

**SIOUX FALLS SCHOOL BOARD**  
**Wednesday, January 3, 2024 4:00 PM**

**Carly Reiter**  
**President**

**Instructional Planning Center**  
**201 East 38<sup>th</sup> Street, Sioux Falls**

**Robert Griggs**  
**Southeast Tech President**

This agenda may also be viewed on the District and Southeast Tech's website: [www.sf.k12.sd.us](http://www.sf.k12.sd.us) and [www.southeasttech.edu](http://www.southeasttech.edu)

## **AGENDA**

- I. Call to Order
- II. Pledge of Allegiance
- III. Persons Wishing to Address the School Board on Non-Agenda Items
- IV. Persons Wishing to Address the School Board on Agenda Items
- V. Approval of Minutes of December 6, 2023.
- VI. Approval of Agenda
- VII. Conflicts of Interest
- VIII. Approval of Consent Agenda
  - A. Authorizations and Ratifications
    1. Approval of Contracts
    2. Approval/Ratification of Purchase Orders
    3. Disposal of School District Property
    4. Approval of Grant Application
    5. Acknowledgment of Addition to STC Council Membership
  - B. Approval of Consolidated Report of Trust and Agency Funds
  - C. Approval of Vice President of Finance and Operations Report
  - D. Approval of Personnel Report
- IX. Reports of the President
  - A. Boy Scout Merit Badge College
  - B. Marketing Update
  - C. Strategic Priority Campus Climate
- X. Adjournment

SCHOOL BOARD MEETING

Wednesday, December 6, 2023

The School Board of the Sioux Falls School District 49-5 of Minnehaha County, South Dakota, was called into regular session, pursuant to due notice, on Wednesday, December 6, 2023, at 4:02 p.m. in the Instructional Planning Center, 201 East 38<sup>th</sup> Street. Sioux Falls, South Dakota, with the following members present: President Carly Reiter, Vice President Marc Murren, Dawn Marie Johnson, Kate Serenbetz. Absent: Nan Baker.

Action ST00767

A motion was made by Kate Serenbetz and seconded by Marc Murren, four (4) votes “yes” on roll call **approving the minutes of a meetings** held on November 1, 2023 and which were furnished to the Sioux Falls Argus leader for publication, in unapproved form, all in accordance with SDCL §13-8-35.

Action ST00768

A motion was made by Kate Serenbetz and seconded by Dawn Marie Johnson, four (4) votes “yes” on roll call, **approving the agenda** as presented.

\* \* \* \* \*

President Reiter asked about any conflicts of interest. None were brought forward.

Action ST00769

A motion was made by Marc Murren and seconded by Kate Serenbetz, four (4) votes “yes” on roll call, **approving Item A through E on the consent agenda** as follows:

A. Acknowledging the administration’s report of the **study of bids** which have been received during the prior 30 days and were opened, read, and tabulated in the Central Services Center – Purchasing Department and approving the bids of the lowest responsible bidders in accordance with the tabulated lists of contract awards that have been placed on file for reference purposes, as follows:

1. Vern Eide for Two Used Cars or Sport Utility Vehicles, (see PD #3426 and FY24 Legal Publication SFSD #18) be awarded to Vern Eide for their lowest responsible bid for a total amount of \$30,000.00 and authorizing the Business Manager to issue a contract to be executed by Vern Eide (see MRF #ST576 and Contract 24-012, BV)

upon execution, the contract(s) will be entered into and executed for, and on behalf of the District by the Business Manager and the President of the School Board, and thereupon, the bid security, if any, now on deposit with the Purchasing Supervisor of the District, be surrendered, all in accordance with Policy/Regulation DJ/STC.

**B. Approving the Authorizations and Ratifications, as follows:**

**B.1. Approval of Contracts**

Authorizing the President to enter into and execute contracts, for and on behalf of the Southeast Technical College, as follows:

Item	Contract Number	Contractor	Project	Cost
a.	ST24-013	McKesson Medical	Laboratory Equipment - Analyzer	\$25,000.00

**B.2. Approval/Ratification of Purchase Orders**

Authorizing the Business Manager to issue Purchase Order(s) requiring additional approval of the School Board as follows:

Item	PO No.	Vendor	Description	Total Cost
a.	<b>S2403166</b>	Pocket Nurse Enterprises	Sim Center Equipment – Respiratory Therapy	\$16,610.00
b.	<b>S2403273</b>	CAE Health Care	Sim Center Equipment - RN	\$48,150.00
c.	<b>S2403296</b>	Hamilton Medical, Inc.	Sim Center Equipment – Respiratory Therapy	\$28,667.00
d.	<b>S2403372</b>	Advanced Respiratory, Inc.	Sim Center Equipment – Medical Lab Tech	\$18,050.00
e.	<b>S2403373</b>	Laerdal Medical Corp	Sim Center Equipment – Respiratory Therapy	\$85,374.00
f.	<b>S2403434</b>	Farner Bocken	Food Service – Resale Items	\$50,000.00
g.	<b>S2403577</b>	McKesson Medical	Sim Center Equipment – Medical Lab Tech	\$75,214.11
h.	<b>S2403584</b>	McKesson Medical	Sim Center Equipment – Medical Lab Tech	\$25,000.00
i.	<b>S2403585</b>	IS Restaurant Design	Sim Center Equipment – Health Core	\$18,960.00
j.	<b>S2403631</b>	McKesson Medical	Sim Center Equipment – Respiratory Therapy	\$36,099.07

**B.3. Disposal of School District Property**

Authorizing the disposal of surplus property to sell at private sale, public auction, or sealed bids or to dispose of, in accordance with SDCL §6-13-1, as follows:

Item No.	Description	Location	Appraisers	Appraised Value	Property File No.
a.	Single Point Truck Hoist (Asset: F4344)	STC	Kevin Shotkoski Daniel EisenVos Marcus Hunter	\$1,500.00	2024-ST006
b.	Single Point Truck Hoist (Asset: F4343)	STC	Kevin Shotkoski Daniel EisenVos Marcus Hunter	\$1,500.00	2024-ST006

<b>c.</b>	Single Point Truck Hoist (Asset: F4311)	STC	Kevin Shotkoski Daniel EisenVos Marcus Hunter	\$1,500.00	2024-ST006
<b>d.</b>	Single Point Truck Hoist (Asset: F4345)	STC	Kevin Shotkoski Daniel EisenVos Marcus Hunter	\$1,500.00	2024-ST006
<b>e.</b>	18 - Microsoft Surface Docking Stations	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>f.</b>	23 – View Sonic Flat Panel Monitor	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>g.</b>	55 – HP Zero Client	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>h.</b>	25 – Dell Monitors	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>i.</b>	2 – HP Elite Display Monitor	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>j.</b>	13 – HP Zbooks (Assets: 42528, 42365, 42525, 42571, 42585, 42178, 42366)	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>k.</b>	IBM AS400	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>l.</b>	2 - Pioneer Plasma Displays (Assets: F3503, F3666)	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>m.</b>	3 – Epson Projectors (Assets: 42574, 7145)	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>n.</b>	3 – HP Probook 450 G2 (Assets: F4765, F4745, F4746)	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>o.</b>	5 – HP Elitebooks (Assets: 42226, 42156)	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>p.</b>	Dell Sonicwall (Asset: 42377)	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>q.</b>	HP EliteDesk	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>r.</b>	HP UltraSlim Dock	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007
<b>s.</b>	3 – Cisco Meraki	STC	Gerard Strouth Lori Hout Matt Schumacker	\$0	2024-ST007

continued

Wednesday, December 6, 2023

- C. Approving the **Consolidated Report of Trust and Agency Funds** of December 6, 2023, and stating for the record that as of October 31, 2023, receipts total \$17,962,825.65 and disbursements total \$14,704,757.85 (MRF #ST577).
- D. Approving the **Vice President of Finance and Operation’s Report** of December 6, 2023, in accordance with the SDCL §13-8-35 (MRF #ST578) and directing that detailed statement of receipts and balances on hand, as of October 31, 2023, be published as part of these minutes, in accordance with SDCL §13-8-3.
- E. Accepting the **Southeast Tech Personnel Report**, as follows:
  - E1. **Resignations**

