

BERKSHIRE COMMUNITY COLLEGE
PITTSFIELD, MASSACHUSETTS

MINUTES OF TRUSTEES MEETING
December 5, 2017

1. CONVENING

A meeting of the Board of Trustees of Berkshire Community College was held on Tuesday, December 5, 2017, in the Hawthorne/Melville Connector. Trustee Bowen called the meeting to order at 4:36 pm.

PRESENT: Trustees Crane, Bowen, Eade, Gazzillo, Hiltpold, McCormick, Mirante, Zaffanella, and Student Trustee Preston

ABSENT: Chair Rodowicz and Trustee Caccaviello

ALSO PRESENT: From BCC's Executive Council: President Kennedy; Vice Presidents Cote, Delaney, Klepetar, Law, and Smith; Dean Sasso Curtis; Assistant to the President, Kim Brookman
BCC Guests: Chris Aylesworth, Libby Boissy (student), Drew Hicks, Charlie Kaminski, Wendy Meehan, Anne Moore, Dave Moran, Lynn Pettit, Jonah Sykes, 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 3, 2017 meeting.

President Kennedy introduced BCC's newly appointed trustees, Mary Katherine Eade and Lori Gazzillo.

3. PRESIDENT'S REPORT

a. New Employee Introductions

Chris Aylesworth introduced Lynn Pettit, BCC's new Assistant Professor of Nursing.

b. Marketing Plan

Christina Wynn and Jonah Sykes presented BCC's marketing plan.

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

WHAT DID WE LEARN?

Current students

- 90% were satisfied or very satisfied with the education they receive at BCC.

Former students

- 60% would likely return to BCC if they return to college.

Alumni

- 91% would recommend BCC to their children.
- Guidance counselors
- 43% recommend BCC to high achievers seeking upper level, advanced classes, and feel that BCC's outreach to high schools is exceptional.

GOALS

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

Mobile App Analytics

- 14,076 Total Visits to the App since Sept. 1,
- Average time is 1 min. 10 sec.,
- An average 5 activities per visit (63,716 total activities)
- 2,233 total app downloads
- 17,871 notifications sent
- Usage:
 - My Classes – 15,958 Views
 - Notifications – 7,053 Views
 - BCC Moodle – 2,526 Views

Digital Metrics/Research

- Start to understand trends in the following areas:
 - Google Analytics (create a user-experience that will improve user retention, get them to take action [apply])
 - Social Media Insights (Facebook, Twitter and Instagram)
 - Pilot a Marketing Survey with the Students to understand how they interact with Media Channels (TV, Radio, Social Media, Billboards)
 - Host a series of focus groups in Spring 2018 with:
 - Current students
 - Parents

- High School Students

Changes to the Marketing Campaign

- New “Semester Schedule”
- Removal of Eagle Print banner ads (\$15k per year for Tuesday banner)
- YouTube advertising (7,000+ views on MyBCC commercial)
- Wish List:
 - Pandora /Spotify Advertising
 - Google Ad Services
 - Build Falcons brand awareness on/off campus

Upcoming Marketing Campaigns

- Summer Pell grant campaign
- Online Degree Campaign
- Dual Enrollment/ Bridge to College Campaign
- Some Credits but No Degree Campaign
- Falcons Mascot/Team Spirit Campaign
- Changing the Narrative about Community Colleges
- Enrollment Services Communications Audit
- MyBCC Video Campaign

Discussion ensued following the presentation.

c. Guardian Grant

Dean Kaminski, faculty member Wendy Meehan, and student Libby Boissy spoke to the Board about this grant BCC Guardian Life Insurance Company (GLIC) Partnership.

Timeline of a Partnership

2014 – Initial Conversations w/Money Management For Life (MMFL) Course Development and Offering in Fall Semester

- Funded for \$15,000 to support curriculum development and pilot offering of:
- *BUS 139 – Introduction to Personal Finance, Competitive Application, Funds in support of tuition, fees, textbook w/speakers from local Guardian Life office*

2015 – Partnership renewal

- Second grant for \$17,800 to continue offering MMFL course

2016 – Broader BCC Engagement

- Ongoing MMFL Offering in Hybrid Format
- Non-Credit workshops
- Establishment of MMFL College Partnership Board

Introduction to Personal Finance

Provides a hands-on, interactive approach to life skills management of personal finance and insurance. Students will be exposed to strategies for personal financial planning, successful money management (savings strategies, managing debt), and personal risk management (life, health, property, and casualty insurance). As part of the course project, students will create their own personal financial plan.

- 3 credits

- No prerequisites
- BUS-designation
- As for Fall 2017, a total of 87 students have enrolled

Current Programming

Spring 2017 - New Proposal Including:

- Expanded BUS 139 offerings to include off-campus sites
- Cross-listed as BCC 139
- Non-credit workshops
- Debt forgiveness programming

Fall 2017 - Funded through Fall 2018

- Total Funding \$163,526
- Continuing BUS/BCC 139 also including South County Center and McCann High School in Spring
- Debt Forgiveness program

A Student's Perspective - Libby Boissy

- I created an accurate account of my current resources
- I laid out my short-term and long-term SMART goals
- I learned what long-term financial tools are available and how they can help me achieve my goals
- I planned out a realistic 15 year budget

d. One Stop Capital Strategic Plan Proposal

Adam Klepetar and Dave Moran gave a presentation on the proposed One Stop Student Success Center.

