



Regular Meeting of the Board of Trustees
Monday, April 11, 2016
5:00 p.m.
1500 West Agency Road, West Burlington, Iowa
Board Room (Room #AD-1)

1.0 Routine Items

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

Board Chair Nabulsi 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. Also present were President Dr. Michael Ash, Treasurer Kevin Carr, Secretary Sherry Zeller, SCC staff members Dr. Carole Richardson, Joan Williams, Chuck Chrisman, Michelle Foster, Becky Rump, and Jeff Ebbing.

1.2 Adoption of the Formal Agenda

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

1.3 Communications

1.3.1 Audience

Art Instructor Suzanne Messer invited everyone to attend the performances of “Five Wounds”. She reported that talented SCC students, led by English Instructor Jodi Cook and Music Instructor Leigh Pirtle, will sing and dance during the performance of the play.

Instructor Lee Skeens spoke in support of Instructor Ramona Linville who is being recommended for termination.

Sandy Krell-Andre spoke in support of the Chemical Dependency Program, the Costa Rica student trip, and Peace Studies courses. She also spoke in support of Instructor Ramona Linville who is being recommended for termination.

Instructor Ramona Linville spoke in support of her position/contract as Sociology Instructor being continued/not terminated.

Cecilia Ipert spoke in support of the Chemical Dependency Program.

1.3.2 Administration

Executive Director for Institutional Advancement Becky Rump invited everyone to attend the SCC Foundation Fundraiser Great Tastes on April 22 at Pzazz.

1.3.3 Board

Trustee Fife-LaFrenz reported that she attended a meeting of regional education leaders at Great Prairie AEA regarding career readiness. The Regional Workforce Investment Board did not meet in March. Trustee Fife-LaFrenz reported that she participated in a webinar on online instruction.

Trustee Nabulsi reported that he participated in the recent Community College Council meeting wherein SCC received approval for continued accreditation. He expressed appreciation to President Ash and his staff for their work on the accreditation. Trustee Nabulsi stated that the Department of Education reviewed annual reports on Joint Enrollment, Education Outcomes, and Adult Education and Literacy. He provided a copy of the reports.

1.4 Iowa Association of Community College Trustees Report

Trustee Nabulsi reported that at the recent IACCT meeting the Department of Education presented a video entitled *Your Future Starts Here*. The IACCT Board members broke into small groups to discuss how students can overcome barriers in order to complete their college education. A PowerPoint on AACC's *Empowering Community Colleges to Build the Nation's Future* program was viewed and discussed.

2.0 World Changing – Changing Our Thinking

Tour of New Health Professions Building

President Ash led the Trustees on a tour of the new Health Professions Building.

3.1 Approval of Consent Agenda Items

- a. Approval of Minutes for the March 21, 2016, Regular Board meeting
- b. Presentation of Bills of Account
- c. Resignations, Terminations and Mutually Agreed to Contract Adjustments

Julie Barron

Position: Coordinator for Academic Support Services
Date of Hire: 12/11/2006
Last Day of Employment: 05/16/2016
Reason: Retirement

Elizabeth Campbell

Position: Director of Adult Education
Date of Hire: 07/01/2013
Last Day of Employment: 06/15/2016
Reason: Personal

Mark White
Position: Director/Executive Director of the ICCOC
Date of Hire: 03/11/2013
Last Day of Employment: 06/30/2016
Reason: Personal

- d. Employment Contracts
None to present.

Trustee Fife-LaFrenz moved approval of the Consent Agenda items including a revision to the last day of employment for Julie Barron from May 4 to May 16. Trustee Hillyard seconded. Motion to approve the Consent Agenda carried on a 5-0 roll call vote.

3.2 Receive Teacher's Termination Notice and Recommendation to Terminate Contract of Faculty Member Ramona Linville

President Ash reported that SCC teacher, Ramona Linville, has been served with a Notice and Recommendation to Terminate Contract and that it is his recommendation to the Board of Trustees that the teacher's contract be terminated for the reasons stated in the Notice. President Ash handed a copy of the Teacher's Notice and Recommendation to Terminate Contract of Ramona Linville to Board Secretary Zeller and thereby served the Board of Trustees with the Notice.

Trustee Hillyard moved to approve the termination of Ramona Linville based on the reasons stated in the Teacher's Notice and Recommendation to Terminate Contract. Trustee Prellwitz seconded. Motion carried on a 5-0 roll call vote.

Note: The previous vote on Contract Termination of Ramona Linville is void as the faculty member has requested a hearing and continuance per Iowa Code Chapter 279.15 and the request was pending; however, the Board was unaware of the hearing request. A hearing date will be arranged.

