



MONTGOMERY COUNTY COMMUNITY COLLEGE
340 DEKALB PIKE
BLUE BELL, PENNSYLVANIA

The meeting of the Montgomery County Community College Board of Trustees was held on Monday, January 23, 2017 at 4:00 p.m. in the Rotelle Family Board Room, East House.

Board of Trustees

Present: Richard Montalbano, Chairperson; Anisha Robinson Keeyes, Treasurer; Sean Kilkenny, Secretary; Margot Clark, Assistant Secretary; Lisa Binder, Frank Custer, Eleanor Dezzi, Marcel Groen, Michele Jervis-Schultz, Ed Mullin, Theresa Reilly, and Ellen Toplin
Also attending the beginning of the meeting was Michael D'Aniello and Regina Lowrie

Absent: Andy Cantor, Vice Chairperson

Also Present:

Dr. Kevin Pollock, President; Marc Davis, Solicitor; Vicki Bastecki-Perez, Vice President for Academic Affairs and Provost; Arline Stephen, Vice President for Development and External Relations; David DiMattio, Vice President of the West Campus; Charles Somers, Vice President for Finance and Administration; Jaime Garrido, Associate Vice president of Facilities and Construction; Philip Needles, Vice President of Student Services; Celeste Schwartz, Vice President of Information Technology and Chief Digital Officer; Harold Halbert, English Associate Professor, Faculty Union Representative; Connie Speier, Administrative Assistant for the Social Science Division and Support Staff Union Representative; Angela Polec, Executive Director of Marketing and Communications; Daniel Hanson, Director of Strategic Communications; Rose Makofske, Director of Equity and Diversity Initiatives & Title IX Coordinator; Joshua Mitchell, Director of User Support and Instructional Technology; Samuel Wallace, Geography Assistant Professor; Timothy Connelly, English Assistant Professor, First Vice President of Faculty Union Representative; Stefanie Crouse, Academic Advisor, Assistant Professor; David Kowalski, Executive Director of Institutional Research; Dolores Lare, Chair, Foundation Board of Directors; Joseph Gallagher, Vice Chair, Foundation Board of Directors; Lynn Kush, Executive Assistant to the President; Deborah Rogers, Executive Assistant to the Board of Trustees; Keely Bryford, Student; Joseph Palmer, Former Trustee, Peggy Gibbons, Reporter with the Intelligencer

Call to Order

Chairperson D'Aniello called the meeting to order at 4:01 p.m.

Pledge of Allegiance

Keely Bryford, student, led the attendees in reciting the Pledge of Allegiance.

Introduction of Guests

Vice President Schwartz introduced new guests, Timothy Connelly, English Assistant Professor, Samuel Wallace, Geography Assistant Professor; First Vice President of Faculty Union Representative; David Kowalski, Executive Director of Institutional Research; Dolores Lare, Chair, Foundation Board of Directors; Joseph Gallagher, Vice Chair, Foundation Board of Directors; Joseph Palmer, former Trustee.

Michael D'Aniello introduced the four new Trustees in attendance; Lisa Binder, President of G2G Associates LLC.; Frank Custer, former director of communications for Montgomery County and co-owner of Frank-Lee Speaking LLC.; Michele Jervis Schultz, bilingual Spanish speech language pathologist and English language learning specialist for the Montgomery County Intermediate Unit and Theresa Reilly, senior vice president of patient care services and chief nursing officer at Abington Jefferson Health.

Mr. D'Aniello also acknowledged the four former Trustees, Moon Ahn, Susan Arnhold, Geoffrey Brandon and Trudy Mann for their dedication and years of service on the Board and noted that they will be missed.

Public Testimony

There was no Public Testimony.

Election of Officers

Before the election of officers commenced, Board Chairperson, Michael D'Aniello made the announcement that he is officially tendering his resignation from the College's Board of Trustees and will not complete his term. He yielded to the College's Solicitor, Marc Davis to continue the election. Before Mr. Davis continued, Trustee Lowrie asked to have her name removed from the list of nominations as the Treasurer. She also tendered her resignation noting that she has grave concerns of the autonomy of the Board of Trustees. She wished everyone much success and thanked Mr. Davis for his help with the Board. Both Mr. D'Aniello and Ms. Lowrie provided letters of resignation to the Board and both left the meeting.

Mr. Davis, the College's solicitor, took over and explained how the Nominating Committee works and asked Trustee Robinson Keays to propose the slate of officers.

Trustee Robinson Keays proposed the slate of officers on behalf of the Nominating Committee as presented at the December Board meeting. She recommended the following slate of officers for the Montgomery County Community College Board of Trustees for calendar year 2017:

Vice Chairperson: Andrew B. Cantor
Secretary: Sean Kilkenny
Assistant Secretary: Margot Clark

Trustee Mullin made the motion to close the slate and to elect the three officers as presented. The Board unanimously approved.