President Kennedy began the presentation with the following points.

- Began conception One Stop Student Success Center in 2015
- Located in Field Administration Center, existing building
- The One Stop will:
 - Increase student engagement, retention, and completion rates
 - Impact all degree and certificate programs at BCC
 - Become a student-facing space – welcoming environment with all key onboarding offices located in one central place
 - Create opportunities for office efficiencies
 - Provide collaborative workspaces for community based partnerships

Our Vision

To create a comfortable and inviting central location where students and community partners can have all of their college service needs met efficiently in one place.

Adam Klepetar spoke about the current student traffic, congestion, and confusion making this a “High Priority” project for BCC, touching on the following topics.

- Tied to Title III Strengthening Institutions grant objectives and BCC’s Strategic Plan
- Disjointed onboarding processes
- Students bouncing from office to office

- Lack of privacy for students and staff
- Traffic bottlenecks in hallway
- Limited offices for advising and financial aid staff

Vice President Klepetar explained that students spend too much time waiting between steps in the process. A 2016 Secret Shopping experience by the EAB revealed a 125-minute total wait to complete enrollments steps. Student privacy is limited. Conversations regarding billing, aid, grades etc. often happen in hallways with little privacy. Hallway congestion creates long wait times, frustrating students with long lines. Ventilation and air quality during summer months are challenging. There are also ADA issues in the current space. Trying to fit 21st century engagement and technology into a building from the 70s is extremely difficult.

Facilities Director, Dave Moran spoke to the Board about the following advantages of a One Stop.

- Putting the student in the center
- Improves functionality of current space
- Enhances workplace efficiencies
- Small project – major impact
- Encompasses the main section of the first floor of Field Administration Center
- Welcome Station staffed by “generalist” to assist students
- Provides “front door” to the campus, an identified starting point
- The space will include both Individual and shared offices
- Meeting and presentation spaces
- Computer kiosks will be available in the front lobby
- Secure record storage
- ADA accessibility – enclosing the front walkway, removing current paver blocks and installation of new accessible ramp

BCC's current situation:

- Advisors with advisees having conversations with little privacy. Meager cubicle partition walls at best.
- ADA challenges with stairs on one side of the building have to go outside and re-enter building at east end for ramp access.

Klepetar described the proposed new space.

- Apple or Verizon style – with check-in process
- Friendly “generalists” as greeters
- Kiosk technology
- Comfortable space for students and/or families to wait
- Flex offices with doors for privacy
- Professional staff have dedicated spaces
- Flex offices used during busy times and for career and community partners
- Openness of the greeter and welcome area
- Enclosed avenue allows for natural light

Moran went on to describe the project.

- Currently, students with mobility challenges have to leave the building and go outside.

- The new design does not change the footprint of the building. This equates to significant cost savings.

Alignment with Commonwealth Priorities

Priority One - Renovating Existing Space

- ADA, HVAC, Protection/Sprinklers, Lighting

Priority Two - Programmatic Collaborations

- Career information and on-site interviews with area employers

Priority Three - Alignment with Local Labor Market

- Provide pipeline of students to fill workforce needs across Berkshire County

Project Budget

- Total cost: \$4,911,080
- BCC has supported initial design phase/schematics: \$48,000+
- External funding sources could support future renovations to encompass Testing Center, Tutoring Center, and ADA bathrooms

Project Impact

- Ensures coordination of services for students and community partners
- Tied to student retention and success – 9% increase
- 26% increase in student engagement
- Students receive the services they need, when they need them

Discussion ensued; and, a motion to approve the One Stop Student Success Center as a critical capital project was requested.

Upon a motion duly made and seconded, it was VOTED unanimously to approve the One Stop Student Success Center as a critical capital project, which is consistent with the Campus Master Plan Update (Fall 2016). The total project cost is currently estimated at \$4,911,080. Berkshire Community College is requesting these funds from the Commonwealth of Massachusetts for FY19 through the new strategic framework process for major capital projects, which is being administered by the Division of Capital Asset Management and Maintenance (DCAMM). Proceeding with the project is contingent upon receiving these funds.

Everyone on the Board signed a letter to be mailed to Carol Gladstone, Commissioner of DCAMM, supporting the One Stop Capital Strategic Plan Proposal.

4. STUDENT TRUSTEE REPORT

Pamela Preston gave the student trustee reports as follows.