Accepting the resignation of School District Personnel as of the effective date indicated, the personnel having been previously employed by Board Action, as follow

<u>Name</u>	<u>Location/Position</u>	<u>Effective Date</u>
<b>Instructor, Adjunct, Part-Time</b>		
Klinger, Darla	Nursing & Health	11-06-23
Thorin, Todd	Trades	11-06-23
Nankivil, Ashley	Nursing & Health	11-06-23
Baumberger, Kylie	Nursing & Health	11-06-23
Bennett, Tekla	Nursing & Health	11-06-23
Hauglid, Wade	Nursing & Health	11-06-23
Heinemann, Leslie	Nursing & Health	11-06-23
Johnson, Colleen	Nursing & Health	11-06-23
Knudson, Alisa	Nursing & Health	11-06-23
McKibben, Alisha	Nursing & Health	11-06-23
Melber, Olivia	Nursing & Health	11-06-23
Rahm, Becky	Mathematics	11-06-23
Sharif, Mohamed	CIS	11-06-23
Zdrilic, Pamela	Nursing & Health	11-06-23
Kreider, Edward	Vet Tech	05-31-23
Hunt, Kenneth	Law Enforcement	11-20-23
Sutter, Julie	Food Service	11-22-23

E2. **Employment Recommendations**

<u>Name</u>	<u>Location/Position</u>	<u>Effective Date</u>	<u>Amount</u>
<b>Instructor, Adjunct, Non-Clinical, Per Credit Hour</b>			
Holeton, John	Electrician	11-01-23	\$821.50
Welsh, Garrett	Law Enforcement	11-28-23	\$821.50
<b>Student Help, Part-Time, Per Hour</b>			
Jared, Benjamin	Tutor	10-24-23	\$15.00
Russell, Marissa	Admissions	11-13-23	\$15.00
<b>Instructor, Exempt, Full-Time, Annual</b>			
Bird, Tracy	Behavior and Mental Health Instructor 186-Day, 1.0 FTE Lane 7, Step 10 Prorated 159 days	11-13-23	\$63,345.60

E3. **Change of Status**

<u>Name</u>	<u>Delete</u>	<u>Add</u>	<u>Effective Date</u>
Keyes, Jennifer	Adult Education and Literacy Director 206-Day, 1.0 FTE Level 4, Step 10 \$74,130.00	Adult Education and Literacy Director 210-Day, 1.0 FTE Level 10, Step 16 \$50,400 140 days prorated	11-05-23

Action ST00770

Adult Education and Literacy Program Director Jennifer Keyes provided the Adult Education and Literacy Program Update Report (MRF #ST579). The Adult Education and Literacy Program, located on the Southeast Tech campus in the Hovland Learning Center, is a government-funded program providing GED preparation, basic skill development (mathematics, reading and writing), and English as a Second Language (ESL) instruction for adult learners. The programs are provided at no cost to the participants. Highlights include: Programs – GED Preparation, Basic Skill Development, ESL Instruction, Distance Education, Demographics & Performance Statistics, Partnerships, Funding and Staff.

Following general discussion, a motion was made by Kate Serenbetz and seconded by Dawn Marie Johnson, four (4) votes “yes” on roll call **acknowledging the Adult Education and Literacy Program Update Report.**

Action ST00771

Dean of Trades Jason Merritt and Director of Access and Workforce Opportunity Marcella Prokop provided the Eat Well Sioux Falls Mobile Market Report (MRF #ST580). The East Well Mobile Market is a nonprofit, subsidized mobile grocery market which is part of the Sioux Falls Thrive initiative. Thrive began in 2017 as a community-based cradle to career workforce development initiative, with a specific focus on action-based solutions that inhibit student success. One such issue that certainly can inhibit student success is having food insecurity or not having access to groceries nearby. The Eat Well Mobile Market was developed to bring affordable grocery items to areas with food insecurity and/or access needs. Southeast Tech has students who are affected by one or both issues. The Eat Well Mobile Market can come to STC campus weekly for a 1-hour stop beginning in January. The trailer would be parked in an STC parking lot with access for both students and the local public. Having access to the mobile food market means our students will have a regular, reliable source of staple items like bread, milk and eggs, but also nutritionally rich items such as leafy greens, whole grains, legumes and proteins.

Following general discussion, a motion was made by Kate Serenbetz and seconded by Marc Murren, four (4) votes “yes” on roll call **acknowledging the Eat Well Sioux Falls Mobile Market Report.**

Action ST00772

STC Dean of Trades Jason Merrit provided the Department of Corrections Welding Cohort Update Report (MRF #ST581). Last year a collaboration was formed between Southeast Technical College (STC), the Department of Corrections (DOC), and the Department of Labor and Regulation (DLR) to offer a certificate program. A cohort of minimum-security inmates from Sioux Falls are selected based on rigorous predetermined criteria. Once selected, they go through ACCUPLACER testing, STC Admissions, DOL selection, and DOC agreements. The program is a semester-long certificate through STC as well as Re-Entry programming on STC Campus.

Following general discussion, a motion was made by Marc Murren and seconded by Kate Serenbetz, four (4) votes “yes” on roll call **acknowledging the Department of Corrections Welding Cohort Update Report.**

Action ST00773

Director of Institutional Effectiveness Jackie Pommer and Associate Vice President for Institutional Research Kristie Vortherms provided the Fall 2023 Retention Report (MRF #ST582). The BOTE schools increased system-wide retention from 78% in 2022 to 81% in 2023. STC boosted the system percentage with a 5% increase to 80% as a college retention rate. The analysis of retention improvement was discussed.

Following general discussion, a motion was made by Kate Serenbetz and seconded by Dawn Marie Johnson, four (4) votes “yes” on roll call **acknowledging the Fall 2023 Retention Report.**

Action ST00774

A motion was made by Marc Murren and seconded by Kate Serenbetz four (4) votes “yes” on roll call, **acknowledging the second reading of Policy JK/STC Student Conduct/Discipline** and approving the changes to the policy as presented (See Action ST00765, adopted 11.01.23 and MRF #ST583).

Action ST00775

On motion by Kate Serenbetz and seconded by Marc Murren, four (4) votes “yes” on roll call, the School Board **adjourned** at 4:47 p.m.

CARLY REITER  
Presiding Officer

TODD VIK  
Business Manager

**SIOUX FALLS SCHOOL BOARD**  
**Wednesday, January 3, 2024 4:00 p.m.**

**Carly Reiter**  
**President**

**Instructional Planning Center**  
**201 East 38<sup>th</sup> Street, Sioux Falls**

**Robert Griggs**  
**Southeast Tech President**

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2. Pledge of Allegiance
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4. Persons Wishing to Address the School Board on Agenda Items
5. Approval of Minutes of Meetings Held on December 6, 2023
6. Approval of Agenda
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8. Approval of Consent Agenda
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  - C. Approval of Vice President of Finance and Operations Report
  - D. Approval of Personnel Report
9. Reports of the President
  - A. Boy Scout Merit Badge College
  - B. Marketing Update
  - C. Strategic Priority Campus Climate
10. Adjournment

**1. Approval of Contracts****Robert Griggs 367-7485**

Authorizing the President to enter into and execute contracts, for and on behalf of the Southeast Technical College, as follows:

Item	Contract Number	Contractor	Project	Cost
a.	ST24-014	Watermark	Course Evaluations and Surveys	\$34,331.30

**2. Approval/Ratification of Purchase Orders****Rich Kluin 367-5692**

Authorizing the Business Manager to issue Purchase Order(s) requiring additional approval of the School Board as follows:

Item	PO No.	Vendor	Description	Total Cost
a.	<b>S2403665</b>	Cole Papers	Simulation Center Equipment – Operational Services	\$17,702.00
b.	<b>S2403680</b>	SD Health Care Association	CNA Skills, Knowledge Tests	\$22,121.00
c.	<b>S2403740</b>	Marco, Inc.	Microsoft Teams Calling	\$22,008.50
d.	<b>S2403786</b>	Production Automation Corp.	Simulation Center Equipment – Health Core	\$16,792.01

**3. Disposal of School District Property****Rich Kluin 367-5692**

Authorizing the disposal of surplus property to sell at private sale, public auction, or sealed bids or to dispose of, in accordance with SDCL §6-13-1, as follows:

Item No.	Description	Location	Appraisers	Appraised Value	Property File No.
a.	1997 Dodge Dakota	STC	Jeremy South Kevin Shotkoski Michelle Wells	\$0	2024-ST008
b.	2003 Ford Focus	STC	Jeremy South Kevin Shotkoski Michelle Wells	\$0	2024-ST008
c.	2001 Ford Escort	STC	Jeremy South Kevin Shotkoski Michelle Wells	\$0	2024-ST008
d.	2005 Saturn	STC	Jeremy South Kevin Shotkoski Michelle Wells	\$0	2024-ST008
e.	2001 Toyota Prius	STC	Jeremy South Kevin Shotkoski Michelle Wells	\$0	2024-ST008
f.	1998 Hyundai Elantra	STC	Jeremy South Kevin Shotkoski Michelle Wells	\$0	2024-ST008

<b>g.</b>	1994 Chevrolet 1500	STC	Jeremy South Kevin Shotkoski Michelle Wells	\$0	2024-ST008
<b>h.</b>	1994 Chevrolet 1500	STC	Jeremy South Kevin Shotkoski Michelle Wells	\$0	2024-ST008
<b>i.</b>	1995 Chevrolet 1500	STC	Jeremy South Kevin Shotkoski Michelle Wells	\$0	2024-ST008
<b>j.</b>	2004 Chevrolet Cavalier	STC	Jeremy South Kevin Shotkoski Michelle Wells	\$0	2024-ST008
<b>k.</b>	Cat 3406B Engine	STC	Jeremy South Kevin Shotkoski Vincent Berry	\$0	2024-ST009

**4. Approval of Grant Application****Benjamin Valdez 367-5865**

Authorizing the President of Southeast Technical College to enter and execute all documents related to the IUSE: Innovation in Two-Year College STEM education (ITYC) Grant application funding number NSF 23-584. The National Science Foundation grant application allows recipients to cover costs related to salaries for engineering faculty, equipment, faculty training, and supplies related to the engineering programs at Southeast Tech. The total amount of the award is \$586,907 spread over four years. The contact person for this grant is Benjamin Valdez.

**5. Acknowledgement of Addition to Southeast Technical Council Membership****Robert Griggs 367-8355**

Acknowledging the appointment of Mike Dishman to the Southeast Technical College Advisory Council, replacing Scott Schaefer.

SOUTHEAST TECHNICAL COLLEGE  
2320 N. Career Ave.  
Sioux Falls, SD 57107

**CONSOLIDATED REPORT OF TRUST AND AGENCY FUNDS**

	Balance 7/1/2023	Received to date	Disbursed to date	Balance 11/30/2023
STC Bookstore	\$ 34,250.81	\$ 802.29	\$ -	\$ 35,053.10
STC EFT	\$ 39,847.60	\$ 7,450,465.72	\$ 2,588.01	\$ 7,487,725.31
STC Tuition & Fees	\$ 3,266,903.09	\$ 17,833,342.56	\$ 18,512,231.19	\$ 2,588,014.46
STC T & A	\$ 126,101.61	\$ 11,605.26	\$ 27,466.17	\$ 110,240.70
STC ACH	\$ 0.01	\$ 20,453.00	\$ -	\$ 20,453.01
STC Blue Bucks	\$ 10,799.96	\$ 10,495.59	\$ 1,711.02	\$ 19,584.53
TOTALS	<u>\$ 3,477,903.08</u>	<u>\$ 25,327,164.42</u>	<u>\$ 18,543,996.39</u>	<u>\$ 10,261,071.11</u>

**SIOUX FALLS SCHOOL DISTRICT NO. 49-5  
OF MINNEHAHA COUNTY, SOUTH DAKOTA**

**TO: School Board**

**Southeast Tech Funds on hand November 30, 2023:**

**POST-SECONDARY VOCATIONAL FUND #23**

STC T & A Cash - 06.30.23	\$ 2,394,827.14	
First Interstate, Checking, #3047444	(5,942,386.63)	
First Interstate, Savings, #5035221	4,200.63	
Payroll	(3,270,521.63)	
Total Post-Secondary Vocational Fund		<u>\$ (6,813,880.49)</u>

**POST-SECONDARY VOCATIONAL BOOKSTORE FUND #52**

STC T & A Cash - 06.30.23	\$ 65,888.73	
First Interstate, Checking, #3047444	498,584.47	
Payroll	(45,311.29)	
Total Post-Secondary Bookstore Fund		<u>\$ 519,161.91</u>

**POST-SECONDARY VOCATIONAL FOOD SERVICE #53**

STC T & A Cash - 06.30.23	\$ 1,371.37	
First Interstate, Checking, #3047444	(113,821.73)	
Payroll	(42,438.81)	
Total Post-Secondary Food Service Fund		<u>\$ (154,889.17)</u>

**POST-SECONDARY VOCATIONAL CHILD CARE #54**

STC T & A Cash - 06.30.23	\$ 11,340.78	
First Interstate, Checking, #3047444	100,902.31	
Payroll	(69,025.41)	
Total Post-Secondary Childcare Fund		<u>\$ 43,217.68</u>

<b>Total All Funds</b>		<u><u>\$ (6,406,390.07)</u></u>
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**POST SECONDARY - VOCATIONAL FUND**

