Approved Minutes of the Visioning Session
Alpena Community College Board of Trustees
September 30, 2025
665 Johnson Street, Alpena, MI 49707

On Tuesday, September 30, 2025, the Alpena Community College Board of Trustees held a visioning session at the Alpena Campus in the Board Room, 400 Natural Resources Center, 665 Johnson Street, Alpena, MI 49707.

The meeting began at 8:00 a.m. Trustees present in person for the retreat: John Briggs, Teresa Duncan, Joseph Gentry II, Lisa Hilberg, Susan Stender, Florence Stibitz, and Tom Townsend. Absent trustees: none.

Also present in person: ACC President Dr. Don MacMaster, Board Secretary Denis "Jay" Walterreit; and Campus Security Officer Deputy Mike Lash.

Trustee Townsend led the Pledge of Allegiance.

Introduction of Guests and Public Comment

Guests attending the meeting in person were: Facilities Director Kurt Konieczny, History Instructor Tim Kuehnlein, and Alpena News Reporter Reagan Voetberg.

Attending the meeting via Webex: Vice President for Administration and Finance Dr. Nick Brege; Vice President of Instruction Paige Gordier; and Dean of Students Nancy Seguin.

No public comments were made.

Discussion Topics

Discussion Topic #1 — Trustee Code of Ethics

Chair Briggs asked trustees Stibitz and Gentry to inform the whole board on their experience at the summer MCCA summer conference related to trustee codes of ethics.

Trustee Gentry noted that United Way board members have a code of ethics they sign each year. During the discussion Trustee Gentry suggested the ACC trustees add a code of ethics policy to the Policy and Procedures Manual and sign a pledge to uphold the code of ethics each year.

Trustee Stibitz noted that she had searched the internet for other schools' code of ethics but hadn't found any. Stibitz and Trustee Gentry both referenced a model code of ethics policy supplied by the Association of Community College Trustees in their book *Trusteeship in Community Colleges, A Guide for Effective Governance (Second Edition)*. Gentry read the model code of ethics and the trustees agreed that it was a good policy to follow.

Trustee Stibitz noted that other community colleges had included commitments to diversity, equity, and inclusion in their codes of ethics. After some discussion the trustees agreed that they preferred the ACCT model code of ethics as it currently read.

Based on feedback from the trustees, Secretary Walterreit agreed to use the ACC model code of ethics as the source for a proposed policy to be presented to the trustees for first reading at the October 16, 2025, regular board meeting. The trustees asked that the “Model Standards of Good Practice for Trustee Boards” text also be included in the proposed policy.

During the discussion on codes of ethics, the trustees inquired about ACC’s conflict of interest policies. Secretary Walterreit used the Board Room’s audio-visual system to display Policy 5027, Conflict of Interest Policy, and Administrative Procedure 5527, Conflict of Interest Procedures. After reviewing those policies the trustees brainstormed edits to the Conflict of Interest procedures that would broaden the scope of those people affected by the procedure as well as adding a requirement for the trustees to renew their conflict of interest disclosure forms in January of each year. Board Secretary Walterreit was instructed to prepare new versions of the policies for presentation at the October 16, 2025, board meeting.

Trustees agreed that the College should purchase copies of the ACCT trustee leadership book *Trusteeship in Community Colleges, A Guide for Effective Governance (Second Edition)* to be distributed to current and future trustees.

Discussion Topic #2 — Branding

After the conclusion of the code of ethics discussion Chair Briggs introduced the topic of branding at Alpena Community College. Briggs noted that Board Secretary Walterreit and Director of Facilities Management Kurt Konieczny had created presentations to inform the trustees on branding and recent campus improvements.

Secretary Walterreit delivered a short overview of branding at ACC including the definition of branding at a community college, the elements of a brand, information about the Office of Public Information & Marketing, an overview of the ACC marketing plan, graphic standards including ACC’s official colors, a history of ACC logos and the ACC seal, and information related to the ACC mascot.

Director of Facilities Management Kurt Konieczny then delivered a short presentation on recent updates on the Alpena and Oscoda campuses including:

- New interior signage and decoration on the Alpena Campus related to the expanding athletics program.
- A new entryway awning at the Oscoda Campus.
- Repairs to the two brick Alpena Community College walls on the Alpena Campus.
- A short list of improvement projects including reskinning Alpena Campus exterior signs and monument signs.
- New campus maps supplied by Critical Response Group.
- Recent building projects on the Alpena Campus including new student housing, the solar array, and the new UTT steel climbing range.

After the presentations the trustee discussion centered around:

- Consistent application of ACC's colors across a broad array of applications (such as ACC-branded clothing, athletic uniforms, etc.).
- Improving the current state of outdoor signage on the Alpena Campus along with the possibility of adding a new monument sign on the east end of the Alpena Campus on the property between Johnson Street and the river. There will also need to be new signage on Woodward Street to promote the solar array and new UTT climbing range.
- Consistent use of the current ACC logo (replacing all instances of the old logo).
- Use of the College tagline ("Discover the Value of an ACC education" and "Something so close can take you so far."
- Ways in which the College can distribute more information and data on how well the College is doing (Talk of the Town, other data).
- Examples of advertising that included a one-line musical jingle using ACC's tagline.

President MacMaster briefly explained how the College would go about funding some of the projects previously mentioned, and how the College would execute those actions, including vetting through the Strategic Planning and Budgeting Committee.

Chair Briggs mentioned that a community survey might help the College understand the public's perception of the College and also be helpful in the College's upcoming reaccreditation efforts.

Topic #3 —Update on the President's Contract

Chair Briggs asked President MacMaster about his intentions related to his current contract, which expires in June 2027. MacMaster discussed his timeframe for retiring and related topics.

Topic #4 — Update on the MacMaster PPO

President MacMaster discussed recent developments related to the personal protection order taken out against a community member.

Adjournment

The visioning session ended at approximately 12:05 p.m.

Next Regular Meeting

The next regular board meeting is scheduled for Thursday, October 16, 2025, at 7:00 p.m. in Room 400 of the Charles R. Donnelly Natural Resources Center. Virtual attendance will be available through Webex.

Respectfully submitted by
Denis J. Walterreit,
Secretary of the Board of Trustees
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