



NOTICE OF PUBLIC MEETING

REGULAR MEETING OF THE BOARD OF TRUSTEES

Monday, April 8, 2019

5:00 p.m.

**Southeastern Community College
1500 West Agency Road, West Burlington, Iowa
Board Room (Room #AD-1)**

Meeting Minutes

1.0 Routine Items

1.1 Call to Order, Roll Call, and Pledge of Allegiance

Board Chair Fife-LaFrenz called the meeting to order at 5:00 p.m. Roll call indicated Trustees Janet Fife-LaFrenz, Jeff Heland, Lanny Hillyard, Chris Prellwitz, and Moudy Nabulsi were present in the Board Room. Also present were President Dr. Michael Ash, Treasurer Kevin Carr, Secretary Darcy Adams, and SCC staff members Chuck Chrisman, Joan Williams, Dr. Don Weiss, Becky Rump, Jeff Ebbing, and Meghan D'Souza.

1.2 Adoption of Formal Agenda

Trustee Hillyard moved that the tentative agenda be adopted. Trustee Heland seconded. Motion carried with all trustees recorded as voting aye.

1.3 Communications (Limited to Five (5) Minutes per Individual)

1.3.1 Audience

No report.

1.3.2 Administration

Executive Director for Institutional Advancement Becky Rump reported that the SCC Foundation 13th Annual Great Tastes Fundraiser will be held on April 12, 2019. This event is the biggest fundraiser of the year.

1.3.3 Board

Board Chair Fife-LaFrenz reported that we have signed a contract to proceed with Board Retreat with Jennifer Horn-Frasier of Bluebird Sky. Each Trustee is scheduled to have an individual phone interview with Ms. Frasier.

There was no regular WIOA board meeting in March. There will be one in April to look at multiple concepts of how they will divide Iowa WIOA regions.

She also reported that she participated in an ACCT communication and education committee meeting which focused on agenda items for ACCT Legislative Congress in the fall. Their committee has been working on a power point presentation that she would like to share with IACCT.

Trustee Nabulsi distributed a publication from the Community College Council. He noted information from the Department of Education on how resources are utilized.

1.4 Iowa Association of Community College Trustees Report

Trustee Hillyard reported that he attended the regular IACCT meeting April 4th. At that meeting, they heard a Higher Ed report.

He noted that the IACCT Annual Conference will be held July 24-26 in Council Bluffs. He also reported that they negotiated a very good TIAA contract.

The IACCT Kibbe Award was discussed. This award always goes to a member of the IACCT Board. They are creating an additional award for 2020 to allow for Trustees outside the IACCT Board to be selected.

2.0 World Changing – Changing Our Thinking

2.1 TRIO SSS (Sibyl McIntyre)

President Ash welcomed TRIO SSS leaders, support staff and students who have come to share about their program. TRIO is a Federal grant program. They write for the grant every 5 years. They will re-write in 2020. Sibyl McIntire is the Director of that program. TRIO supports both campuses and operates under Vice President Joan Williams. With Sibyl are Holly Luttenegger, Sarah Schwartz, Lisa Hunter, and Kelly Waters.

Sibyl and staff provided a brief history of the TRIO Program at SCC. In 2015, the program was awarded full funding and expanded to include Keokuk. Today they serve 250 eligible students in West Burlington and Keokuk.

To qualify for TRIO SSS, SCC students must:

- Be US Citizen or permanent resident
- Be first-generation, income eligible or disabled student
- Want to complete a four-year degree or higher
- Demonstrate Academic Need for Services

Trustee Nabulsi inquired about what steps they use to recruit. Director McIntire responded that they go into classrooms, advertise around the college and during college activities. They are students that are already in college. This helps them succeed. Enrollment Services also helps identify students that could benefit. Board Chair Fife-Lafrenz inquired whether they can recruit from high schools. Director McIntire responded that the information is provided to high school counselors who can refer students to TRIO.

TRIO provides many services to their students including:

- Academic Advising and Degree Planning
- Success Workshops
- Computer Lab with free printing
- Study Skills and Test Taking
- Financial Aid Assistance
- Campus Visits to transfer colleges
- Career Exploration
- Career Site Visits
- Leadership and Volunteer opportunities

TRIO SSS Outcomes –

- Persistence: 81% of TRIO Participants enrolled in 2017 returned in 2018
 - Good Academic Standing: 88% of TRIO Participants were in good academic standing 2017-2018 (minimum 2.0 GPA).

- Associate Degree or Certificate: 67% earned a credential within 4 years.
- Associate Degree & Transfer to 4-year Institution: 46% graduate within 4 years and transfer by the fall of the following academic year.

Director McIntire and Holly Luttenegger introduced four students who came to share how TRIO SSS has helped them succeed and make plans for continuing their education.

Trustee Hillyard thanked the students for sharing their experience and the opportunities they have gained through TRIO SSS.

