

**BAY de NOC COMMUNITY COLLEGE  
IRON MOUNTAIN ADVISORY BOARD  
MEETING MINUTES**

**September 16, 2025**

**Call to Order:** The meeting was called to order by Bruce Orttenger at 1:32 p.m. CT.

**Roll Call:** Laura Johnson took the roll call.

**Members Present:** Christie Borchardt, Andrew Brisson, Jennifer Huotari, Paul Peterson, Jim Rice, Kevin Sullivan, Bruce Orttenger

**Members Absent:** Bob Koerschner, Russ Kassin, Terri Mileski

**Bay College:** Nerita Hughes, President; Jason Sullivan, Executive Director of Iron Mountain Campus; Cindy Gallagher, VP of Workforce Innovation & Strategic Partnerships; Dr. Molly Magestro, English Instructor

**Guest:** Mindy Meyers, DAEDA Executive Director

**Recorder:** Laura Johnson, Executive Administrative Assistant to the President

**Minutes:** The minutes from the June 10, 2025, meeting were presented for approval.

It was motioned by Kevin Sullivan and seconded by Andrew Brisson to:

**“Approve the Minutes from the June 10, 2025, Iron Mountain Campus Advisory Board Meeting as presented.”**  
No discussion. Motion carried unanimously.

**Administrative Reports:**

**President's Report:** Dr. Hughes shared the Economic Impact Study for Bay College prepared by Lightcast. The slides are attached.

The report was also presented to the Bay College Board of Trustees and the President's Advisory Committee.

Bruce Orttenger suggested the report also be shared with the Delta and Dickinson EDAs, and county boards because of the important economic impact the College has on both regions. Mindy Meyers will share the report with the Florence County EDA as they also utilize Bay College.

Dr. Hughes responded to a question from Jim Rice about what identifies a student for the study. The College is required to collect alumni average earnings and whether they are working in their field of study or transferred to another institution for the IPEDS (Integrated Postsecondary Education Data System) federal report conducted annually by the National Center for Education Statistics within the Dept. of Education. Although alumni don't always respond to the College, we must survey students six months after they leave Bay and report that information to IPEDS (the College has pushed this out to one-year).

Data reviewed by peer institutions for the Aspen Prize winners determined a benchmark average earnings salary for high-growth and in-demand industries equate to approximately \$43,000, with that amount falling to \$32,289.92 for the Upper Peninsula. Bay College and community leaders need to look at how this can be increased so students are not graduating into poverty. An example of this is the EMT Paramedic program. Nationally and locally, it is a high demand field with low pay (poverty level).

The College's next Events and Alumni Relations Specialist will begin tracking this information from alumni. The data in the Lightcast study was pulled from public information (IPEDS report). They don't contact students. The economic facts in the report are only pertinent to that point in time. If the College can procure this report on an annual basis to compare, the information can show the growth. The IPEDS report typically looks at a six-year span (2018-2024) to determine what has been accomplished in terms of base retention and completion.

Aspen Presidents Fellowship: Dr. Hughes completed the Aspen Presidents Fellowship last week. She was one of 25 presidents selected from across the nation with various tenures to participate in the Fellowship. Through this process, the College is shifting the culture towards Access, Completion, and Post-College Success. Within this research, it inspires the College to ask, "How do we expand our workforce programs to align with the labor market and create clear pathways from a redesign approach to allow academic milestones that embed advising and align with workforce to strengthen post-completion tracking?" Dr. Hughes added that although the College does not have a tool to track this now, it will create one to help align the average livable wage and avoid graduating students into poverty and into livable wage jobs and validate credential value

(the value of education). The College is also looking at improving the alignment of programs, so all students (including dual enrolled students) have a career pathway that includes advising and starts these conversations early.

**Exec. Director Report:**

Jason Sullivan reported:

**Enrollment:** The Dickinson ISD dual enrolled concurrent enrollment numbers will be available in early October and will provide the final numbers for the Iron Mountain campus.

**Fall Semester:** The fall semester is in week four. This year, there are six students in the EMT program on campus. The paramedic program did not have enrollment to run at the IM campus. Also, due to low enrollment, the evening business classes were canceled; however, promotion didn't start until mid-July. Dean of Business and Technology Jim Cousino plans to resume promotion soon for spring (January) semester. He is also considering creating cohort classes, especially for employees of area businesses who may want to return to finish degrees. Course registration for the spring (January) semester opens in October.

Discussion was held about training needs for small businesses with a popular request for Excel training. Christie Borchardt added that medical surgical terminology is needed for new managers at Marshfield who need to learn it within their first three months of employment. Workshops designed to meet employer needs can be coordinated with Bay's Workforce Development team. Cindy Gallagher will connect with Christie and Mindy after the meeting.

