



**BERKSHIRE COMMUNITY COLLEGE
PITTSFIELD, MASSACHUSETTS**

**MINUTES OF TRUSTEES MEETING
August 25, 2020**

1. CONVENING

A meeting of the Board of Trustees of Berkshire Community College was held on Tuesday, August 25, 2020, remotely via Zoom. Chair Rodowicz called the meeting to order at 4:30PM. Kim Brookman took the roll.

PRESENT: Chair Rodowicz; Trustees, Bowen, Casper, Chacon, Kiely, Mirante, Myers, and Zaffanella

ABSENT: Trustees Crane and McCormick, and Student Trustee (due to Covid the student trustee has not been named thus far)

ALSO PRESENT: From BCC's Executive Council: President Kennedy; Interim Provost Klepetar; Vice President for Administration & Finance Wadsworth; Interim Dean Wynn; Director of Human Resources, Melissa Liodice; Assistant to the President, Kim Brookman
BCC Employees and Guests: Jay Bayer, Lynn Browne, Jose Colmenares, Laurie Gordy, Sean Grady, Adam Hughes, T.J. Karis, Jeremy LaCrosse, Frederic MacDonald-Dennis, Tattiya Maruco, Paul Mattingly, Amanda Meier, Celia Norcross, Elena Nuciforo, Justin Ober, Frank Schickor, Heather Seely, Margaret Stephenson, Ana Suffish, Jonah Sykes, Kristen Winsett
Press: Jeffrey Vecellio and David Wyatt (PCTV & WTBR-FM)

2. APPROVAL OF THE MINUTES

Upon a motion duly made and seconded, it was VOTED unanimously, by roll call vote, to approve the minutes of the June 2, 2020 meeting with a small revision.

3. PRESIDENT'S REPORT

- a. Employee Introductions (see attached list)

b. Business and Outreach – Christina Wynn, Interim Dean of Business and Outreach

Dean Wynn reported the following:

Berkshire Blueprint 2.0

- Launched in February 2019 by 1Berkshire
- Utilize a cluster-based model in 5 central industrial clusters (Advanced Manufacturing & Engineering, Creative Economy, Food & Agriculture, Healthcare, Hospitality & Tourism) to:
 - Address needs
 - Track and benchmark work
- BCC non-credit and workforce development programs have been/are being designed based on the priority areas of healthcare, hospitality, and advanced manufacturing.

BCC Workforce Development Efforts

- Hospitality
 - Fast Track x 2
 - Diversity, Equity & Inclusion Certificate
 - Coffee/Barista Certificate
- Healthcare
 - Phlebotomy Technician Certificate
 - Community Health Certificate
 - Medical Assistant Certificate
 - Direct Care Certificate
- Manufacturing & Technology
 - Manufacturing Advancement Center Workforce Innovation Collaborative (MACWIC) Training w/MassHire
 - Berkshire County House of Correction Training
 - Cisco System Intro to Cybersecurity
 - Aquaponics
 - Hoisting

Workforce Philosophy:

BCC's Workforce Development Division promotes accessible, credible high-quality workforce development opportunities. These programs are based on expertise, connections with employer networks, community partnerships, and flexibility in responding to the needs of the local economy. We are committed to fostering lifelong learning through innovative programs that help launch and grow careers, develop competencies, advance professional education, and actively engage in the local and regional economy.

Online Non-Credit Workshops (utilizing Ed2Go.com platform)

Subject areas may include:

- Quality Inspector (construction/trades)
- Commercial Driver Training
- Court Interpreter (Spanish/English)
- Certified Master Wedding and Event Planner
- Certified Paralegal

- Medical Billing and Coding
- Spanish For Medical Professionals
- Certified Professional Life Coach
- Bookkeeping with QuickBooks 2018
- Microsoft Office 2019/365 Suite

Adult Learning Program

- Funded by the Massachusetts Department of Elementary and Secondary Education (DESE)
- Offers FREE English for Speakers of Other Languages (ESOL) classes to non-native English-speaking adults
- Helps students prepare for higher education and career training
- ALP students have enrolled in for credit classes at BCC:
 - Become CNAs
 - Restaurant managers
 - Opened their own businesses
 - ALP19 – 73% retention rate
 - 90+ registered for FA2020

Academic Programs

- Business
- Business Student Community and advisory group
- 20-21 priority review transfer
- Hired FT economics professor for FA20
- Consultant through Perkins funding
- Hospitality – currently on hiatus
- Align with workforce for stackable credentials
- Reimagine program based on employer needs
- Hired FT faculty and curriculum coordinator for FA20