2.2 Marketing Update (Jeff Ebbing & Meghan D'Souza)

President Ash introduced SCC Marketing Director Jeff Ebbing and Marketing Communication Coordinator Meghan D'Souza. He congratulated Director Ebbing for winning the Gold Paragon Award for Interior Graphics at the National Council for Marketing and Public Relations Annual Conference. This Award was for the wall design in and outside Enrollment Services, surrounding the Business Office and Student Services area. The judges made a very special mention of the "I Want To" feature wall inside the Enrollment Services office. While Marketing has won many awards at the District Level, and even their fair share of Bronze and Silver awards at the National Level, this is only the 5th Gold Paragon won since they started submitting awards in 2006. Director Ebbing and Coordinator D'Souza are here to present a Marketing Update. Director Ebbing thanked President Ash for his recognition.

Director Ebbing reported that with limited staff and resources, they have to prioritize the many requests they get on a daily basis. Currently they have an intern who is assisting. Their focus has been determining the best ways to reach potential students through media. Each academic year, they ask students how they wish to receive communication. Most students still say they read email, so that is a tool that is used. Marketing is also communicating through Facebook, Instagram, Twitter and YouTube. They have tools to identify which medium is being viewed the most and can compare that to other colleges. National data identifies Facebook, Instagram, Snapchat and YouTube as the top media tools targeting students and parents. Television ads are expensive and do not effectively reach potential students. Coordinator D'Souza provided examples of recent marketing promotions they have done and what the response has been. They are able to do their own videos at a very low cost. Once things are posted, the media is continuously monitored so they can provide timely responses and feedback when it is received. They are pleased to report that data reflects we are exceeding other community colleges with the number of views to our posts and opened emails. They plan to refine the data tracking processes and improve on the video posts where they are getting the most response.

3.0 Action Items

3.1 Approval of Consent Agenda

1. Approval of Minutes for the March 18, 2019, Regular Board Meeting

2. Presentation of Bills of Account

3. Resignations, Terminations and Mutually Agreed to Contract Adjustments

Name	Title	Date of Hire	Last day of Employment	Reason
Derek Schreiner	Associate Professor – Electronics Technology	08/16/2010	08/19/2019	Personal.
Don Weiss	Dean of Career and Technical Education/Executive Director of CBIZ	07/06/2017	06/30/2019	Retirement.

4. Employment Contracts

Name	Title	Contract Period	Salary
Kevin Teno	Director of Assessment, Curriculum and Learning Resources	April 29, 2019 – June 30, 2019	\$9519.23 (\$55,000 annual)
Kelly Walker (Replacement)	Evening Receptionist/Housekeeper – Mt. Pleasant Center	April 1, 2019 – June 30, 2019	\$4,389.84 (\$17,559.36 annual)

Trustee Prellwitz moved approval of the Consent Agenda items. Trustee Heland seconded. Motion to approve the Consent Agenda carried on a 5-0 roll call vote.

3.2 Approval for naming of Permanent Art Gallery - The Harry & Virginia Murray Art Gallery

Executive Director of Institutional Advancement Becky Rump reported that the new art gallery is nearly completed. She expressed thanks for all the efforts to do this. During the Building the Dream Campaign the Murray Foundation donated funds specifically designated to art. As a result of their donation and the need for more space to display donated art and have safe storage, the permanent art gallery has been established. In honor of their donation, it seems appropriate to request approval to name it: The Harry & Virginia Murray Art Gallery.

Trustee Nabulsi moved approval of the naming of Permanent Art Gallery – The Harry & Virginia Murray Art Gallery. Trustee Hillyard seconded. Motion to approve the naming of the Permanent Art Gallery – The Harry & Virginia Murray Art Gallery carried on a 5-0 roll call vote.

3.3 Approval for naming of Welcome Center Art Gallery – Schuldt-Moore Art Gallery

Executive Director Rump reported that the Welcome Center Art Gallery has never officially been named. A major donor towards that art gallery came at the beginning of the Building the Dream Campaign from John Schuldt and Mary Moore. They also donated pieces from their art collection. The Welcome Center Art Gallery is used for visiting artists and students. Art Instructor John Bybee also uses it as a teaching lab. In recognition of John Schuldt and Mary Moore’s generous donations, we request approval to name the Welcome Center Art Gallery – the Schuldt-Moore Art Gallery.

Trustee Nabulsi moved approval of the naming of Welcome Center Art Gallery – Schuldt-Moore Art Gallery. Trustee Hillyard seconded. Motion to approve the naming of the Welcome Center Art Gallery carried on a 5-0 roll call vote.

4.0 Accountability

4.1 Graduation Information

Registrar Dennis Marino presented information on the dates and locations for the upcoming High School Equivalency Graduation ceremony and the Keokuk Campus and West Burlington Campus commencement ceremonies. He reviewed a memo outlining historical information on the number of awards given over the past six years during commencement as well as the number of individuals who have requested graduation honors for this spring at this point.

Discussion was held regarding the declining number of HiSED degrees being awarded. It was noted that the new HiSED test, which was implemented in 2014, is more challenging than the GED test.

Registrar Marino reported that currently we have more signed up for graduation then compared to last year at this time.