	<b>FY24 BUDGET</b>	<b>NOVEMBER '23 YTD</b>	<b>NOVEMBER '23 PERCENT</b>	<b>NOVEMBER '22 YTD</b>	<b>NOVEMBER '22 PERCENT</b>
<b>REVENUES:</b>					
<b>STUDENT CHARGES:</b>					
Tuition	\$ 6,993,865	\$ 3,551,762	50.78%	\$ 3,695,163	53.72%
Fees	6,826,057	3,371,813	49.40%	3,136,580	48.14%
Corporate Education	357,000	49,060	13.74%	171,340	67.95%
<b>STATE SUPPORT:</b>					
State Aid	10,638,336	16,285	0.15%	1,789,102	19.43%
Other State	6,302,799	(93,590)	-1.48%	-	0.00%
<b>FEDERAL SUPPORT:</b>					
Perkins	874,206	(230,297)	-26.34%	68,747	8.19%
ABE	154,625	(56,741)	-36.70%	18,980	7.41%
Other Federal	1,279,784	(70,307)	-5.49%	19,433	26.43%
<b>LOCAL SUPPORT:</b>					
Grants/Donations	4,689,402	2,020,016	43.08%	153,916	3.24%
Other Local	1,314,824	729,092	55.45%	761,143	63.27%
<b>TOTAL REVENUES:</b>	<b>\$ 39,430,898</b>	<b>9,287,095</b>	<b>23.55%</b>	<b>\$ 9,814,404</b>	<b>27.94%</b>
<b>EXPENDITURES:</b>					
<b>WAGES - FULLTIME:</b>					
Administrative	\$ 1,177,673	\$ 490,697	41.67%	\$ 458,413	41.67%
Instructional	7,045,367	2,794,654	39.67%	2,491,952	39.96%
Support	5,996,971	2,327,241	38.81%	2,080,929	39.28%
<b>WAGES - OTHER:</b>					
Early Retirement	-	-	#DIV/0!	-	#DIV/0!
Instructional - Other	1,112,971	435,123	39.10%	440,049	40.51%
Support - Other	363,850	116,650	32.06%	93,822	36.59%
<b>BENEFITS:</b>					
Insurance - Dental	137,877	53,235	38.61%	49,886	38.25%
Insurance - Medical	2,307,981	812,260	35.19%	818,242	36.74%
Insurance - Other	68,381	34,846	50.96%	36,440	60.12%
Retirement	2,000,896	784,099	39.19%	703,618	38.41%
<b>SERVICES:</b>					
Advertising	373,200	139,917	37.49%	128,241	33.66%
Legal	54,900	17,203	31.33%	21,181	42.36%
Maintenance/Repair	195,200	118,643	60.78%	88,159	42.31%
Postage	130,100	43,786	33.66%	43,878	35.94%
Printing/Publishing	139,200	62,346	44.79%	55,011	46.05%
Professional/Technical	833,100	208,587	25.04%	293,972	23.16%
Property	262,600	232,637	88.59%	209,913	106.55%
Rentals	263,100	133,491	50.74%	97,736	143.37%
Software Upgrades	662,400	504,973	76.23%	379,909	47.93%
Travel	154,000	53,897	35.00%	92,548	63.32%
Utilities	672,500	246,479	36.65%	243,651	34.25%
<b>SUPPLIES:</b>					
Equipment - Noncapital	155,069	59,478	38.36%	297,892	142.71%
Food	109,660	36,520	33.30%	50,285	60.17%
Instructional Supplies	541,700	212,905	39.30%	190,094	32.34%
Other	381,625	150,157	39.35%	169,884	45.83%
Resale	620,900	465,299	74.94%	539,473	94.87%
Software	287,794	226,952	78.86%	125,516	101.78%
<b>OTHER:</b>					
Bad Debt	175,000	(15,911)	-9.09%	23,482	17.39%
Dues/Fees	435,100	143,668	33.02%	153,125	35.12%
Liability Insurance	120,000	128,668	107.22%	119,927	104.28%
Miscellaneous	134,400	-	0.00%	4,067	3.03%
<b>SUBTOTAL - OPERATING:</b>	<b>\$ 26,913,515</b>	<b>\$ 11,018,499</b>	<b>40.94%</b>	<b>\$ 10,501,295</b>	<b>41.91%</b>
<b>EQUIPMENT:</b>					
Building Improvements	\$ 4,781,640	\$ 1,956,203	40.91%	\$ 54,565	0.99%
Equipment	7,111,696	2,062,403	29.00%	638,692	8.48%
Information Technology	88,000	57,451	65.29%	33,649	38.24%
Land Improvements	709,117	123,891	17.47%	3,876	1.29%
<b>SUBTOTAL - CAPITAL:</b>	<b>\$ 12,690,453</b>	<b>\$ 4,199,947</b>	<b>33.10%</b>	<b>\$ 730,781</b>	<b>5.44%</b>
<b>TOTAL EXPENDITURES:</b>	<b>\$ 39,603,968</b>	<b>15,218,446</b>	<b>38.43%</b>	<b>\$ 11,232,076</b>	<b>29.19%</b>
<b>REVENUE OVER (UNDER) EXPENSE:</b>	<b>\$ (173,070)</b>	<b>\$ (5,931,352)</b>		<b>\$ (1,417,672)</b>	

**POST SECONDARY - BOOKSTORE**

	<b>FY24 BUDGET</b>	<b>NOVEMBER '23 YTD</b>	<b>NOVEMBER '23 PERCENT</b>	<b>NOVEMBER '22 YTD</b>	<b>NOVEMBER '22 PERCENT</b>
<b>REVENUES:</b>					
<b>STUDENT CHARGES:</b>					
Tuition	\$ -	\$ -	0.00%	\$ -	0.00%
Fees	-	-	0.00%	-	0.00%
Corporate Education	-	-	0.00%	-	0.00%
<b>STATE SUPPORT:</b>					
State Aid	-	-	0.00%	-	0.00%
Other State	-	-	0.00%	-	0.00%
<b>FEDERAL SUPPORT:</b>					
Perkins	-	-	0.00%	-	0.00%
ABE	-	-	0.00%	-	0.00%
Other Federal	-	-	0.00%	-	0.00%
<b>LOCAL SUPPORT:</b>					
Grants/Donations	-	-	0.00%	-	0.00%
Other Local	1,610,000	1,041,397	64.68%	1,095,820	68.23%
<b>TOTAL REVENUES:</b>	<b>\$ 1,610,000</b>	<b>\$ 1,041,397</b>	<b>64.68%</b>	<b>\$ 1,095,820</b>	<b>68.23%</b>
<b>EXPENDITURES:</b>					
<b>WAGES - FULLTIME:</b>					
Administrative	\$ -	\$ -	0.00%	\$ -	0.00%
Instructional	-	-	0.00%	-	0.00%
Support	168,832	71,522	42.36%	65,460	42.07%
<b>WAGES - OTHER:</b>					
Early Retirement	-	-	0.00%	-	0.00%
Instructional - Other	-	-	0.00%	-	0.00%
Support - Other	25,000	19,143	76.57%	16,262	65.05%
<b>BENEFITS:</b>					
Insurance - Dental	1,516	632	41.67%	602	32.19%
Insurance - Medical	28,000	11,317	40.42%	10,966	35.40%
Insurance - Other	918	392	42.66%	696	81.16%
Retirement	22,710	10,006	44.06%	9,295	44.37%
<b>SERVICES:</b>					
Advertising	-	351	100.00%	-	0.00%
Legal	-	-	0.00%	-	0.00%
Maintenance/Repair	-	-	0.00%	-	0.00%
Postage	16,000	10,562	66.01%	10,574	48.06%
Printing/Publishing	-	-	0.00%	-	0.00%
Professional/Technical	-	-	0.00%	-	0.00%
Property	-	-	0.00%	-	0.00%
Rentals	-	-	0.00%	-	0.00%
Software Upgrades	-	-	0.00%	-	0.00%
Travel	2,400	-	0.00%	-	0.00%
Utilities	-	-	0.00%	-	0.00%
<b>SUPPLIES:</b>					
Equipment - Noncapital	-	-	0.00%	-	0.00%
Food	200	71	35.59%	-	0.00%
Instructional Supplies	-	-	0.00%	-	0.00%
Other	4,500	14,929	331.77%	2,481	100.00%
Resale	1,227,800	840,383	68.45%	787,658	63.01%
Software	-	-	0.00%	-	0.00%
<b>OTHER:</b>					
Bad Debt	400	-	0.00%	(342)	100.00%
Dues/Fees	88,300	30,162	34.16%	55,068	68.83%
Liability Insurance	-	-	0.00%	-	0.00%
Miscellaneous	7,300	3,196	43.79%	-	0.00%
Depreciation	6,400	-	0.00%	-	0.00%
<b>SUBTOTAL - OPERATING:</b>	<b>\$ 1,600,276</b>	<b>\$ 1,012,665</b>	<b>63.28%</b>	<b>\$ 958,720</b>	<b>59.78%</b>
<b>EQUIPMENT:</b>					
Building Improvements	\$ -	\$ -	0.00%	\$ -	0.00%
Equipment	-	-	0.00%	-	0.00%
Information Technology	-	-	0.00%	-	0.00%
Land Improvements	-	-	0.00%	-	0.00%
<b>SUBTOTAL - CAPITAL:</b>	<b>\$ -</b>	<b>\$ -</b>	<b>0.00%</b>	<b>\$ -</b>	<b>0.00%</b>
<b>TOTAL EXPENDITURES:</b>	<b>\$ 1,600,276</b>	<b>\$ 1,012,665</b>	<b>63.28%</b>	<b>\$ 958,720</b>	<b>59.78%</b>
<b>REVENUE OVER (UNDER) EXPENSE:</b>	<b>\$ 9,724</b>	<b>\$ 28,731</b>		<b>\$ 137,100</b>	

