Communication will work in tandem with academics in order to create a site that works for all stakeholders?

Also, a side note: is it defined somewhere what the composition of the NHCC Web Governance Committee is (what is faculty representation there)? I've not heard of it or from it before. . . .

Right now, Marketing and Communication seems have all the power, and this statement, as is, seems to confirm that. Mostly what academics hears from them is NO -- no you can't have department pages and faculty pages, no you can't advertise that class on the site, etc.

This is a huge problem, in my view. We hide the heart of the college, what makes it a college -- faculty! -- from visitors to our site, when in fact we should be an asset in terms of marketing and communications. . . .

Thanks! See our comments above. Just as a point of clarification, part of the proposed changes for 5.31 is to change the name of the Policy to "Official Communication," so hopefully this will make the contents more transparent.

## 5.33 & 5.33.1 Tobacco Use

Thanks for doing this work on the policies and procedures.  I have a couple of comments.  Regarding the smoking policy, should it really say we're a tobacco-free campus when the procedure clearly indicates that we're not?

Thanks, we've made the policy consistent with the procedure!