



Board of Directors Meeting Minutes

Thursday, January 26, 2012

5:00 Dinner

Board of Directors Meeting – 5:30 p.m.

Gateway Community & Technical College

Boone Campus, Florence, Kentucky

BOARD MEMBERS PRESENT:

Brent Cooper (Secretary)

Martha Johnson (Chair via Lync)

Ken Paul

Cindy Sproehnle (Staff Representative)

Dr. Michelle Deeley Wilhite (Faculty Representative)

Richard Fowler, (Vice Chair)

Rick Jordan

Thomas M. Santry, (Student Representative)

BOARD MEMBERS ABSENT:

Katheryn Cook (Parliamentarian).

OTHERS PRESENT:

GCTC Faculty/Staff:

Mr. Mike Baker, Vice President, Business Affairs

Mr. Jeremy Berberich, Interim Director of Knowledge Management

Ms. Marinell Brown, Associate Provost

Mr. Sam Collier, Instructor, Transportation Technology

Dr. Patricia Goodman, Vice President, Knowledge Management & Strategic Initiatives

Dr. Ed Hughes, President/CEO

Ms. Laura Kroeger, Vice President, Resource Development & External Affairs

Ms. Sharon Poore, Executive Assistant & Recording Secretary to the Board of Directors

Ms. Sydney Stauter, Administrative Assistant, President's Office

Dr. Angie Taylor, Vice President, Business Solutions & Innovations

Ms. Margaret Thomson, Director, Public Relations

Dr. Laura Urban, Provost/Vice President, Academic Affairs

Ms. Ingrid Washington, Vice President, Student Development

GUEST: Kerri Oliver, Student, Introduction to Business Class

I. CALL TO ORDER

Chair Johnson called the meeting to order at 5:30 p.m. at the Gateway Community and Technical College Boone Campus via Lync. The record will reflect that a quorum was present. The media has been notified of the meeting.

Chair Johnson noted that one change has been made to the agenda if there are no objections. She stated she would like to move the Board Sharing Section to the end of the meeting in order to wait on Secretary Brent Cooper's arrival as he will be late to the meeting. No objections were heard and the meeting continued as noted in the agenda.

II. APPROVAL OF MINUTES OF THE SEPTEMBER 15, 2011, BOARD MEETING

Upon motion by Mr. Jordan and seconded by Rev. Fowler, the minutes of the November 17, 2012, Board meeting were approved as distributed.

At this point in the meeting, Chair Johnson transferred the remaining officiation of the meeting to Vice Chair Fowler, since she was attending the meeting via video conference.

III. OFFICER AND STANDING COMMITTEE REPORTS

A. Chair's Report

1. Chair Johnson noted several events that have taken place. On November 19, a group of 19 Gateway supporters attended the KCTCS Benefactors Gala in Lexington at which time Oakley and Eva Farris were honored for their \$500,000 challenge gift for the child development center at the Urban Center. In addition, Bob Elliston was also honored.

Chair Johnson noted that Dr. McCall has released a message stating that his wife Carolyn has received a liver transplant. Updates regarding Carolyn's progress can be found at: www.caringbridge.org/visit/carolynmccall.

2. Seven area legislators attended the Gateway-hosted legislative luncheon that was held on December 7 at the Urban Center where they heard an update on the Urban Campus. Also in attendance were several Gateway Foundation members, as well as city and county officials.
3. Vice Chair Fowler and Secretary Cooper asked if the Board meeting structure was on target and if the Board focuses on the right things. Chair Johnson asked for Board members to send her an email if they have additional suggestions.

B. Bylaws Committee – In the absence of Parliamentarian Cook, no report was given.

C. Budget Committee – Mr. Jordan, Chair of the Board Budget Review Committee, stated that the committee decided to meet only twice per year (May and November). Chair Johnson directed Board members to the budget information on the budget contained in the President’s Report.

D. Performance Evaluation of the President – Committee Chair Mr. Paul reported the annual appraisal form will be distributed to Board members in April with a May 1 due date. The appraisal will be an agenda item at the May Board of Directors meeting and will be discussed in Executive Session. The committee had previously discussed a mid-year review and this process will begin in the 2012-13 academic year. The Board discussed changing item number 10 on the President’s Appraisal Form, which refers to opportunities for staff development. Mr. Paul said he will meet with Chair Johnson and Dr. Hughes for clarification of the item’s intent and report at the next March Board meeting.

Vice Chair Fowler accepted all committee reports and thanked them for their reports.

