

BERKSHIRE COMMUNITY COLLEGE
PITTSFIELD, MASSACHUSETTS

MINUTES OF TRUSTEES MEETING
November 29, 2016

1. CONVENING

A meeting of the Board of Trustees of Berkshire Community College was held on Tuesday, November 29, 2016, in the General Bartlett Room of the Susan B. Anthony Building. Chair Rodowicz called the meeting to order at 4:30 pm.

PRESENT: Chair Rodowicz, Trustees Bradway, Crane, Dindio, Hiltbold, Laurens, McCormick and Mirante

ABSENT: Trustees Caccaviello and Supranowicz

ALSO PRESENT: From BCC's Executive Council: President Kennedy; Vice Presidents Cote, Delaney, Law, Mulholland, and Smith; Deans Klepetar and Wallace; Assistant to the President, Kim Brookman
BCC Guests: Roslyn Broch, Kelly Jourdain, Erin Murphy, Rose Shaw, Doug Oldham, Heidi Weber and Christina Wynn
Press: Jonathan Levine (Pittsfield Gazette), David Wyatt (PCTV)

2. APPROVAL OF THE MINUTES

Upon a motion duly made and seconded, it was VOTED unanimously to approve the minutes of the October 4, 2016 meeting.

3. PRESIDENT'S REPORT

a. New Employee Introduction

Interim Vice President Delaney introduced Roslyn Broch, Interim Coordinator of Service Learning.

b. Conflict of Interest Law

Vice President Deb Cote, Director for Human Resources handed out the Summary of the Conflict of Interest Law for State Employees. We are required to do online training every two years and the next training will be in April of 2018.

Cote asked that all trustees in attendance sign the acknowledgment statement and return them to her at the end of the meeting.

c. EAB Presentation

Adam Klepetar, Dean of Enrollment Management & Student Success, gave a brief report on student success initiatives. Klepetar spoke about the newly purchased EAB software and how happy he was with this choice.

Enrollment is problematic, with some of the battles being:

- Declining numbers of high school graduates
- Declining regional population
- Increased competition from other institutions, four-year privates, four-year publics, and for-profits

We need to keep the students we have. We believe this product will help us retain these students.

The Educational Advisory Board (EAB) was established in 1979 with a healthcare focus and is one of the largest research and consulting firms. This gives us access to an enormous amount of research. In 2007, they entered into the higher education fray and are now in 1,200 universities and community colleges.

The Student Success Collaborative was the first step. There are more than 200 community college members. Navigate is the guided onboarding platform developed. EAB boasts that typical members see a 4-8% increase in persistence and retention.

Why go with Navigate?

- Early alert
- Guided onboarding
- Easy to compile notes on each student
- Understanding student schedules and life complexities
- Focus on student communication preference
- Career focus
- Testing functionality
- Emphasis on completion timeline
- Guided pathways
 - Related programs
 - Gateway courses

This is a team led process. The leadership team consists of six people and meets bi-weekly, which includes a conference call to EAB. The implementation team consists of 26 people and also meets bi-weekly. There are four build teams (Onboarding, Communications, Academic Planning, Student Services, each consisting of 4-6 people).

The elevator speech developed:

“We joined the SSC because we want to empower students in decision-making, educate the workforce of the future, elevate our mission and vision and engage students, faculty, and staff.”

The process included:

- Secret shopping
- Technology audit
- Communications audit
- Process mapping
- Cohort identification
- SIS extraction and implementation
 - Registration build
 - Metamajor mapping
- Testing in early spring
- Pilot with student in the spring

Next steps include:

- Creating a One Stop
- Investments in professional advising
- Exploring first year experience and orientation options
- Using GPSTEM pathways – program specific
- Creating program cohorts
- Continued conversation about metamajors
- Strategic planning

Expected Outcomes:

- Increased retention
- Increased credit taking
- Timeliness to degree

d. Adult Learning Program

Vice President Bill Mulholland and Kelly Jourdain reported on the Adult Learning Program.

Kelly headed up the ABE Program when it was predominantly GED/HiSET, helping students to attain their high school equivalencies. ESOL students were the largest feeder for this program. After submitting data showing evidence of the great size of the ESOL needs, the DESE gave the go ahead for implementing an ESOL program and not continuing with the HiSET program. Currently, there are two locations, Great Barrington and Lee High School where we are teaching English to ESOL students and we refer HiSET students to another organization.

President Kennedy mentioned that this meeting was Vice President Mulholland's last meeting. He will be retiring at the end of December. Board Chair Rodowicz said it was a real pleasure to work with him and that we had some very big shoes to fill.

e. New Marketing Campaign Presentation

Christina Wynn, Doug Oldham, Heidi Weber, Erin Murphy presented BCC's new marketing campaign. A shout out was given to Rose Shaw and Jackie Koldys for keeping everything running smoothly in Public Relations.

Your brand is what other people think of you. One of the key strategies in our strategic plan is to create a fresh branding, marketing, and messaging campaign through multiple communication and delivery channels.