3.3 Resolution Approving Construction Contract and Bond for the Construction of the New Parking Lot, South of Fair Building

Vice President Carr reported that no changes have been made to the new parking lot construction contract since its content was originally approved by the Trustees. The contractor, Jones Contracting Corp. of West Point, Iowa, has provided the performance bond in the amount of \$324,777 as required for the project.

Trustee Fife-LaFrenz moved to approve the Resolution Approving Construction Contract and Bond for the Construction of the New Parking Lot, South of Fair Building. Trustee Heland seconded. Motion carried on a 5-0 roll call vote.

3.4 Fort Madison Center – Purchase Offer

President Ash reported that at the March 21, 2016, meeting the Trustees authorized him to negotiate the sale of the Fort Madison Center. He presented copies of an appraisal prepared by Govern & Co., Inc. which showed that the Center's appraised value is \$230,000. President Ash reported that he initially requested \$250,000 from Harmony Bible Church for the Center. Following negotiations, a final sale price of \$230,000 was agreed upon.

President Ash reported that the Fort Madison Community School District will vacate the lower level of the Center in June at the end of this school year. A plan will be developed for the college to vacate the building.

President Ash noted that several downtown rental properties are being considered for the future site of the Fort Madison Center.

President Ash recommended that the Trustees approve the sale of the Fort Madison Center for \$230,000 to Harmony Bible Church.

Trustee Fife-LaFrenz moved to approve the Purchase Offer for the Fort Madison Center as presented. Trustee Heland seconded.

During discussion Trustee Fife-LaFrenz suggested that consideration should be given to regenerating the Fire Science program in an area outside the Fort Madison city limits.

Motion carried on a 5-0 roll call vote.

3.5 Industrial New Jobs Training Certificates (2016-1 Multiple Project)

3.5.1 Resolution Directing the Publication of Notice on the Proposition of the Issuance of Not to Exceed \$2,300,000 Industrial New Jobs Training Certificates

CBIZ Operations and Economic Development Coordinator Brenda Rubey presented an INJT multiple project with an issuance not to exceed \$2,300,000 Industrial New Jobs Training Certificates for Beck's Superior Hybrids Inc. and Silgan Container Manufacturing Corporation. She recommended approval of the Resolution Directing Publication of the Notice of Issuance of the INJT Certificates.

Trustee Fife-LaFrenz moved to approve the Resolution Directing the Publication of Notice on the Proposition of the Issuance of Not to Exceed \$2,300,000 Industrial New Jobs Training Certificates. Trustee Prellwitz seconded. Motion carried on a 5-0 roll call vote.

3.5.2 Resolution Approving Preliminary Official Statement and Approving Electronic Bidding Procedures

CBIZ Operations and Economic Development Coordinator Rubey stated that the INJT bonds would be sold prior to the May 10 Board of Trustees meeting followed by additional Board action items during that meeting regarding the sale. She recommended approval of the Resolution Approving Preliminary Official Statement and Electronic Bidding Procedures.

Trustee Hillyard moved to approve the Resolution Approving Preliminary Official Statement and Approving Electronic Bidding Procedures. Trustee Heland seconded. Motion carried on a 5-0 roll call vote.

3.6 Revisions to Quality Faculty Plan

Art Instructor Suzanne Messer reported that the Quality Faculty Plan Committee met last fall and decided that the Plan needed to be reorganized to make it easier to read and understand. Dr. Deborah Hedger reviewed the proposed changes which consisted of deleting duplicate language in several sections, moving some sections to different locations, and combining the introduction and purpose. She indicated that no new language has been added to the Plan except for the addition of one heading. Following approval of the proposed revisions by the Trustees, the Committee will move forward with additional substantive changes. President Ash expressed appreciation to Instructors Hedger and Messer for their work on the Plan.

Trustee Fife-LaFrenz moved to approve the revisions to the Quality Faculty Plan. Trustee Heland seconded. Motion carried on a 5-0 roll call vote.

4.1 Graduation Information

Vice President of Student Services Joan Williams 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. She 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.

4.2 President's Report

President Ash reported on the following activities:

- IACCP meeting
 - Western Iowa Tech Community College – best practice presentation on quality online education.
 - Best of Iowa presentation by Iowa Economic Development Dept.
 - Iowa College Student Aid Commission Executive Director Karen Misjack presented on SARA. The Committee has moved the rules into the Iowa Code. Chair Nabulsi expressed appreciation to Dr. Ash for his work on SARA.
 - State General Aid is expected to be \$2.45 million; SCC will receive approximately \$100,000.
 - Department of Transportation is approving the community colleges to provide CDL training for non-students.
 - H.F. 2070 regarding concurrent enrollment being offered by the Regents and private colleges did not pass. The community colleges need to remain vigilant about this initiative.