- October 2017
 - 19th & 20th – Community College Leadership Conference
 - Four students from Student Government & Ambassadors went to Cape Cod to participate in the Community College Leadership Conference
 - 30th – Annual Day of the Dead

- Eleanore Velez led an event where students came to honor their loved ones by bringing pictures of their loved ones who have passed away.
- November 2017
 - 6th thru 9th – Clothing Drive
 - A Green Team initiative in collaboration with many other BCC students held in the student lounge.
 - 21st – Thanksgiving Dinner Luncheon
 - Stearns School volunteered six of their students to 225 attended.
 - 21st – MASSPIRG Annual Event
 - Press conference to bring attention to toys that are dangerous.
 - 30th - Forum – Adam Klepetar Enrollment Management
 - 25 students attended

The newest Club on Campus, Animal Advocacy, held an event “Feast without the Beast.” They served chicken nuggets and tofu nuggets and asked people to see if they could tell the difference. They also served a variety of smoothies.

BCC’s Food Pantry with volunteers of faculty, staff and students helped to put together 40 Food Baskets in support of 40 students in need.

On December 4, 2017, BCC held a Disaster Relief Pancake Breakfast to raise money for community college students in Puerto Rico, Houston and Florida. Criminal Justice students volunteered to serve and BCC Culinary students were volunteering in the kitchen.

BCC’s Men’s Basketball Team is off to a good start.

5. ALUMNI TRUSTEE REPORT

The Alumni Board has been working on an Alumni Association Newsletter. It will be finished any day now, and I will have Kim Brookman distribute it to the Trustees. The newsletter will contain campus news, class notes, and each newsletter will feature an Alumni Spotlight. The newsletter will be released two times a year.

6. FOUNDATION BOARD TRUSTEE REPORT

Vice President Smith reported the following.

BCC faculty member, Faye Reynolds recently launched an amazing project to create an online photographic database of the biological traits of flora and fauna. The images are breathtaking, and the site has already generated national attention. Faye has been doing all this work with a borrowed piece of equipment meant for use by a different program in our life sciences. The work is tedious and time-consuming.

At the conclusion of the presentation, the foundation voted to provide a \$12,000 grant to the College to purchase a state of the art microscope to use in the project. The microscope has been ordered and should arrive shortly.

Later in the meeting, the Foundation was asked to provide, and subsequently approved, \$25,000 in funding to purchase an Anatomage table for BCC. The table is essentially a virtual cadaver to be used in the nursing program and in other classes. It's basically a life-size screen built into an electronic table that students can use to dissect images. We will be the only installation West of UMass Amherst in the Commonwealth to have this device. President Kennedy announced that the remainder of the funds, over \$100,000, will come from a partnership with Berkshire Health Systems and the Commonwealth of Massachusetts. We should have the table in time for the spring semester.

The foundation's finance and investment committee then reported that our various investment portfolios are all up strongly and that performance compares favorably to benchmark.

We also discussed recent progress regarding a market feasibility study to determine how South County Center might be reconfigured to better serve the local area. The study should happen sometime in the first half of 2018. The community is really behind the concept of serving the food/hospitality and agriculture sector with farm-to-table and entrepreneurship programming.

We are creating an alumni newsletter which will be distributed later this week via email. Our alumni board is very excited about this, since a great deal is happening on campus.

The 40 Under Forty fundraising event will be held on March 29 at the Crowne Plaza. We have secured three major sponsors so far, and currently have close to 70 nominations.

Smith encouraged everyone to consider nominating a young rising star who is deserving of recognition. The deadline is December 15 and information may be found on the college's website. We are also running ads on a daily basis in the Berkshire Eagle.

The development committee then recommended that we put our "not your average dog show" on hiatus for next year. Our plan is to instead have a re-dedication of the Boland Theatre in its place. This recommendation was accepted by the Foundation

The Foundation treasurer reported that income and expenses are generally on budget.

7. SUBCOMMITTEE REPORTS

a. Finance

Vice President Law presented the first quarter trust fund report. Everything is on track so far this year.

Upon a motion duly made and seconded, it was VOTED unanimously to approve the Berkshire Community College FY18 Trust Fund Report for the first quarter ending September 30, 2017.

8. ADMINISTRATIVE ACTIONS

a. Personnel Actions

Deb Cote presented the personnel actions.

Upon a motion duly made and seconded, it was VOTED unanimously to approve the personnel actions for the period September 26, 2017 through November 28, 2017.

b. Conflict of Interest Law, Ethics Commission Advisory, Trustee Statement of Commitment

Deb Cote briefly reviewed the conflict of interest law and the ethics commission advisory. Trustees were asked to sign an acknowledgement of receipt for the Conflict of Interest Law.

9. OTHER BUSINESS

a. Old - None.

b. New - President Kennedy suggested a Board retreat for the January 23rd meeting, the Board agreed. The President asked trustees to sign the Trustee Statement of Commitment and Responsibilities given to them at the meeting and pass along to Kim Brookman at the end of the meeting.

10. ADJOURNMENT

The meeting was adjourned at 6:23 pm. The next scheduled meeting will be held on January 23, 2018.

DATE: January 7, 2018

Respectfully submitted,



Kim Brookman

Approved:



Darlene Rodowicz, Board Chair