**POST SECONDARY - FOOD SERVICE**

	<b>FY24 BUDGET</b>	<b>NOVEMBER '23 YTD</b>	<b>NOVEMBER '23 PERCENT</b>	<b>NOVEMBER '22 YTD</b>	<b>NOVEMBER '22 PERCENT</b>
<b>REVENUES:</b>					
<b>STUDENT CHARGES:</b>					
Tuition	\$ -	\$ -	0.00%	\$ -	0.00%
Fees	-	-	0.00%	-	0.00%
Corporate Education	-	-	0.00%	-	0.00%
<b>STATE SUPPORT:</b>					
State Aid	-	-	0.00%	-	0.00%
Other State	-	-	0.00%	-	0.00%
<b>FEDERAL SUPPORT:</b>					
Perkins	-	-	0.00%	-	0.00%
ABE	-	-	0.00%	-	0.00%
Other Federal	-	-	0.00%	-	0.00%
<b>LOCAL SUPPORT:</b>					
Grants/Donations	-	-	0.00%	-	0.00%
Other Local	395,300	29,123	7.37%	105,113	26.61%
<b>TOTAL REVENUES:</b>	<b>\$ 395,300</b>	<b>\$ 29,123</b>	<b>7.37%</b>	<b>\$ 105,113</b>	<b>26.61%</b>
<b>EXPENDITURES:</b>					
<b>WAGES - FULLTIME:</b>					
Administrative	\$ -	\$ -	0.00%	\$ -	0.00%
Instructional	-	-	0.00%	-	0.00%
Support	109,713	45,672	41.63%	38,243	41.66%
<b>WAGES - OTHER:</b>					
Early Retirement	-	-	0.00%	-	0.00%
Instructional - Other	-	-	0.00%	-	0.00%
Support - Other	57,000	28,844	50.60%	23,038	49.50%
<b>BENEFITS:</b>					
Insurance - Dental	1,070	446	41.66%	425	41.66%
Insurance - Medical	14,000	5,833	41.67%	7,744	41.65%
Insurance - Other	932	469	50.30%	2,042	262.11%
Retirement	19,320	8,293	42.93%	6,835	43.37%
<b>SERVICES:</b>					
Advertising	-	-	0.00%	-	0.00%
Legal	-	-	0.00%	-	0.00%
Maintenance/Repair	7,900	699	8.85%	6,196	103.26%
Postage	-	-	0.00%	-	0.00%
Printing/Publishing	200	-	0.00%	-	0.00%
Professional/Technical	600	250	41.67%	250	16.67%
Property	-	-	0.00%	-	0.00%
Rentals	-	-	0.00%	-	0.00%
Software Upgrades	1,100	-	0.00%	-	0.00%
Travel	-	-	0.00%	-	0.00%
Utilities	-	-	0.00%	-	0.00%
<b>SUPPLIES:</b>					
Equipment - Noncapital	-	287	100.00%	1,114	100.00%
Food	-	-	0.00%	-	0.00%
Instructional Supplies	-	-	0.00%	-	0.00%
Other	23,300	9,446	40.54%	7,285	48.57%
Resale	149,900	81,805	54.57%	72,739	41.57%
Software	-	-	0.00%	-	0.00%
<b>OTHER:</b>					
Bad Debt	-	-	0.00%	-	0.00%
Dues/Fees	2,300	167	7.24%	568	11.35%
Liability Insurance	-	-	0.00%	-	0.00%
Miscellaneous	6,600	-	0.00%	-	0.00%
Depreciation	19,000	-	0.00%	-	0.00%
<b>SUBTOTAL - OPERATING:</b>	<b>\$ 412,935</b>	<b>\$ 182,211</b>	<b>44.13%</b>	<b>\$ 166,478</b>	<b>41.65%</b>
<b>EQUIPMENT:</b>					
Building Improvements	\$ -	\$ -	0.00%	\$ -	0.00%
Equipment	-	-	0.00%	-	0.00%
Information Technology	-	-	0.00%	-	0.00%
Land Improvements	-	-	0.00%	-	0.00%
<b>SUBTOTAL - CAPITAL:</b>	<b>\$ -</b>	<b>\$ -</b>	<b>0.00%</b>	<b>\$ -</b>	<b>0.00%</b>
<b>TOTAL EXPENDITURES:</b>	<b>\$ 412,935</b>	<b>\$ 182,211</b>	<b>44.13%</b>	<b>\$ 166,478</b>	<b>41.65%</b>
<b>REVENUE OVER (UNDER) EXPENSE:</b>	<b>\$ (17,635)</b>	<b>\$ (153,088)</b>		<b>\$ (61,365)</b>	

**POST SECONDARY - CHILDCARE**

	<u>FY24 BUDGET</u>	<u>NOVEMBER '23 YTD</u>	<u>NOVEMBER '23 PERCENT</u>	<u>NOVEMBER '22 YTD</u>	<u>NOVEMBER '22 PERCENT</u>
<b>REVENUES:</b>					
<b>STUDENT CHARGES:</b>					
Tuition	\$ -	\$ -	0.00%	\$ -	0.00%
Fees	-	-	0.00%	-	0.00%
Corporate Education	-	-	0.00%	-	0.00%
<b>STATE SUPPORT:</b>					
State Aid	-	-	0.00%	-	0.00%
Other State	-	-	0.00%	-	0.00%
<b>FEDERAL SUPPORT:</b>					
Perkins	-	-	0.00%	-	0.00%
ABE	-	-	0.00%	-	0.00%
Other Federal	-	-	0.00%	-	0.00%
<b>LOCAL SUPPORT:</b>					
Grants/Donations	-	-	0.00%	-	0.00%
Other Local	291,000	37,140	12.76%	146,030	50.53%
<b>TOTAL REVENUES:</b>	<b>\$ 291,000</b>	<b>\$ 37,140</b>	<b>12.76%</b>	<b>\$ 146,030</b>	<b>40.40%</b>
<b>EXPENDITURES:</b>					
<b>WAGES - FULLTIME:</b>					
Administrative	\$ -	\$ -	0.00%	\$ -	0.00%
Instructional	-	-	0.00%	-	0.00%
Support	238,806	86,331	36.15%	75,383	37.67%
<b>WAGES - OTHER:</b>					
Early Retirement	-	-	0.00%	-	0.00%
Instructional - Other	-	-	0.00%	-	0.00%
Support - Other	12,000	23,954	199.62%	18,888	87.57%
<b>BENEFITS:</b>					
Insurance - Dental	5,796	1,285	22.17%	1,132	32.94%
Insurance - Medical	97,783	18,864	19.29%	22,930	30.98%
Insurance - Other	2,580	1,241	48.10%	1,033	46.93%
Retirement	31,257	12,511	40.03%	10,869	41.71%
<b>SERVICES:</b>					
Advertising	-	-	0.00%	-	0.00%
Legal	-	-	0.00%	-	0.00%
Maintenance/Repair	-	-	0.00%	-	0.00%
Postage	-	-	0.00%	-	0.00%
Printing/Publishing	-	-	0.00%	-	0.00%
Professional/Technical	400	5,171	1292.75%	114	23.75%
Property	-	-	0.00%	-	0.00%
Rentals	-	2,054	100.00%	-	0.00%
Software Upgrades	-	-	0.00%	-	0.00%
Travel	-	-	0.00%	-	0.00%
Utilities	-	-	0.00%	-	0.00%
<b>SUPPLIES:</b>					
Equipment - Noncapital	3,200	370	11.56%	650	20.31%
Food	600	263	43.84%	95	18.98%
Instructional Supplies	5,000	888	17.76%	979	#DIV/0!
Other	100	188	188.22%	50	0.83%
Resale	-	-	0.00%	-	0.00%
Software	1,100	600	54.55%	300	66.67%
<b>OTHER:</b>					
Bad Debt	2,500	(182)	-7.29%	4,033	80.65%
Dues/Fees	500	830	166.00%	415	83.00%
Liability Insurance	-	-	0.00%	-	0.00%
Miscellaneous	5,000	-	0.00%	-	0.00%
Depreciation	400	-	0.00%	-	0.00%
<b>SUBTOTAL - OPERATING:</b>	<b>\$ 407,022</b>	<b>\$ 154,368</b>	<b>37.93%</b>	<b>\$ 136,871</b>	<b>39.35%</b>
<b>EQUIPMENT:</b>					
Building Improvements	\$ -	\$ -	0.00%	\$ -	0.00%
Equipment	-	-	0.00%	-	0.00%
Information Technology	-	-	0.00%	-	0.00%
Land Improvements	-	-	0.00%	-	0.00%
<b>SUBTOTAL - CAPITAL:</b>	<b>\$ -</b>	<b>\$ -</b>	<b>0.00%</b>	<b>\$ -</b>	<b>0.00%</b>
<b>TOTAL EXPENDITURES:</b>	<b>\$ 407,022</b>	<b>\$ 154,368</b>	<b>37.93%</b>	<b>\$ 136,871</b>	<b>39.35%</b>
<b>REVENUE OVER (UNDER) EXPENSE:</b>	<b>\$ (116,022)</b>	<b>\$ (117,228)</b>		<b>\$ 9,160</b>	