- The Governor's Future Ready Iowa is scheduled for April 19. President Ash and Trustees Nabulsi and Prellwitz plan to attend.
- Presentation by Department of Education regarding competency based education versus Carnegie unit education.
- Department of Education recommended approval of SCC's accreditation and was highly complimentary of Dr. Carole Richardson, Jan Wolbers, Dr. Deborah Hedger, and the committee.
- President Ash expressed appreciation to Director of Accreditation, Assessment & Articulation/Interim Dean of CTE Jan Wolbers and WIOA/PJ Director Bob Ryan for their work on the two WIOA grants, Adult and Youth, which equates to \$140,000 of indirect funds each year for SCC.
- Promise Jobs program being reduced from 7 to 4 sections in Iowa. Grant RFP will be addressed by WIOA/PJ Director Bob Ryan with President Ash and Executive Director of Institutional Advancement Becky Rump as readers. This grant equates to \$60,000 of indirect funds per year for SCC.
- Recognized Kim Tracy for creating the KidTek University promotional piece. Copies were distributed to the Trustees. Executive Director of CBIZ Dr. Don Weiss and CBIZ Program Developer Kelly Prickett are leading the KidTek University initiative.
- *Excellence with Integrity* curriculum developed by Drake University is currently being tested by DMAACC. This program focuses on soft skills and could be offered at high schools or colleges as a standalone course or as part of a curriculum.

The following items were included in President Ash's written report to the Board:

Internal

- **Budget**
 - Numerous meetings on budget strategy
- **Students**
 - Led a tour of the new Health Professions Building with the Student Board members
 - Formal luncheon with President's Leadership Academy students and Cabinet members
- **Board of Trustees**
 - Special meeting re: budget reductions
 - Met with reporter from KBUR Radio station regarding March 21 Board meeting
- **Facilities**
 - Meeting with internal personnel regarding preliminary space study for indoor sports facility and re-use of West Burlington Campus space
 - Meeting with DLR Group and Greater Burlington Partnership Exec. Director Jason Hutcheson

- Meetings regarding new Science Building with SCC Core Team, President's Executive Council and Science Faculty
- **Major Gifts Campaign**
 - Building the Dream donor group meetings
 - Dinner with donor
 - Phone Conference with a major donor
- **College Personnel**
 - Cooked breakfast for SCC Science Dept. as United Way prize for instructor Cathy Ziglar
 - Met with Dr. Deborah Hedger
 - SCC Retirees Get Together – talked with them about our difficult budget situation
- **Programs**
 - Discussed EMT program with Tina Young and Kristi Schroeder
 - Discussed questions and concerns regarding Burlington High School collaboration with Carole and Jan
 - Discussion on CTE - Career and College Readiness at Great Prairie AEA with Superintendents, High School Principals, Counselors, and CTE instructors; and Economic Development, business and industry personnel
 - Met with Bob Ryan and Becky Rump regarding Promise Jobs grant application
 - Joint meeting of SCC President's Executive Council and Burlington School District's Executive Cabinet regarding improving collaborations
 - Met with Mike Norris regarding regional CTE planning partnerships
- **PACE/PSEO**
 - Discussion with Kevin, Carole, and Michelle R.
- **New Student Residence Halls**
 - Conference call with CCD representatives
- **Kids Tek U**
 - Hand out regarding the developing program for Summer 2016
- **Iowa College Student Aid Commission**
 - Numerous in-person meetings in Des Moines and teleconference meetings re: SARA and other issues
- **Department of Education**
 - DOE presented to the Community College Council – SCC recommendation for re-accreditation; DOE Personnel had wonderful compliments for Dr. Richardson, Jan Wolbers and the faculty. They also expressed appreciation for Dr. Hedger for her work with the statewide faculty credentials committee.
 - Education Outcomes – Certificate, Diploma, and Associate Degree Report
 - Adult Education and Literacy Report
 - Joint Enrollment Report

- **Iowa Community College Online Consortium**
 - Conference call with ICCOC Presidents regarding personnel issue
- **Education Changes Everything**
 - Participated in Police and Fire Career Expo at the Maple Leaf Center
- **Council for Resource Development**
 - Board of Directors meeting in Chicago – April 9
- **Iowa Association of Community College Presidents Meeting in Des Moines on April 6 and 7**
- **Legislative**
 - Lobbying visit with our legislators at the Capitol on March 23
 - Attended Greater Burlington Partnership’s Eggs and Issues with area legislators