He also noted that the state has been working with Community Colleges to help increase graduation rates. These efforts include additional certificates for short-term training in accounting, construction, EMT, and agriculture. Another program that is starting is Reverse Transfer to help students who came to a Community College for a year to still be able to earn their AA degree. Sometimes students only attend community college for one year and transfer which affects graduation rates. The Reverse Transfer program allows these students to still get AA degree in a regent school who in turn transfers that AA back to SCC so we can graduate them. To date we have graduated 13 students through reverse transfer, including 2 in December.

4.2 President's Report

- 1.) **Statewide marketing** – Colleges are developing a statewide effort to market our programs in a more coordinated fashion.
- 2.) **IACCT Trustees** – Developing a new Vision and Mission statements along with “strategies.” This is a work in progress.
- 3.) **Intermediary Network** – Statewide effort to better coordinate their work and to develop appropriate support systems as they work with K-12 schools on workforce issues. This is an effort to bring all workers across state together to have more strength in presentations to make a tougher stand with legislature for additional resources.
- 4.) **Lobbyists** – The Governor and the House have each stated their budget numbers for State General Aid whereas the Senate is still trying to find ways to structure their budget. There is some belief that we will see about \$6M new dollars in State General Aid support.
- 5.) **Training Fund** – The \$40.3M workforce training dollars are still intact and expected to remain so.
- 6.) **Last Dollar Scholarship** – Rules are being developed on how to utilize the potential funding. The Governor and House have given their budget numbers on this new program, however, the Senate is still working out their budget numbers.
- 7.) **SAVE** – This funding program has been extended and has a provision in it that will supply approximately \$1M per year for the career academies infrastructure...maximum grant could be \$1M but the whole fund would have only about \$5M in it over the next five years.

- 8.) **WIOA Region Maps** – There continues to be ongoing discussions/debates on how many regions and how they should be divided. Recently a seven region map was introduced. It does appear that WIOA will remain the same for yet another year as they work through the details of re-alignment.
- 9.) **GAP Funding** – Some minor but important tweaking on the “rules” for use of this program for non-credit programming.
- 10.) **Concurrent Enrollment** – New approach would allow private K-12 schools to have direct access to the Concurrent Enrollment programs without having to work through public schools. The legislature is wrestling with how to improve the funding formula for K-12 in Supplemental Funding.
- 11.) **Work Based Learning Courses** – Concurrent Enrollment additional courses for credit that support in the workforce development stream.
- 12.) **PTK All Iowa Academic Team Banquet** – SCC will be hosting this event next year and it is scheduled to be held on Monday, March 2, 2020.
- 13.) **Art Gallery** – Working on an Open House and Ribbon Cutting Program.
- 14.) **The Turf** – Planning is underway for a donor event/ribbon cutting ceremony this summer.
- 15.) **Free speech goes into effect immediately.** The Governor has signed a bill enforcing new Free Speech law that is effective immediately. We have a draft policy. It has to do with student clubs and them being able to do certain things and also about who comes onto campus. This is critical as far as government is concerned. We have to take care of pretty quickly. We will run it through attorneys to make sure we have covered the bases. There are groups that are trolling college websites to see if you have.
- 16.) **KidTek-U**– Enrollment has started for KidTek-U Summer program. This program grows each year.

4.3 Financial Report

Vice President of Administrative Services Carr reported on the financial statements for period ending March 31, 2018. From the General Fund he noted there is increased revenue from tuition. Income tax refunds will not come until April and May. For Net, we are \$297,000 net above prior years. Reflective of not struggling with reduction in enrollment from last year.

4.4 Facilities Update

Vice President Carr reported there are a few small things they are completing on the Murray Art Gallery on the West Burlington Campus. The Winegard and Witte residence halls are being painted.

In Keokuk, the dirt work is completed for the solar project. The supports for panels are being placed by Sunshine Power, a subcontractor of Michael Mohrfeld. The pavilion in Keokuk will be painted once the temperatures are warmer.

An updated facilities plan is being developed and will be presented at the May 14 Regular Board Meeting.

5.0 Future Meetings

Chair Fife-LaFrenz reviewed the list of future meetings.

6.0 Closed Session Pursuant to Section 21.5(1)(i), Code of Iowa/ Evaluation of President

Trustee Hillyard moved that the Southeastern Community College Board of Trustees conduct its business by closed session as provided by Section 21.5(1)(i) of the Code of Iowa, to evaluate the professional competency of an individual whose appointment and hiring is being considered when necessary to prevent needless and irreparable injury to that individual's reputation and that individual requests a closed session. Trustee Heland seconded. Motion carried on a 5-0 roll call vote. The closed session began at 6:55 p.m.

Trustee Hillyard moved to end the closed session. Trustee Nabulsi seconded. Motion carried on a 5-0 roll call vote. The closed session ended at 8:33 p.m.

7.0 Adjournment

There was consensus that the meeting be adjourned at 8:33 p.m.

These minutes have been approved by the Board of Trustees and this is certified to be a true copy.

A handwritten signature in cursive script that reads "Darcy Adams".

Darcy Adams
Board Secretary