IV. COLLEGE PRESENTATIONS

A. Program Presentations

- 1. Curriculum Program Review Process (APR)** – Dr. Laura Urban, Provost, summarized the process as follows (a copy of the presentation is attached to the permanent minutes):
 - The curriculum program review process is a critical component of how the college monitors the quality and effectiveness of all academic programs.
 - There are two levels of review – the Level I annual effectiveness review; and, the Level II quality improvement review.
 - Level 1 is quantitative review and focuses on efficiency and effectiveness of a program. The components of Level 1 are:
 - Program Data Elements
 - Academic Program Profile
 - Program Outcomes Assessment
 - Reflection (SWAT analysis)
 - Recommendations for Improvement
 - Level 2 is a qualitative review that concentrates on specific areas of concern determined by the Level 1 review and is designed for programs that are really struggling; the Provost office reviews Level 1 results and makes recommendations for those that need to move to a Level 2 review.
 - Dr. Urban introduced Mr. Sam Collier, Associate Professor and Chair of the Transportation Division, to give his perspective of the Level 2 review and findings of the Diesel Program:

- A team of Gateway faculty and Area Technology faculty was assembled to review major questions for the Diesel program: 1) Are there jobs in the field? 2) What levels of education are desired by employers? and, 3) Is there student interest? The team completed the analysis of survey data of students and employers and determined there were jobs and student interest. Employers indicated a preference for older students with skills in reading, communication, writing, computer, customer service, and master level Diesel technology. The team recommended a partnership be developed with the Boone County ATC to utilize its Diesel lab. This partnership addressed lab space limitations in the program. Mr. Collier stated that the review process led to positive recommendations for the program, and he is optimistic the changes will be successful.
- Dr. Urban noted that every program that Gateway offers will go through this program review process each year.

2. Foundations of Excellence Process – Mr. Jeremy Berberich, Associate Director, Library and Information Services, reviewed the Foundations of Excellence (FoE) process. Highlights of the review include:

- A review of the FoE process - The process was developed by the Gardner Institute for Excellence in Undergraduate Education and links evaluation and action planning with data. Gateway is using the process to examine retention and transfer rates and is integrating the process with the SACS reaffirmation effort. In addition, he noted that all KCTCS colleges were participating in the transfer FoE with five or six colleges using the First Year Experience process, too.
- A FoE leadership steering team was developed that formed nine dimension teams/key components. Each team is led by co-chairs who provide coordination for the work of each team. Over 100 employees have been involved in the review process so far. The teams used data derived from two surveys (students and employees) as well as analysis of policies, procedures, and best practices from other schools.

The work will produce a set of recommendations for improving the First Year Experience and Transfer opportunities for students. The final report and implementation plan will be completed in April.

- Chair Johnson asked about the feedback that is being received from the college as a whole and if people are buying into the process. Mr. Collier stated at first there was hesitation, but with the great work from Dr. Gardner and the FoE group, people can see an outcome of their work, thus more acceptance of the process. Dr. Deeley Wilhite added that when employees put into a lot of time and effort into a project, they want to see the tangible results and as long as this happens, faculty will directly support the project. Mrs. Sproehnle added that staff members enjoy serving on the teams and are learning more and more about the college as a result of attending their respective dimension team meetings.

- Dr. Hughes added that the FoE leadership team was very impressed with the Gardner Institute and that it was clear from the beginning that the team felt good about the guidance received from them. He praised the team for their work.

B. Key Performance Indicator Update – Dr. Patricia Goodman provided an update on the Key Performance Indicators. The update consisted of a review of the three strategic areas as follows (a copy of the entire presentation is attached to the permanent minutes). The highlights included the following:

1. KPI – Transfer (Pathways)

- Gateway’s baseline for transfer was 2008-2009 which coincided with the college’s initial regional accreditation. Until 2009, the college was not actively marketing its transfer programs. The trend data rates are increasing with the 2010-2011 data incomplete until the May graduation.

2. KPI – Student Retention and Persistence (Engagement)

- This measure relates how well students are moving toward completion of their education goals. Various measures are used in the KPI. The data trend line for all students and minority students has increased, especially for students returning from fall to spring terms and the number of first-time, full-time students from STRIVE schools.

3. KPI – Quality Assurance (Organizational Capacity)

- This area focuses on several qualitative measures including progress toward reaffirmation of accreditation and media stories that are judged to be positive. Gateway is following the timeline for SACS reaffirmation, and 100% of media stories about Gateway were rated 100% positive. One area measured from the Student Satisfaction Inventory which is conducted every other year will provide another set of data that can be helpful to the college as it reviews reasons why students persist.

Mr. Paul noted that the perception of manufacturing today is not well known by many parents. He agreed that efforts to educate parents on the value of education for jobs in manufacturing are important starting at the middle school level.

Mr. Santry said many students do not realize the level of salaries available in jobs with a two-year degree. He noted that having computer skills is important in most jobs.

V. BOARD SHARING

- Chair Johnson reminded Board members that in a previous Board meeting, a discussion was held regarding a wide range of ideas related to the role, duties, and responsibilities of the Board of Directors. One of the suggestions made was for the Board to engage in discussion focused on sharing information to apprise the Board of community issues or concerns. At this meeting, Chair Johnson asked the question, “How can we use our meetings for you to provide that advice and counsel?” Vice Chair Fowler asked each member to provide comments and feedback regarding Chair

Johnson's question.