Messaging Campaign

Positioning BCC

- Best first option for high school students
- Best educational institution for current BCC students
- Lifelong partner in education (noncredit, OLLI)
- Resource of choice for regional businesses – training, economic and regional partner
- Recognized by alumni and philanthropic-minded community members

Research

Internal & External, Quantitative & Qualitative, On- & Off-Campus

- BCC faculty & staff
- Alumni
- Current students
- Former students
- Focus groups
- High school students
- Guidance counselors
- Strategic Planning committees
- Executive Council
- Student Government Association
- Post-It Note exercise

What did we learn?

- 90% of our current students were satisfied or very satisfied with the education they receive at BCC
- 60% of former students would likely return to BCC if they return to college
- 91% of Alumni would recommend BCC to their children
- 43% of guidance counselors recommend BCC to high achievers seeking upper level, advanced classes, and feel that BCC's outreach to high schools is exceptional

Advantages:

- Affordable & accessible
- A familiar starting point
- Excellent transfer options
- Academic quality
- Strong support

Challenges:

- Berkshire County socioeconomic challenges
- Regional outward migration
- Older age of area residents
- Misconceptions- high school students & the community

Goal:

Create messaging that is:

- Applicable to prospective students, current students, parents, alumni, employees, guidance counselors and the community
- Memorable
- Distinctive
- Elicits pride & ownership

#myBCC was the end result! Each person can fill in their own words...

My choice
My new start
My team
My foundation
My hope his future
My passion
My expertise
My resource
My life
My success
My BCC

Discussion ensued. Everyone loved it!

4. STUDENT TRUSTEE REPORT

Beth Wallace reported for Raj Kaur who is no longer student trustee. .Raj enjoyed the time she was student trustee. The new student trustee, once elected, will begin in January.

The Thanksgiving Luncheon, where Stearns School Student Council was also present, served more than 200 meals and was very successful.

The Multicultural Student Services Organization (MSSO) Thanksgiving Eve Dinner was held at Trinity Church where more than 40 MSSO students and alumni were present. Thanksgiving pumpkins were passed around for students to write what they are thankful for. Many of the students wrote in their own languages: Vietnamese, Punjabi, Chinese, Gujarati, Spanish and English.

David Lesure spoke to the SGA (Student Government Association) about safety on campus and civil discourse. President Ellen Kennedy gave an update on Melville, the connector, and the parking lots. Geoff Tabor spoke to students about the transfer process.

5. ALUMNI TRUSTEE REPORT

Jeff Hiltbold reported the following.

Since the recent re-establishment of the BCC Alumni Board a few years ago, we have been trying hard to get the word out about the presence the board, as well as the Alumni Association, and its membership benefits.

At a recent meeting it was agreed upon that we may find it easier to bring our presence to the community instead of trying to bring the community to us.

Marie Lafayette, an BCC Alum and Board member, who is employed by Berkshire Health Systems, got approval for a BCC Alumni table at the hospital on Friday, 12/9 from 9 – 3. Marie will be attending the table during this time, along with other members of the Alumni Board to help spread the message of the BCC Alumni Association, and the work the Alumni Board is doing to help promote the Association. If you work at BHS or know someone who does, please spread the word of this event. Friday 12/9 from 9-3.

Additionally, the Alumni Board, is continuing to make plans to be at more businesses in the future, including South county and beyond. We are hoping our newest efforts in spreading the news of BCC's Alumni Association is a success.

For anyone interested in Alumni events, they can visit our Facebook page: BerkshireccAlumni. Or email us at: alumni@berkshirecc.edu

6. FOUNDATION BOARD TRUSTEE REPORT

Vice President Smith reported for Trustee Laurens.

Work is happening on the building façade of South County Center, primarily masonry repairs. We are hoping to finish before the consistent cold-weather.

The Harvest Run was a very successful event. There was a significant increase in runners from past year, over 100 total. Also, a significant increase in business sponsorships. The event grossed over \$10,000, from more than 25 sponsors. Major contributions included Berkshire Healthcare and its local affiliates.

The annual appeal- is underway and the office is now focused on year-end solicitations. Both letters and emails are currently being sent to current donors and prospects.

The second annual 40 Under Forty celebration will be held at the Crowne Plaza on Thursday, March 23 from 5 to 7 PM. Tickets will go on sale via the BCC website in mid-January.

Vice President Smith provided an update on the six students who are currently participating in the Mount Everett scholarship program. All are doing well academically. He read comments that he had heard from students when he met with them recently to track progress and share pizza. The theme of these comments were that they all feel challenged, well-supported and that some of the negative comments that they had heard about the college were not correct. In essence, that it is much more than an extension of high school and that they are all enjoying their time here.

Smith shared that he was particularly pleased to have some scholarship money for incoming students as opposed to scholarships being awarded to second year BCC students, once they have a GPA.

7. SUBCOMMITTEE REPORTS

a. Academic Planning

Committee Chair McCormick reported the following.

Maura Delaney provided the committee with an overview of what is new within the Academic Affairs department.

Three courses were introduced that were approved this fall through Educational Affairs: Creative Writing: Fiction, Chemistry in Your Life, and Urban Sociology: a Visual and Global Approach.

Through the STEM grant we are able to hire a special program coordinator who will develop internships, mentorships, career development opportunities and field trips for students pursuing STEM careers.