Mr. Davis asked if there was a nomination for the Chairperson since one was not proposed at the December Board meeting. Trustee Robinson Keays made the motion to nominate Trustee Richard Montalbano as the Chairperson. Trustee Mullin made the motion to close the nomination and to elect Trustee Montalbano as the Board Chairperson. The Board unanimously approved.

Mr. Davis asked if there was a nomination for the Treasurer since Trustee Lowrie tendered her resignation as Treasurer and Board member. Trustee Toplin made the motion to nominate Trustee

Anisha Robinson Keys as the Treasurer. Trustee Mullin made the motion to close the nomination and to elect Trustee Robinson Keys as the Board Treasurer. The Board unanimously approved.

Mr. Davis asked if Trustee Robinson Keys approved of her nomination which she approved. Mr. Davis asked that a motion be made to close all nominations.

Trustee Robinson Keys made the motion to close the slate of officers and to elect the officers as presented. Trustee Mullin seconded the motion. The Board unanimously approved the 2017 slate of officers.

Trustee Montalbano took over the remainder of the meeting as Chairperson. He made a few comments and was thankful to everyone and noted his respect for the College and its mission. He also noted that he joined the Board of Trustees twelve (12) years ago and talked of his experiences during commencement and other events at the College. Everyone welcomed Trustee Montalbano as the new Chairperson.

Former Trustee Joseph Palmer asked if he could say a few words on behalf of outgoing Chair, Michael D'Aniello. The Board allowed Mr. Palmer to make his statement during this time.

Consent Agenda

Trustee Mullin motioned to approve Consent Agenda Action items **A** through **E** as presented. Trustee Kilkenny seconded and the Board unanimously approved. Information items **F** through **M** under the Consent Agenda were accepted as presented.

Action Items:

- A. Approval of the December 19, 2016 Minutes
- B. General Education Core Curriculum
- C. Ratification of Professional Hires and Separations for December/January 2016/17
- D. Faculty Promotions
- E. Sabbaticals

Information Items:

- F. Core Financial Ratios & Composite Financial Index
- G. Wilmington Trust Performance Update
- H. Investment of 2013 Bond Proceeds
- I. Investment of 2015 Bond Proceeds
- J. Health Sciences Center Update
- K. Marketing Update
- L. Faculty Accomplishments
- M. Open Enrollment Update

Quarterly Treasurer's Report through December 31, 2016

Trustee Toplin asked that this be deferred until the February Board meeting for discussion. She also requested that the Core Financial Ratios be further discussed at a strategic session.

The Board unanimously approved.

President's Report

Dr. Pollock reviewed highlights of the President's Report.

Enrollment Summary**Spring 2017 Enrollment**

As of 1/23/2017, we are currently 5.49% below prior year (86,714 PY) in total credit hours generated and 5.07% below prior year (12,606 PY) in total duplicated headcount. The total unduplicated headcount is 4.41% (9,655 CY vs 10,100 PY) below prior year. The current year new student registration (1,180) is 14.56% above prior year (1,030).

Access

In December 2016, the College was selected to receive its third Bridge to Employment grant from Johnson & Johnson. This \$100,000 grant will allow the College to work with Janssen Bio Tech in Malvern and a local high school over a three-year period. The grant provides funding for career exploration and college readiness skill building, as well as dual enrollment opportunities for a group of 45 tenth graders who will be followed through twelfth grade. The planning for the program will begin in January 2017, and the student activities will begin in August 2017 and continue through June 2020.

As of December 31st, Marketing Enrollment efforts for December have been focused on driving registration for winter and spring. A multi-channel approach including direct mail, social media, digital and traditional advertising was deployed to attract new and returning students.

On January 11th, a pilot of a new text messaging tool (Signal Vine) was used to communicate to students who were in the deregistration queue due to non-payment. Over 64% of 430 recipients responded to this form of communication, a significant increase over prior forms of communication such as email. Most recipients responded within five minutes. The College is considering the use of text messaging in this manner as a permanent process change going forward.

Success

As of December 20th for FY17 to date, 399 students have received scholarships totaling \$268,098.

As of December 31st for FY17 to date, the Foundation has received \$595,472 in new gifts and pledges, \$241,888 in Futures Rising Campaign pledge payments, and \$220,250 in public funding payments. Also, \$1,678,934 of funds raised since July 1, 2013 to date qualify toward the MCEDC Challenge match - \$2.1 million is due by May 2020.

The University Center of Montgomery County Community College has signed an agreement with Penn State University to provide an RN-BSN on the Central Campus. Classes will begin in the spring and will provide a pathway from MCCC's nursing program to Penn State. Students will also have the option of continuing at Immaculata University for a Master of Science in Nursing through the University Center.

Develop and Engaged Community

As of December 20th for FY17 to date, the Lively Arts Series has realized an increase in gross ticket revenue over last year, \$72,045 to \$70,315. Three out of four performances were sold out. Total patron attendance as of December 31st was 5,992; 726 of which were new patrons.