Events on Iron Mountain Campus:

- October 3: DAEDA Manufacturing Day.
- September 26: Bay is the Way day for DIISD high school seniors to learn about Bay and get tours of both campuses.
- Summer 2026: Luchtime Live will return in June, July, and September.

**Introduction:**

Dr. Hughes introduced Dr. Molly Magestro, the new English Instructor hired full-time to teach primarily English composition courses at the Iron Mountain campus and Dickinson County high schools. Molly earned a Master of Arts degree in English and Creative Writing from Iowa State University and a Ph.D. in English and Creative Writing from the University of Wisconsin-Milwaukee and is pursuing a graduate certificate in Native

American Studies from Montana State University. For the past eight years, Molly has been a faculty member in the General Education division at Miles Community College in Miles City, Montana, where she taught composition, humanities, and Native American Studies courses. A native of Wisconsin, she taught composition and developmental writing for the University of Wisconsin-Colleges for nearly a decade before moving to Montana.

**Unfinished Business:** None

**New Business:**

***Resignation:***

Bruce Orttenger affirmed his retirement from the Bay College Iron Mountain Advisory Board effective December 31, 2025. Bruce was a founding member of the advisory board when the Iron Mountain millage for the campus was passed, and the advisory board created in 2006 to represent Dickinson County and the Dickinson County Board of Commissioners.

***Appoint New Member:***

Mindy Meyers, the Dickinson Area Economic Development Authority (DAEDA) Executive Director, was approached to fill Bruce Orttenger's seat on the advisory board. Bruce asked for a motion to recommend Mindy's appointment to the Board of Trustees which would become effective January 1, 2026.

It was moved by Jim Rice and seconded by Andrew Brisson to:

**“Recommend Mindy Meyers’ appointment to the Bay College Iron Mountain Campus Advisory Board to the Board of Trustees.** No discussion. Motion carried unanimously.

**Other Business:**

Dr. Hughes provided an update on the Licensed Practical Nursing (LPN) program. Bay College received a response from the Michigan Board of Nursing (BON) on September 8 regarding the College's LPN program self-study. Seven items were identified for Bay College to clarify for the November 6 meeting which the BON assured is routine. Though Bay College had hoped to resume the LPN program in January of 2026, fulfilling the BON request will likely delay reinstatement of the program until summer or fall.

In 2018, the College was notified that all LPN programs needed to be accredited by January 1, 2025. The College did not lose accreditation because we never had it. However, the January 1, 2025, deadline was missed due to communication sent only to the Nursing Administrator and there has been turnover of five nursing administrators since 2018. Students that were

currently in the LPN program (this past Spring) were able to complete the program.

Additionally, the College was notified in 2020 that schools running full nursing programs (theory and labs) at different locations need a separate director for each location. This resulted in offering only nursing theory courses at the Iron Mountain campus. Theory courses and labs can be offered at the Escanaba campus. The Iron Mountain ADN students received discounted tuition to offset their travel expense to Escanaba to take their lab courses.

Dr. Hughes is working with the State and Sen. McBroom to advocate for communication from the State Board of Nursing to presidents' offices in addition to nursing administrators.

**Adjournment:**

It was moved by Paul Peterson and seconded by Christie Borchardt to:

**“Adjourn the meeting.”** No discussion. Motion carried unanimously. The meeting adjourned at 2:24 p.m. CT.



# The economic value of Bay de Noc Community College

ANALYSIS OF THE ECONOMIC IMPACT  
AND RETURN ON INVESTMENT OF EDUCATION



# Lightcast & Community Colleges

**20+** years working with higher education institutions

**3,000+** economic impact studies completed

**2.7M** students used Lightcast's Career Coach tool in 2023

**8 of 10** 2023 Aspen Prize finalists are Lightcast customers



What is an

# **ECONOMIC IMPACT ANALYSIS?**

Measures how an event or institution affects the local economy



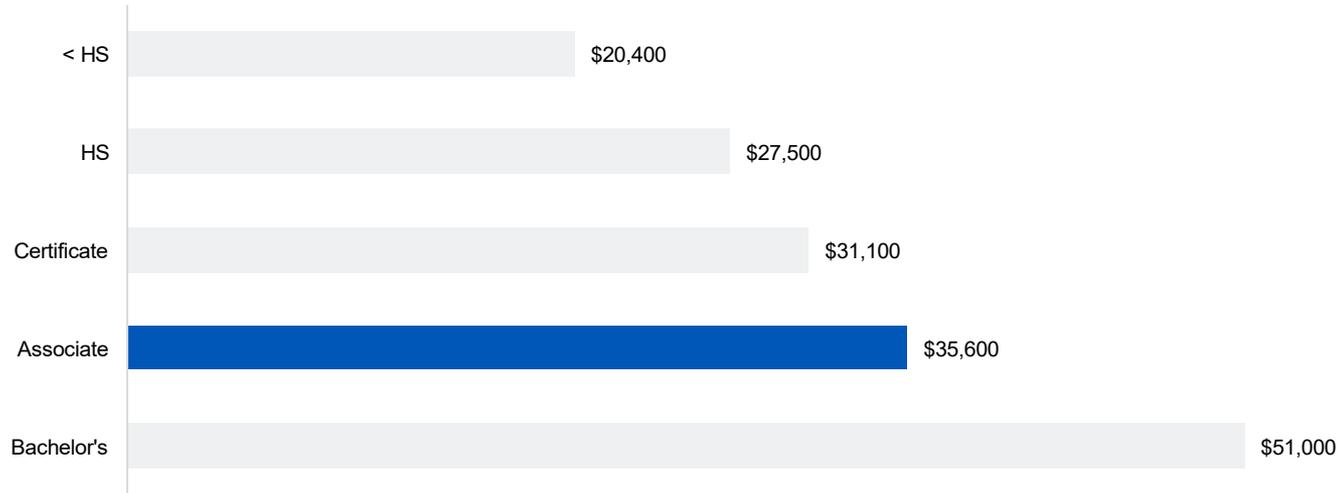
What is an

# **INVESTMENT ANALYSIS?**

A comparison of the costs and benefits to determine the return on investment

# About Upper Michigan and Northeastern Wisconsin

AVERAGE EARNINGS BY EDUCATION LEVEL

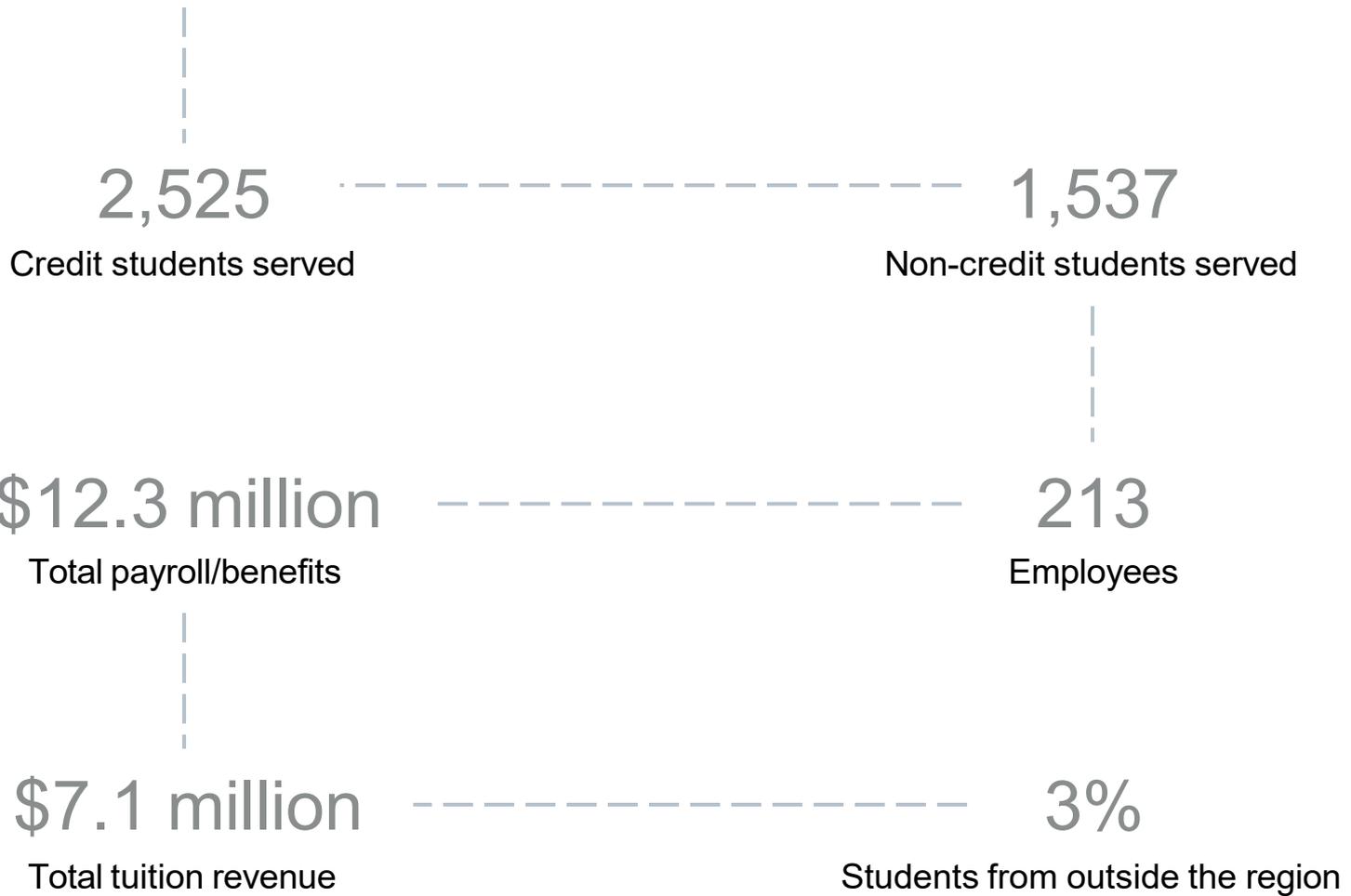


**\$12.5 billion**  
Total Gross Regional  
Product (GRP)



**152,381**  
Total Jobs

# Bay College in FY 2022-23





# ECONOMIC IMPACT ANALYSIS



## Operations Spending Impact

*College payroll and  
other spending + ripple effects*

**\$11.1 million**

Added regional income

OR

**186**

Jobs supported in the region



## Student Spending Impact

*Relocated/retained student  
spending + ripple effects*

**\$1.4 million**

Added regional income

OR

**29**

Jobs supported in the region



## Alumni Impact

*Higher alumni earnings and increased  
business profit + ripple effects*

**\$75.2 million**

Added regional income

OR