Patty Kay, our Early Childhood faculty, member has developed an ECE cohort program that will begin in the fall. There is an open house scheduled and there are already 40 people interested. This program will run in the evening using hybrid courses.

The state initiatives supporting a co-requisite model in English and math for students that place into remedial courses through the Accuplacer were reviewed. This will involve the creation of a new course ENG-090 that will offer support to the students as they enroll in their comp courses.

Lauren Foss Goodman, Director of Teaching and Learning, presented information about professional learning communities and some new approaches to professional development. In addition, Lauren gave a brief overview of the exciting new technology that is now installed in Hawthorne and will be installed in Melville, including Smart Learning classrooms.

Roz Broch announced that BCC has been awarded the Community Colleges for Environmental Sustainability Grant. BCC is the only Community College in MA to be awarded this grant.

Vice President Bill Mulholland provided the committee with an overview of the Community Education & Workforce Development department.

Berkshire Advanced Manufacturing Technology Training Program, which is funded by a grant from the Executive Office of Housing & Economic Development ran from January to June 2016 and has just received an extension to run again from January to June 2017. Providing manufacturing work readiness and career counseling, the results from the first program were very encouraging with 20 out of 28 students completing and 12 employed.

Berkshire Community College has partnered with Berkshire Film and Media to develop introductory workshops in Beginning Film Production. It is hoped that these workshops will eventually be part of a credit-bearing, stackable program.

The 2016 Road Scholar program was a success with over 300 participants.

Upcoming Programs for 2017

- Build up our Real Estate School
- Kid Academy - Summer STEAM Academy
- Pharmacy Technician
- Paralegal Certificate Program as a live lecture series
- Expanded non-profit offerings

b. Executive

Nothing to report at this time.

c. Finance

Committee Chair Dindio introduced Vice President Law, who reviewed the 1st quarter trust fund report for FY17.

Upon a motion duly made and seconded, it was VOTED unanimously to approve the Berkshire Community College FY17 Trust Fund Report for the first quarter ending September 30, 2016.

d. Human Resources

Committee Chair Laurens read the Presidential Evaluation Summary as follows:

In conducting President Kennedy's 2015/16 evaluation, the Human Resources sub-committee of the Berkshire Community College Board of Trustees has determined that she has effectively addressed the mutually agreed upon goals in addition to effecting many other notable accomplishments including, but not limited to:

- Supporting the implementation of initiatives associated with the 2nd year of the College's new Strategic Plan including the Board of Higher Education's statewide priorities of college participation, college completion, and workforce alignment
- Enhancing diversity awareness and appreciation across the campus
- Improving developmental education outcomes
- Minimizing the impact on the academic program during Hawthorne & Melville renovations
- Providing opportunities for campus discussions related to an updated master plan
- Convening campus discussions regarding the College's organizational structure
- Supporting the initiatives associated with US Dept. of Education Title III Strengthening Institutions grant including the development of a new approach to and enhancement of advising to reflect needs of students & the College in the 21st century
- Providing leadership for the Berkshire Innovation Center partnership
- Working to enhance ADA accessibility on campus
- Supporting the creation of various new initiatives & programs such as: the BCC Writing Center; the Osher Lifelong Learning Mentoring program; the on-campus Food Pantry for students; and the Inaugural 40 Under Forty event to raise scholarship funds, to name just a few.

In addition, information regarding the president's performance was collected from surveys of the Board, students, faculty and staff, all of which indicated an excellent performance by the president in areas such as:

- Demonstrating personal integrity while serving as an effective leader
- Promoting staff, student, and community engagement
- Keeping the Board informed regarding important issues
- Promoting academic excellence
- Leading the effort to make improvements to the physical plant & technology infrastructure
- Supporting efforts to make the college affordable through fundraising
- Advocating for the College at the state level
- Being visible & actively taking part in campus activities
- Enhancing student access through expanding collaborations

The sub-committee hereby respectfully submits the president's evaluation to the full board for a motion to accept.

Upon a motion duly made and seconded, it was VOTED unanimously to accept the president's evaluation as presented.

Trustee Dindio thanked President Kennedy for all she does for BCC; she does a wonderful job. He asked the Board to give her a round of applause. Board Chair Rodowicz thanked her for all the trips she makes to Boston to represent the College.

e. Nominating

President Kennedy reported that we are awaiting word from PENC for new trustee appointments.

8. ADMINISTRATIVE ACTIONS

a. Personnel Actions

Vice President Cote presented the personnel actions, consisting of:

- Change of Rank to Associate Professor – Gina Foley

Upon a motion duly made and seconded, it was VOTED unanimously to approve the personnel actions for the period September 24, 2016 through November 21, 2016.

9. OTHER BUSINESS

a. Old – None.

b. New – None.

c. Upcoming Events – President Kennedy reviewed the upcoming events.

10. ADJOURNMENT

The meeting was adjourned at 6:00 pm. The next scheduled meeting will be held on January 24, 2017.

DATE: January 6, 2017

Respectfully submitted,



Kim Brookman

Approved:



Darlene Rodowicz, Board Chair