- **Secretary Cooper** feels this is a very helpful idea to obtain feedback from all Board members. In conversations with community leaders, Mr. Cooper shared the following: Mike Vogt had positive comments about Gateway and its recruitment efforts; Kenton County superintendent has been complimentary about Gateway's innovations efforts, engagement, and outreach; and area superintendents suggest that the college talk to more high school students about manufacturing.
- **Mr. Jordan** commented that Drs. Taylor and Clarke have been developing a Manufacturing Program Business Plan. As a result of that business plan development and with the aid of Dr. Amber Decker in writing a grant, the Northern Kentucky Industrial Park has been awarded a \$65,000 state grant to measure the size of manufacturing vacancies in Northern Kentucky and to identify public perceptions and what the manufacturing industry's current needs are. A survey was developed and companies responded with their needs. A portion of the survey asked students why their perception of manufacturing was negative. The question was asked how the college can work with school systems in changing that student perception.
- **Vice Chair Fowler** shared the following: While attending the regional forum at the Boone Campus on December 1, 2011, he enjoyed listening to the students talking about their successes, along with the discussion about manufacturing being technology-based and the salaries that were available in technology-related fields. In addition, he shared that many students are thinking about college as something they can't do (being smart enough, etc.), and that the February 12 Super Sunday event will help share this type of information with them. The event will offer a great deal of assistance about staying in school and working with the issues they face. Rev. Fowler asked if there are there other events of this type that can be held at all Gateway campuses that could begin emphasizing programs and all the career paths that are available.
- **Mrs. Sproehle** thanked Margaret Thomson for the media radio spots that were aired related to the recent advertising campaign for the spring term.
- **Dr. Deeley Wilhite** stated that she feels the faculty member's role on the Board is two-fold. One is to relay faculty issues to members at Board meetings, and the other is more of an internal role in relaying comments made at Board meetings back to the faculty members.
- **Mr. Groob** expressed appreciation for the Board sharing part of the meeting. He congratulated Mr. Jordan on his work to develop the grant for the manufacturer's marketing survey. He requested consideration of taping future Board meetings. He shared his view about the complexity of the urban core community and the importance of the college being imbedded into the urban core. Regarding the previous meeting, he stated that he was disappointed that the decision regarding the site of the Urban Campus was announced after the Board meeting in an email from the College President.

- **Chair Johnson** asked the members to share with her comments regarding this new part of the agenda.

VI. PRESIDENT’S LEADERSHIP TEAM REPORT – Dr. Hughes noted the President’s Leadership Team Report in the meeting materials. He noted the following highlights:

- Josh Thompson, Gateway graduate and member of the Visual Communication Program Advisory Committee, illustrated a children’s book that will be included in gift bags distributed at the Screen Actors Guild awards.
- Kathy Driggers, Boone Campus librarian, has procured a traveling art exhibit of African American art that will visit all Gateway campuses during February, which is Black History Month.
- Tess Burns, manager of web services and social media, and her husband were recently applauded in the Mayor’s State of Covington remarks for their establishment of the Awesome Covington Collective that will celebrate the awesomeness of Covington through community projects.
- Dr. Hughes was one of two KCTCS presidents that made presentations to the KCTCS Board of Regents in December. He thanked the Public Relations Department for its assistance in developing his presentation and distributed copies of the printed handout. He said the KCTCS 2016 Business Plan had been distributed to all KCTCS employees. If requested, a copy of the Business Plan can be obtained for Board members.
- Dr. Hughes also introduced Sydney Stauter, part-time administrative assistant working in the President’s and Public Relations offices.
- For future Board meetings, Dr. Hughes noted that possible presentations will include the following:
 - Advanced Manufacturing Business Plan
 - Veterans Service Center
 - IT grant to develop a Design Center
- In response to Jeff Groob’s statement regarding enrollment, Dr. Hughes said spring enrollment is expected to be the same as last year. He noted that the college leadership team is analyzing the data, but one factor has been the new federal guidelines for Satisfactory Academic Progress (SAP). The new guidelines are more restrictive. Because of the process, 97 students were ruled ineligible to receive federal financial aid for the spring term. He suggested the effects will cause some enrollment issues in future semesters.
- Grant and Pendleton counties have approached Gateway to provide more services in their communities. Dr. Hughes recommended that the counties use a visioning process to determine exactly what is needed and how it can be delivered. The process in Grant County is moving slowly due to the identification of significant cost factors. Pendleton County is moving rapidly to a conclusion, and the community is preparing a report to

the college and KCTCS. In addition, the Pendleton County local group will meet with the President's Cabinet on February 7 in Falmouth. The group would also like to present to the Board of Directors at its March meeting. Board members agreed to extend an invitation to the Pendleton County group to attend the March meeting if it appears to the Cabinet the group is ready.

VII. ANNOUNCEMENTS

- A. Next Board of Directors Meeting – March 22, 2012
- B. Next Budget Committee Meeting – May 10, 2012

VIII. ADJOURNMENT – Vice Chair Fowler adjourned the meeting at 8:06 p.m.

Prepared by Sharon Poore, Recording Secretary

Approved:

Brent Cooper
Secretary to the Board

Date