Advisory Committees

- Developing committees for each workforce area and academic program
- Align credit and non-credit programs for stackability
- Include community and employee perspective
- Committees will include faculty or workforce directors

c. Enrollment Update – Mike Sharp, Interim Dean of Enrollment






Dean Sharp reported the following:

Enrollment Summer 2020

- Up 12.9% compared to 2019 (credits)
- Doubled online credits from 2019 (no surprise)
- Most dramatic increase among Black women (51%) and white women (87%)
- Most dramatic program increases include:
 - AA Liberal Arts (52%)
 - AS Nursing (52%)
 - AS Social Work Transfer (59%)

Fall 2020 Enrollment

Course Type Key

Hybrid-Virtual	Hybrid In-Person	In-Person	Online	Remote
				
Meet virtually with your professor and classmates via video conferencing at set times, typically once per week, with the remainder of the coursework online.	Meet on campus with your professor and classmates at set times, typically once per week, with the remainder of the coursework online.	A traditional, in-person course format that's required for some hands on courses, including some clinical, lab, lecture, practicum, seminar and studio classes.	Online courses conducted entirely through Moodle. No set meeting times, but your professor sets weekly deadlines for coursework completion.	Meet virtually with your professor and classmates via videoconferencing at scheduled times (usually twice per week).

Berkshire Community College uses the Moodle Learning Management System to teach classes and distribute courseware online.

- Data Y2Y back from start of semester (prior to last 2 weeks to start of semester)
- FTE (total credits/15)
- Headcount down 11%
- FTE down 12%
- Among largest ethnic groups (credits)?
 - Black women down 5.8%
 - Black men down 17.6%
 - White women down 10.2%
 - White men down 26.4%

Most programs are down in FTE, with the exception of Social Work and Psychology which have remained the same, and Nursing which has increased.

Discussion arose regarding enrollment. Are students coming here instead of somewhere else? Is there untapped potential for more enrollment? Some students may not be able to attend because their children will be learning from home.

d. Online Orientation – Celia Norcross, Dean of Students

Welcoming students to a remote environment and engaging students at all levels:

- Immediate Connection to Students
- Quicker Delivery Time
- Access for Students and Families
- Community Commitment
- Expanding Thinking
- Accurate Data Collection

New Student Orientation

- New exciting Orientation Features
- Programming Commitment
 - Virtual Access for larger audience potential
 - Stronger Community/Business Connections
 - Larger Variety
- Virtual Community

New Student Orientation Components

- 6 Moodle Modules
 - Becoming a BCC Student
 - Preparing for the Semester
 - Campus Support Resources
 - Managing College Expenses
 - Getting Involved
 - Preparing for My Course
- 5 Zoom Info Sessions
 - Student Engagement, Support Services, and the BCC Bookstore
 - Academic Advising, Academic Technology & Faculty
 - Fiscal Responsibility and Financial Services
 - Family and Friends Orientation
 - SGA Meet and Greet

Discussion arose regarding the New Student Orientation.

4. FOUNDATION BOARD TRUSTEE REPORT

Lori Kiely reported the following:

South County Center property was discussed.

Ellen Kennedy reported on the following:

- Enrollment
- Budget for FY21
- Additional academic offerings – LPN Bridge Program, ADN January Cohort and a Respiratory Therapy Assistant program.
- South County Center, two staff members have been laid off. The Workforce Development team may eventually use the space for noncredit programs, and OLLI does a few courses there.

Treasurer's Report

- Investment valuation has swung greatly
- Drop in investment valuation
- Doing well until COVID, with donations more than doubling the budget
- Saved money when some fundraising events were canceled
- Spent more on licensing fees and professional fees

- Loss of net income due to unrealized appreciation and depreciation and paying out of scholarships.

Budget for 2021

- Larger variances – donations – budgeted for \$235K – below last year.
- Special events went from \$70K to \$20K for budgeted revenue.
 - Will save on some expenses:

Savings were rolled into administrative support of college.

Finance and Investment Committee reported on investments.

Director of Development's Report

- Endowment Incentive Program – Raised to date - \$267,656.54
 - Matching Funds - \$133,828.27
 - Amount left to raise - \$65,677.46
- Foundation made a motion for a new endowed account called “A Fund for Our Future.”
- 40 Under Forty is planned for March 11, 2021 at the Holiday Inn & Suites in Pittsfield - \$65/ticket
 - Amount Raised to Date - \$50,250 - \$43K in Sponsorships & \$6K in ticket sales
- Emergency Fund Challenge – Raised to date - \$28,460 (figure does not include additional \$6K from BTCF), also \$5K match from an anonymous donor, 138 donations in total
 - Financial Aid recommends students for the emergency fund, then the Scholarship Committee reviews the applications. Approved students get their funding sent directly to the vendor and are awarded a maximum amount of \$500.
- Awards Night – Virtual Celebration in June 2020
 - 4.5% spending policy - \$325K in support
 - 130 students have received scholarships this year

5. ALUMNI TRUSTEE REPORT

Melissa Myers reported the following:

Story Hours continue every other Thursday from 3 – 4pm.