**1,048**

Jobs supported in the region



## Total Impact

**\$87.7 million**

Total income added  
in the region

OR

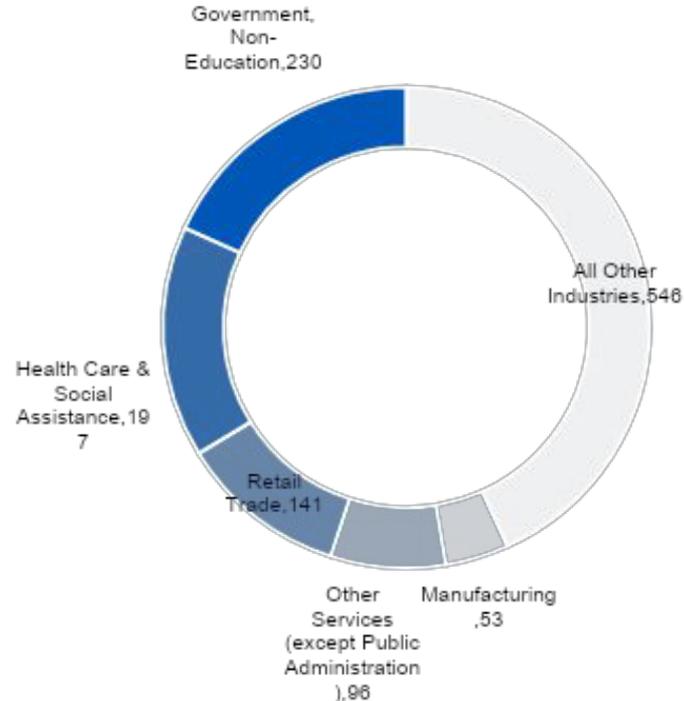
**0.7%**

Of region's GRP

**1,263**

Total jobs supported  
in the region

Impacts by industry (jobs supported)





# INVESTMENT ANALYSIS



## Student Perspective

**\$51.8 million**

*Benefit: Higher future earnings*

**\$10.4 million**

*Cost: Tuition, supplies, opportunity cost*

**5.0**

Benefit/cost ratio

**19.4%**

Rate of return



## Taxpayer Perspective

**\$17.9 million**

*Benefit: Future tax revenue, government savings*

**\$12.4 million**

*Cost: State and local funding*

**1.4**

Benefit/cost ratio

**2.6%**

Rate of return



## Social Perspective

**\$196.1 million**

*Benefit: Growth in state economic base, future earnings, tax revenue, and private and social savings*

**\$24.7 million**

*Cost: All college and student costs*

**7.9**

Benefit/cost ratio

**n/a\***

Rate of return

Future benefits are discounted to the present.

\* The rate of return is not reported for the social perspective because the beneficiaries are not necessarily the same as the original investors.

# Overview of results



**\$87.7 million**

Total income added to the region

**0.7%**

Of region's GRP

**1,263**

Total jobs supported in the region



**5.0**

Benefit-cost ratio for students

**1.4**

Benefit-cost ratio for taxpayers

**7.9**

Benefit-cost ratio for society

The results of this study  
were prepared by



For a copy of the report, please contact Bay College.