

MINUTES

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North Shore Community College  
Board of Trustees  
Special Meeting  
Tuesday, May 5, 2020, 4:00 pm - 6:00 pm  
Zoom  
Approved 6.16.20  
In Attendance

e Forsstrom, Dr. Karen Hynick, Laurie  
LaChapelle, Linda Brantley, Madeline Wallis, Thanh Giddarie, Tim Johnson, Stephen Creamer, John  
Duff, Dr. Nate Bryant, Eileen Gerenz, Kim Odusami, Samantha McGilloway, Susan Sullivan, Joanne

Sullivan

Samantha McGilloway, Kim Odusami, Stephen Creamer and Susan Sullivan reported on marketing initiatives and several programs that address different types of students. Trustees had questions about risks and limits, and asked to see deeper information in dollar amounts.

The digital marketing firm is also continuing with general marketing, eblasts, and marketing targeted at specific programs.

Chair LaRock thanked college staff for their proactive and realistic approach. He concluded the meeting to say he would reach out to trustees on the la