- Upcoming (subject to change):
 - 9/3 with BCC's brand-new Dean of Students, Celia Norcross
 - 9/17 with BCC's Disability Services Pam Farron and alumna Kristin Acetta
 - 10/3 with BCC ADN alumna Billie Allard (class of 1977)
 - 10/3 with alumna Nakeida Bethel-Smith and BCC's Personal Counselor Lisa Mattila
 - 10/29 with BCC to Elms Special Ashley Wrenn (class of 2017) & Pam Coley McCann
 - 11/12 with Michelle Hill (class of 2014) and Jahaira DeAlto (class of 2019)

Director of Alumni Relations, Toni Buckley is giving virtual tours and talks around campus. Reach out to Toni to schedule your personal virtual tour.

BCC's Virtual 60th Anniversary Celebration will be on PCTV at the end of September. More details to come.

The Alumni Director has also been working on 60 Portraits of Possibility, a social media campaign to celebrate BCC's 60th anniversary. The intention is to introduce people with a short quote. The BCC Alumni Board members have submitted a photo and a quote about BCC. We would like to do the same with the Board of Trustees members.

6. SUBCOMMITTEE REPORTS

a. Finance (Pete Mirante)

Trustee Mirante reported the following.

The FY20 Budget is being reconciled and closed. Comptroller Saviski reports the auditors will be here the first week of September. We are on track to have completed financials for the October 2020 meeting.

The current FY21 Budget has been loaded into the system. Department Heads have access to their respective budgets and are moving forward.

Current FY21 budget was projected at 10% reduction in state allocation and 10% reduction in enrollment. As of August 18, 2020, the enrollment deficit is 13%, down from 17% at the beginning of August, and down from 26% in mid-July. We are trending in the right direction. 1% is equivalent to \$53,520.

The college has instituted COVID-19 policies and procedures to ensure compliance with all CDC and MA guideline for Phase I, II, and III.

The One-Stop project is moving forward. Anticipated timeline is RFP released first of September, bid opening, and project award this fall.

The Library has been updated to meet all COVID-19 protocols. Sneeze guards, social distancing signs, and hand sanitizer units have been installed. All areas of use are marked for COVID-19 compliance.

The Security Grant has been completed. All card readers and cameras are installed. New IDs are being configured and will be ready for production the week of August 17, 2020.

The TRIO grant has been approved for FY21.

The College has received notice the EEC Grant will receive a six-month extension.

The FY21 Perkins grant has been filed and we hope to hear back very soon.

Other Grants are on delay due to the State budget and COVID-19 impact.

7. ADMINISTRATIVE ACTIONS

Melissa Liodice presented the August personnel items.

Upon a motion duly made and seconded, it was VOTED unanimously, by roll call vote, to approve the personnel actions for August.

8. OTHER BUSINESS

- a. Old – None.
- b. New – None.

9. ADJOURNMENT

The meeting was adjourned at 6:05 PM. The next scheduled meeting will be held on October 6, 2020.

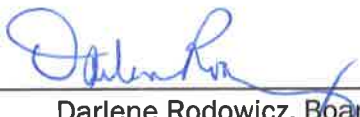
DATE: October 6, 2020

Respectfully submitted,



Kim Brookman

Approved:



Darlene Rodowicz, Board Chair



Date

BOARD OF TRUSTEESTuesday, August 25, 2020

Employee Introductions

President's Office

- Institutional Effectiveness
Jeremy LaCrosse
- Human Resources
Sean Grady

Academic and Student Affairs

- Student Affairs
Celia Norcross

Academic Affairs

- Teaching and Learning Innovation
Tattiya Maruco

Student Affairs

- TRiO
Kristen Winsett

Business and Outreach

- Health Care
Elena Nuciforo
- Culinary / Hospitality
Jay Baver
- Advanced Manufacturing
Paul Mattingly
- Admissions
T.J. Karis
- Marketing and Communications
Justin Ober

Humanities, Behavioral and Social Sciences

- Early Childhood Education
Adam Hughes

STEM and Allied Health

- Chemistry
Amanda Meier
- Engineering
Jose Colmenares