**SOUTHEAST TECHNICAL INSTITUTE  
STATEMENT OF CASH RECEIPTS, DISBURSEMENTS AND CASH BALANCES**

	<b>#23 Post Secondary Vocational Fund</b>	<b>#52 Bookstore Enterprise Fund</b>	<b>#53 Food Service Enterprise Fund</b>	<b>#54 Child Care Enterprise Fund</b>
<b>Cash Balance October 31, 2023</b>	<u>\$ (3,107,134.65)</u>	<u>\$ 605,193.97</u>	<u>\$ (87,259.19)</u>	<u>\$ 76,558.08</u>
<b>Operating Results:</b>				
<b>Revenue:</b>				
<b>Local Sources:</b>				
Tuition/Fees	-	-	-	-
Sales of Goods/Services	-	-	-	-
Other Sources	-	-	-	-
<b>State Sources:</b>	-	-	-	-
<b>Federal Sources:</b>	-	-	-	-
<b>Expenditures:</b>				
Personnel	(1,621,849.69)	(22,527.79)	(19,728.72)	(31,386.30)
Services	(425,201.67)	(308.86)	(537.29)	(57.00)
Supplies	(245,363.99)	(62,532.89)	(47,363.97)	(1,067.10)
Capital	(1,391,883.95)	-	-	-
Other	(22,446.54)	(662.52)	-	(830.00)
Transfers	-	-	-	-
<b>GASB 84 Reversal</b>	-	-	-	-
<b>(Increase)/Decrease in Assets</b>	-	-	-	-
<b>Increase/(Decrease) in Liabilities</b>	-	-	-	-
<b>Net Cash Provided By (Used In) Operating Activities:</b>	<u>\$ (3,706,745.84)</u>	<u>\$ (86,032.06)</u>	<u>\$ (67,629.98)</u>	<u>\$ (33,340.40)</u>
<b>Cash Balance October 31, 2023</b>	<u>\$ (6,813,880.49)</u>	<u>\$ 519,161.91</u>	<u>\$ (154,889.17)</u>	<u>\$ 43,217.68</u>

1. **Resignations.** Accepting the resignation of School District Personnel as of the effective date indicated, the personnel having been previously employed by Board Action, as follows:

<u>Name</u>	<u>Location/Position</u>	<u>Effective Date</u>
<b>Instructor, Adjunct, Part-Time</b>		
Emly, Lindsey	Nursing & Health	12-08-23
Steiner, Shauna	Business Administration	12-20-23
Horne, Lyndsey	Nursing & Health	12-19-23
<b>Student Help, Part-Time</b>		
Klemme, Alexis	Scarborough	11-16-23
Moeller, Ashleigh	Scarborough	12-06-23
Emslie, Hattie	Student Success	12-06-23
Haak, Cassandra	Scarborough	12-08-23
Dailey, Lurick	Scarborough	12-14-23
Dilly, Jayda	Scarborough	12-15-23
<b>Employment Contract, Full-Time</b>		
Reisch, Chelsea	Student Success	12-15-23

2. **Employment Recommendations**

<u>Name</u>	<u>Location/Position</u>	<u>Effective Date</u>	<u>Amount</u>
<b>Instructor, Adjunct, Non-Clinical, Per Credit Hour</b>			
Morgan, Nicole	Veterinary Technician	12-04-23	\$821.50
<b>Employee Contract, Full-Time, Lump Sum</b>			
Schneider, Nick	Associate Dean	12-01-23	\$9,048.00
<b>Employment Contract, Full-Time, Hourly</b>			
Cramer, Darren	Custodian 12-Month, 1.0 FTE Level 1, Step 1	12-04-23	\$19.49
<b>Instructor, Adjunct, Non-Clinical, Per Semester</b>			
Leloux, Loretta	Early Childhood	09-05-23	\$890.40
McManus, Stacy	Business Administration	08-01-23	\$3,561.60
<b>Instructor, Full-Time, Lump Sum</b>			
Cox, Bryan	Mechatronics	12-28-23	\$128.00
Nussbaum, Sarah	Nursing & Health	12-28-23	\$128.00
Schwebach, Greg	Engineering	12-28-23	\$1,400.00
<b>Instructor, Adjunct, Lump Sum</b>			
Heppler, Jeffrey	Horticulture	12-28-23	\$256.00
Mills, Ann	Chemistry	12-28-23	\$128.00
Reimnitz, Laura	Vet Tech	12-28-23	\$128.00
Schoenfelder, Tonya	Law Enforcement	12-28-23	\$320.00
Stubbe, Scott	Engineering	12-28-23	\$128.00

3. Salary Change

<u>Name</u>	<u>Location/ Position</u>	<u>Effective Date</u>	<u>Current Pay</u>	<u>Proposed Pay</u>
Student Help, Part-Time, Non-Exempt, per hour Miller, Logan	IT	12-01-23	\$15.00	\$16.00

4. Change of Status

<u>Name</u>	<u>Delete</u>	<u>Add</u>	<u>Effective Date</u>
Albers, Diana	Adjunct Nursing Instructor Part-Time \$821.50	Nursing Instructor 186-Day, 1.0 FTE Level 10, Step 6 \$46,266.45 120 days prorated	12-11-23

**Southeast Tech**  
Boy Scout Merit Badge College  
**EXECUTIVE SUMMARY**

**Purpose:**

To inform the Sioux Falls School Board about the Boy Scout Merit Badge College.

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Southeast Technical College and the Sioux Council Boy Scouts of America teamed up to host the first annual Merit Badge College on Saturday, Nov. 18, 2023. Merit Badge College is open to both boys and girls involved in Scouting ages 11-17 and provides them with the opportunity to earn merit badges in areas of the trades, like plumbing, drafting, automotive and welding. The event also provided badge opportunities for Business Careers and Health Care fields, Veterinary Science as well as Eagle Scout required areas like First Aid, Citizenship in the Nation and World.

Over 25 faculty members and several students volunteered their time to provide hands-on activities in their respective academic areas. There were 21 different merit badges offered and over 200 scouts participated in the event.

“This was an excellent day to help scouts earn merit badges in areas where our college faculty have expertise and it exposes them to multiple career opportunities. The day was well received by participants and scout leaders as well. The faculty feedback was very positive and are looking forward to continuing the partnership in the future”, according to faculty member Brian Williams, coordinator of the event.