External

- Community Foundation Board of Directors meeting
- Southeast Iowa Regional Planning Commission Board of Directors meeting
- Presented to Lee County Leadership class at the Keokuk Depot

Upcoming Events

- Traveling to meet with donor
- Presenting at PTK Induction Ceremony
- SCC Musical – “Five Wounds”
 - Grand Theater in Keokuk April 15 and 16
- Governor’s 2016 Future Ready Iowa Summit (Moudy and Chris are also attending)
- SCC Great Tastes – April 22
- Southeast Iowa Regional STEM Fest at West Burlington Campus – April 23

4.3 Enrollment and Marketing

President Ash reported that increasing enrollment is one of the college’s highest priorities. Current enrollment initiatives go well beyond construction of new buildings and remodeling of existing facilities. He introduced Director of Marketing & Communication Jeff Ebbing who gave a PowerPoint which illustrated many of the current enrollment initiatives. He explained the process which is used to decide the areas of focus for the marketing plan. Some examples of current enrollment marketing activities are listed as follows:

- Extensive event and activity planning is ongoing
 - Reviewed spreadsheet of enrollment and activities communications calendar
 - 40% increase in attendance at traditional events
 - 220% increase in attendance for new events
- Emails and social messaging focused on enrollment
 - Result of spring registration survey is that email is most effective communication method
- All SCC billboards are being replaced with new messages

- Outreach activities
 - Steamboat Days, Tater Toss, S.E. Iowa Art Super Conference, STEMfest, Movie Night, 34 Raceways/SCC race car
- Leverage all resources
 - I-AM and I-HUM grants, intermediary grant, WIOA, high school relations
- Data analysis
 - Target demographics
 - Track and measure effectiveness of email campaigns, social media engagement, postal mailing, events, and registration
- Constant Contact
- Scholarship application campaign
- Student retention
 - TRiO messages and signage
- Next steps
 - Refine contact management processes
 - Program marketing analysis
 - More communications with current students
 - Incorporate and measure tracking data

President Ash expressed appreciation for Director Ebbing's marketing expertise.

Vice President of Student Services Williams reported that the information gathered at an Enrollment Summit last year has resulted in significant centralized coordination of Marketing efforts. Examples of some of the Enrollment Summit suggestions which have been conducted are SCC Welcome Day and Keokuk Campus Night Hawks (block scheduling of evening classes). Vice President Williams introduced Enrollment Coordinators Kari Bevans and Dana Chrisman who reported that they work very closely with Director Ebbing on the event calendar/spreadsheet. Coordinator Chrisman reported that 150 concurrent visits have been conducted at 42 high schools within SCC's service area including Quincy and northern Missouri. Instructors, staff, and current students have participated in these visits. She also noted that the number of high school counselors who open emails from SCC is also tracked.

Director Ebbing reported that television advertising is conducted through Mediacom Cable. The ads are directed towards channels and times that best match the demographics of individuals we are seeking to recruit for enrollment.

4.4 Financial Report

Vice President of Administrative Services Carr reported on the financial statements for period ending April 30, 2016. He indicated that tuition revenue is somewhat improved but still below budget estimates. Summer enrollments are looking positive.

4.5 Facilities Update

Vice President for Administrative Services Carr reported the following:

- The 2016 general obligation bond sale proceeds in the amount of \$6,194,671.50 were received on April 7 with \$1,755,000 of proceeds yet to be issued.
- Reviewed payments to Bi-State Contracting, Johnson Controls, and Myers Construction for the construction projects in process.

Construction Consultant Dave Metzger gave an update on the Keokuk Campus Industrial Maintenance building. He indicated that the EDA signage and construction fence are in place, the temporary road and site pad have been constructed, and the parking lot has been rough graded. Construction Consultant Metzger expressed appreciation to Keokuk Campus Enrollment Coordinator Kari Bevans for her communications with Keokuk Campus personnel regarding the construction project.

5.0 Future Meetings

Chair Nabulsi reviewed the list of upcoming meetings.

6.0 Adjournment

Trustee Fife-LaFrenz moved to adjourn the meeting. Trustee Hillyard seconded. Motion carried with all trustees voting aye.

A Negotiation Strategy Setting Session was held. This was a closed meeting exempt from Chapter 21, The Code.

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



Sherry Zeller
Board Secretary