On December 21st, KEYS held their annual holiday party to present to the KEYS students and their children the Adopt-A-Family gifts. The Montgomery County Community College Family did it again, going above and beyond in their generosity to the children and students of the KEYS Program. KEYS staff and members were grateful to the Student Leadership and Involvement Team for organizing this wonderful event.

On December 21st, Dr. DiMattio was appointed to the Board of Directors of the Upper Perkiomen Valley Chamber of Commerce.

On December 24th, the Municipal Police Officers Education and Training Commission approved the return of the Municipal Police Academy to the Blue Bell Campus after being housed in the Montgomery County Public Safety Center in Conshohocken since 1991. The approval is temporary, pending the full Commission vote in March. The academy will be housed in the new Health Sciences Center and will continue to use an offsite facility for driver safety and firearms training.

President's Outreach

On January 23rd, Dr. Pollock hosted a lunch with George Marin, who is a former student and 2008 MCCC Alumni Hall of Fame recipient.

As part of the President's report, Stefanie Crouse and David Kowalski provided the Board with a brief overview of the Integrated Planning & Advising for Student Success (IPASS) grant. It was noted that Montgomery County Community College was one of the four original Integrated Planning & Advising Services (IPAS) recipients to receive the grant out of twenty-two institutions.

Finance Committee:

Trustee Toplin Reported for the Committee.

1. **Brand Refresh:**

Trustee Toplin provided a brief overview of the Brand Refresh RFP that went out in November, 2016. The RFP was sent directly to the preferred and approved vendors that had been identified through the Marketing & Creative Services RFP. Eight responses were received by the College's Business Office. The responses were evaluated on specific criteria as well as working with an identified budget of \$185,000 for the scope of work to be completed.

Out of the eight respondents, Clarus Corporation was unanimously selected as the recommended vendor by all members of the review committee, rating highest on the rubric assessment. The firm's approach to brand development is grounded in research and recognizes the intrinsic link between a brand promise and the commitment to delivering on that promise through a positive student experience.

The proposal included user testing and validation at multiple points throughout the process at a cost that was among the lowest of all responses.

The recommendation of the Curriculum and Finance Committees is to award the Brand Refresh contract to Clarus Corporation for a total of \$150,965.

Trustee Toplin made a motion to award the Brand Refresh contract to Clarus Corporation for a total of \$150,965. Trustee Groen seconded and the Board unanimously approved.

Bids:

Vice President Somers reported under bids the following:

Ellucian Elevate:

Workforce Development courses at MCCC have been managed within the Ellucian Colleague Student Information System since the implementation of the platform in 1994. This permits management of courses, faculty, etc. alongside credit-bearing courses. This coexistence permits efficiencies as related to the student experience, staff training, compliance reporting, etc. Students have been able to register for Workforce Development courses through a feature named Instant Enrollment on the Ellucian WebAdvisor platform. Ellucian is terminating both the Instant Enrollment and WebAdvisor products. Instead, Ellucian is offering a replacement product named Elevate which manages all non-credit processes such as course management, faculty management, payment, student registration, etc.

Integration provided by Ellucian on the Elevate product is critical to the efficient and seamless operations between credit and non-credit bearing registration and reporting. Replicating and supporting similar integration would be a resource consuming process for MCCC, detracting from the ability to concentrate on more strategic-impacting priorities. In addition, the product is a mature, best-of-breed solution for non-credit course and registration management.

Trustee Mullin made the motion to recommend the purchase of the Ellucian Elevate product for an annual license cost of \$35,120 and a one-time implementation cost of \$66,937. The initial contract for the product will include a three year term. Trustee Toplin seconded and the Board unanimously approved.

Chair's Report

Trustee Montalbano noted that he asked new Trustee Binder to lead an ad-hoc committee on Board Organizational Development. He also appointed Trustee Toplin to lead an ad-hoc committee to develop a new process for on-boarding new Board members.

Trustee Montalbano asked the Board members to send to him the names of the committees they would like to serve on. A decision on who would be the Committee Chair and committee members will be made shortly after he receives requests from everyone.

Old Business

Trustee Groen asked if Marketing and Communications could present at a future meeting an update on the results from bringing marketing and enrollment management in house, and thanked Angela Polec, Executive Director of Marketing and Communications for the work completed to date.

Trustees Toplin and Groen asked to have the agreement signing with ABC on January 26th canceled until they understand more about the agreement and apprenticeship programs.

New Business

Trustee Toplin asked if the new Trustee members could introduce themselves and to say a little more about their background.

Adjournment

The meeting was motioned to adjourn at 5:34 p.m.

The next meeting is scheduled for Monday, February 27, 2017, 4:00 p.m. in the Rotelle Family Board Room, East House, Central Campus.

Sean Kilkenny
Secretary