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**Administrative Recommendation to School Board:**

To acknowledge the Boy Scout Merit Badge College Report.

**Southeast Technical College**  
Marketing Update  
**EXECUTIVE SUMMARY**

**Purpose:**

Provide the school board with updates to Southeast Tech's marketing strategies as related to Vision 2025 and enrollment.

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Highlights of the presentation are as follows:

- Work is progressing on Marketing and Awareness, Priority Area 5 of Vision 2024, STC's Strategic Plan.
- Provide examples of completed projects.
- Discuss next steps.

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**Administrative Recommendation to School Board:**

To acknowledge the STC Marketing update.



# Marketing Update

Jen Lambley

Director of Marketing and Communications



**SOUTHEAST**  
Technical College

# VISION 2025 – STC STRATEGIC PLAN

*Priority Area*

**MARKETING AND  
AWARENESS**

# PRIORITY AREA 5 – MARKETING AND AWARENESS

By 2025, Southeast Technical College will have simplified its message and repeated it over the course of 24-36 months to build city and regional brand recognition for the purpose of sharing the STC story about our mission, students and alumni.

## **Goal 1**

Assess and improve STC's brand identity, distinguish target audiences and utilize students as brand ambassadors at STC events and throughout digital platforms to help tell the STC story.

## **Goal 2**

Utilize brand identity and storytelling tactics to promote community awareness and enhance Southeast Technical College's reputation in the region.

## **Goal 3**

Create and implement an integrated approach to communication, marketing strategies and public relations for all campus communication and events.

# GOAL 1 – TACTICS

- Conduct demographic research to define parameters for key audiences.
- Update and refresh admissions and marketing materials maintaining consistent branding and voice.
- Update and refresh branding standards manual, if necessary.
- Enhance and unify STC's interior and exterior signage.
- Utilize students as brand ambassadors.

IN PROGRESS

IN PROGRESS

COMPLETE

IN PROGRESS

IN PROGRESS

# UPDATED BRANDING GUIDE

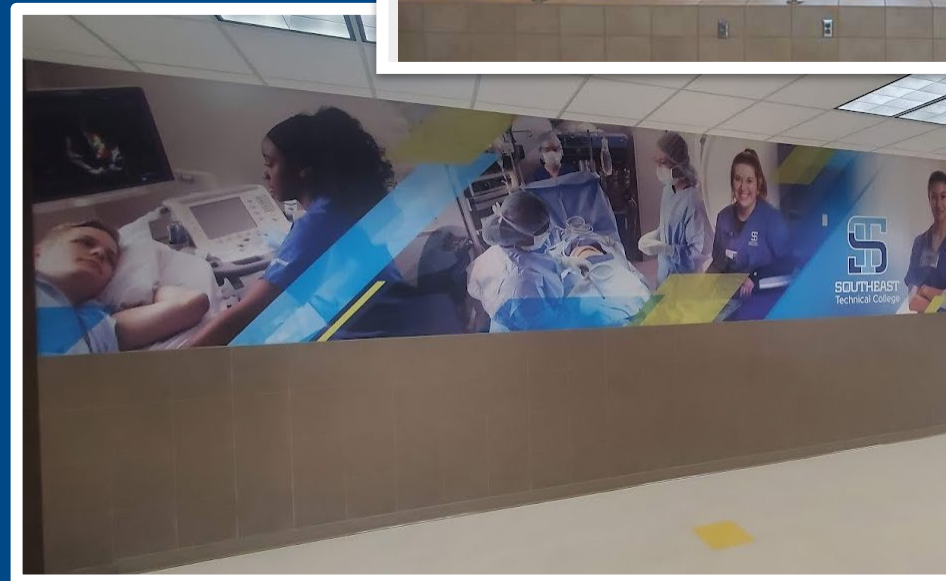
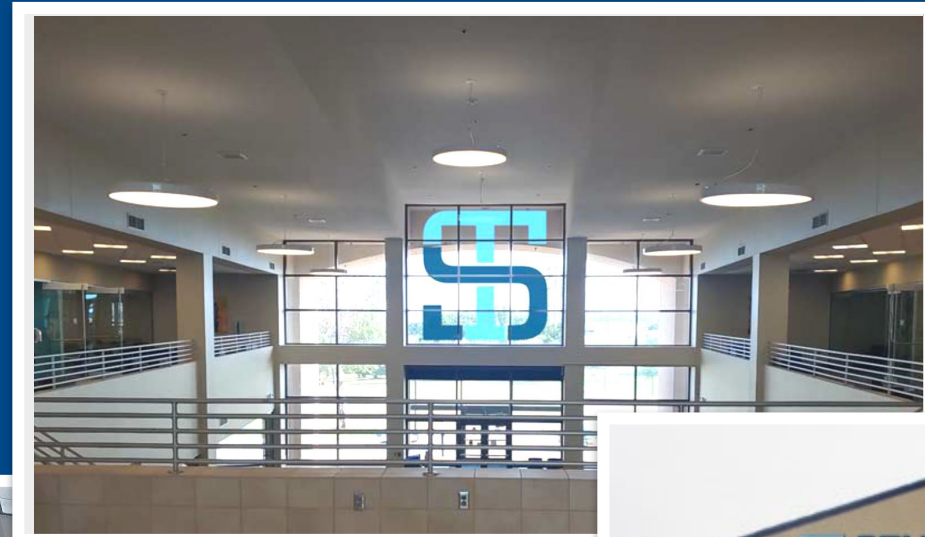
- Updated to be more user-friendly
- New section on social media standards and best practices
- New section on STC's Voice and writing guidelines
- New subsections on photo and graphics
- Expanded guidelines for multiple logo formats

## BRAND IDENTITY STANDARDS



# REMOVE STI REFERENCES, ADD NEW SIGNAGE IN FY25

- Completed large “ST” monogram in Mickelson Building.
- Health Building graphics
- ARC
- Working on approval of larger plan for both interior and exterior projects.



## GOAL 2 – TACTICS

- Work with Alumni Association (Foundation) to cultivate leads about notable alumni for features, testimonials, and other marketing collateral and across multiple digital platforms.
- Engage with industry leaders for collaboration in telling the Southeast Technical College story.
- Enhance Southeast Technical College's presence at community events.

IN PROGRESS

IN PROGRESS

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# MEDIA COVERAGE – DRIVING AWARENESS

Like father,  
like son.

**CIVIL  
ENGINEERING**



[A generation apart, skills aligned: Father, son share professional bond in civil engineering technology](#)

DEC 05, 2023 02:11 PM

Like father, like son. Robert Kummer and Kayden Kummer have a lot in common. They are graduates of the civil engineering technology program at Southeast Technical

**Amazon reaches 1,700 employees at Sioux Falls fulfillment center – and offers them help with tuition**

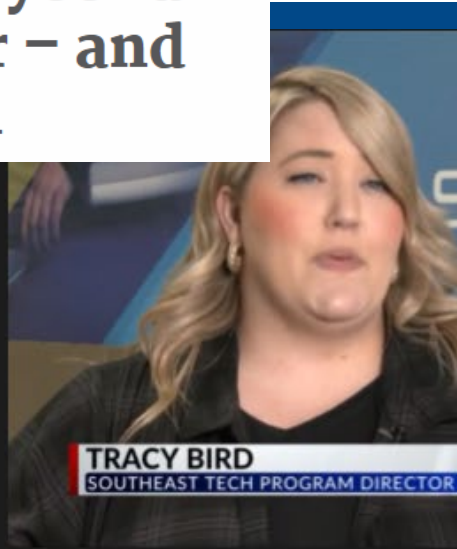
YOUR MONEY

## Southeast Tech offers new Behavioral Health Technician 2-year-degree

by: [Bridget Bennett](#)

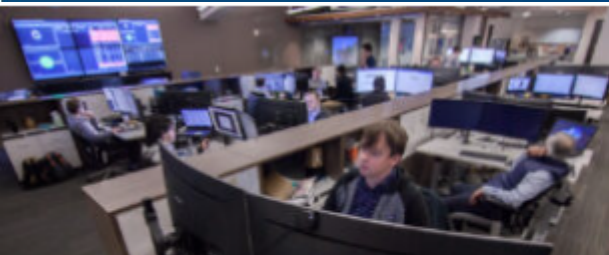
Posted: Dec 6, 2023 / 10:28 PM CST

Updated: Dec 7, 2023 / 05:42 AM CST



## Workforce pipeline: How Sioux Falls businesses fill their ranks with these valuable graduates

By Submitted | November 8, 2023



## GOAL 3 – TACTICS

- Tell the Southeast Technical College story in a way that is meaningful and personal to each demographic group.
- Create a multi-faceted advertising approach to promote Southeast Technical College through traditional and non-traditional media tactics.
- Diversify Southeast Technical College’s enrollment campaign to include more tactics for specific key audiences and programs.
- Create targeted marketing plans for new programs and programs with substantial changes.
- Standardize a request process for marketing services.

IN PROGRESS

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IN PROGRESS

IN PROGRESS

COMPLETE

# MARKETING REQUEST INTAKE FORMS

- Created landing page
- Faculty and staff can request design work, website updates, order business cards, etc.
- One centralized location
- Streamlines workflow

SE SOUTHEAST Technical College

Programs Apply Cost & Aid Student Life Partner With Us

About Career Center Calendar Directory News Foundation myTech

Home / About / Marketing and Communications / Marketing Requests

## Marketing Requests

**I'm New Here**  
STC's Marketing Office can assist new employees with obtaining their new business cards, headshots, webpage bios, name tags and more.

RESOURCES FOR NEW HIRES

### Project Requests

Request a Design Project	+	Request a Website Update	+
Request Photography	+	Create Your Email Signature	+

### Storytelling

I Have a Story To Share	+	Social Media	+
I Want STC to Issue a Press Release	+	Website Biography	+

### Branded Materials

Banner Stands	+	Business Cards	+
Name Tags	+	Stationery and Envelopes	+
Tablecloths	+		

### Branding Resources

Brand Identity Standards Manual	+	Logos	+
Color Palette	+	STC Voice	+

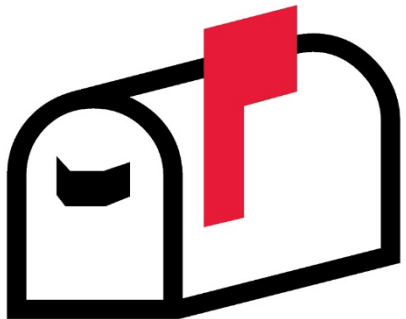
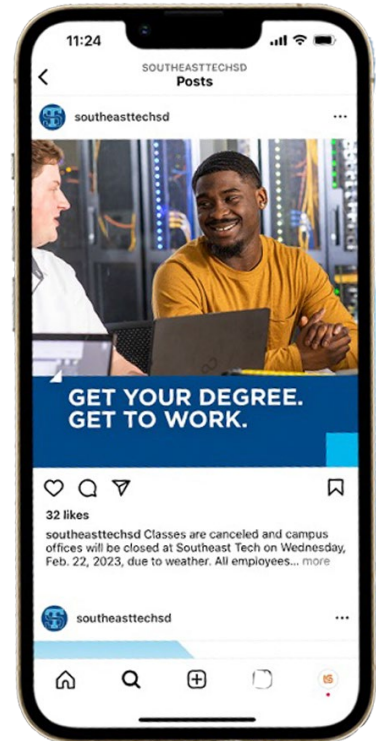
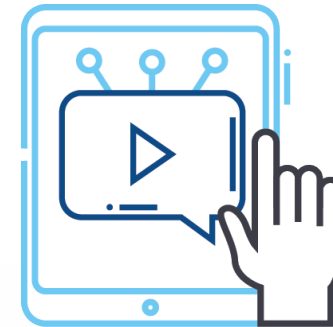
CONNECT WITH SOUTHEAST

# NEW PROGRAM MARKETING

- Promoting Respiratory Therapist, Behavioral and Mental Health Technician and Medical Lab Technician programs
  - Billboards
  - Press Releases
  - Website Pages
  - Program Sheets
  - South Dakota Newspaper Assn.
  - Digital Ads
  - Email Communications
  - Banner Stands
  - Social Media Ads



# ENROLLMENT CAMPAIGN FOR 23-24



# WEBSITE – CONTINUES TO EVOLVE

- Video implemented on homepage – working on ways to integrate sitewide
- Improved Video Library
- In progress: Improved navigation with access to “Apply,” “Visit” and “Request Info” buttons always visible
- Up next: refreshing program pages and key landing pages



**SOUTHEAST**  
Technical College

**Southeast Tech**  
Campus Climate Committee  
**EXECUTIVE SUMMARY**

**Purpose:**

To inform the Board of the Southeast Technical College Campus Climate Committee activities.

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The Southeast Technical College Campus Climate Committee has aligned with the STC Strategic Plan and is comprised of three subcommittees. They include the 1) Culture Creators, 2) Engagement Energizers, and 3) Recognition Revolutionizers with membership including both staff and faculty. STC Strategic Plan tactics and Spring 2023 Employee Survey themes have been integrated into the work of these subcommittees to augment the Southeast Technical College Strategic Plan. Active work will be discussed.

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**Administrative Recommendation to School Board:**


To acknowledge the Campus Climate Committee report.



## Committee Purpose

To create a welcoming and inclusive environment where faculty, staff, and students can thrive and grow.





Our focus:

Employee & Student

# EXPERIENCE



## OUR STRATEGIC PLAN GOALS

- ### 1 CULTURE CREATORS

Foster a campus culture that aligns with the college's mission and values.

[+ info](#)
- ### 2 ENGAGEMENT ENERGIZERS

Expand opportunities for employees to interact, collaborate, and socialize with one another inside and outside of work.

[+ info](#)
- ### 3 RECOGNITION REVOLUTIONIZERS

Create an employee recognition program.

[+ info](#)



## CULTURE CREATORS

Foster a campus culture that aligns with the college's mission and values.

- \*Develop a communication plan to outline methods and timelines for delivery to ensure all employees get a clear, concise, consistent, and coordinated message.
- \*Create a safe environment that embraces innovation at all organizational levels.
- \*Review existing leadership structure and duties to ensure accountability at all levels.
- Identify and publish "Campus Perks."

*\*Indicates a tactic from the strategic plan.*



## CULTURE CREATORS



### Subcommittee Focus:

Communication

&

Accountability



## ENGAGEMENT ENERGIZERS

Expand opportunities for employees to interact, collaborate, and socialize with one another inside and outside of work.

- \*Hold events twice per semester.
- \*Create a line item for employee events in the budget.
- Investigate having a set time in the STC weekly calendar reserved for Campus Climate improvement/events/PD.

*\*Indicates a tactic from the strategic plan.*



## ENGAGEMENT ENERGIZERS



### Subcommittee Focus:

Morale

&

Collaboration



## RECOGNITION REVOLUTIONIZERS

Create an employee recognition program.

- \*Research effective employee recognition programs at outside organizations.
- \*Develop a recognition program that encompasses the STC Way.
  - The STC Way incorporates our core values:
    - Student Learning
    - Student-Centered
    - Diversity/Equity
    - Excellence
    - Innovation
    - Collaboration
    - Accountability
- Establish and deploy an employee survey for feedback before the program launch.
- \*Launch the recognition program.

*\*Indicates a tactic from the strategic plan.*



## RECOGNITION REVOLUTIONIZERS



### Subcommittee Focus:

Staffing and Resource  
Allocation  
&  
Support

