



Executive Summary
Board of Directors Meeting
Thursday, November 15, 2012
Boone Campus
Florence, Ky.

Board Chair Martha Johnson called the meeting to order at 5:30 p.m. and declared a quorum. Minutes of the September 20, 2012, Board meeting were approved as amended.

Special Orders

The board approved the proposed 2013 Schedule of Regular Meetings as follows:

- Thursday, January 24, 2013 – Board of Directors
- Thursday, March 21, 2013 – Board of Directors
- Thursday, May 9, 2013 – Budget Committee
- Thursday, May 23, 2013 – Board of Directors
- Thursday, July 25, 2013 (if needed) – Board of Directors
- Thursday, September 19, 2013 – Board of Directors
- Thursday, October 31, 2013 – Budget Committee
- Thursday, November 14, 2013 – Board of Directors

Chair's Report

Chair Johnson reviewed Dr. McCall's address at the Kentucky Community and Technical College System Gala, which honors our benefactors, as one of the most poignant speeches given by him. The address detailed recent successes of KCTCS colleges and noted that Kentucky is ranked No. 1 in the nation for improving the number of adults earning college credentials as noted by the National Center for Higher Education.

Chair Johnson said standing committee leadership and membership would remain the same for the upcoming year. Board members are to notify her if they want to request a change in committee service.

Standing Committee Reports

Bylaws/Rules: Board Member Michelle Deeley Wilhite reported for the Bylaws/Rules Committee, noting several changes to the Bylaws were under consideration. No action was taken on proposed changes, and the items will be placed on the January board meeting agenda. A draft of the changes can be found at [http://www.gateway.kctcs.edu/About Us/Our Leadership/Board of Directors/Board Meetings.aspx](http://www.gateway.kctcs.edu/About_Us/Our_Leadership/Board_of_Directors/Board_Meetings.aspx).

Budget Committee: Committee Chair Rick Jordan referred board members to the written report posted at the above website.

Performance Evaluation of the President: Committee Chair Ken Paul reported that the president's evaluation was performed by the board in compliance with the requirements of KCTCS. The committee's written report can be found at the web address shown above.

Unfinished Business

SACS Briefing: Jeremy Berberich, director of Knowledge Management, summarized the successful SACS compliance certification visit, noting that Gateway was recognized for the comprehensive and inclusive leadership process used to develop the Quality Enhancement Plan. He reported that SACS plans to use Gateway's QEP as an example for other colleges. The SACS committee also indicated that our QEP will be transformative for Gateway.

Urban Campus Update: Gateway President Dr. Ed Hughes reported on the November 14 public announcement of the Urban Campus Master Plan. The associated news conference resulted in extensive and positive news coverage about Gateway's plans for the Urban Campus. He said he had received very positive feedback and that three individuals reportedly have sought commercial loans to open businesses in Covington as a result of the Gateway announcement and the recent announcement of a new hotel in the city. He noted that Laura Kroeger, executive director of the Gateway Foundation, had submitted documents to KCTCS to approve the naming of the Classroom and Training Building at the Boone Campus "The Bank of Kentucky Classroom and Training Center" in recognition of the bank's gift of \$1 million in support of the Urban Campus. Chair Johnson commended Dr. Hughes, Gateway faculty and staff, and all of those involved in moving the Urban Campus forward to the completion of the plan and the public announcement.

New Business

Comprehensive Marketing Presentation: Laura Cook Kroeger, vice president of Resource Development and External Affairs ; Margaret Thomson, director of Marketing and Public Relations; Patrick Lamping, public relations coordinator; and Tess Burns, manager of web services and social media, updated the board on Gateway's marketing to attract traditional and non-traditional students. Marketing is based on a comprehensive approach involving many departments and colleagues. The integrated approach to reach potential students relies on earned media (news), paid media (advertising), and owned media (website, social media, brochures, etc.). The complete presentation can be found at the board website noted above. After the presentation, the board praised the quality and depth of the college's marketing efforts and also made some suggestions to enhance current efforts.

President's Report

Dr. Hughes introduced Jane Frantz, a new part-time assistant in the President's Office. He referred the board members to his written report and noted the following from his report:

- Tess Burns received a community leadership award from the city of Covington for her work establishing the Awesome Collective of Covington.
- Gateway STEM Days, a program designed to build the manufacturing pipeline, are being coordinated by Carissa Schutzman, dean of Workforce Solutions. The days bring high school students to Gateway and local manufacturers to familiarize them with career opportunities in advanced manufacturing.
- The college continues to work with community partners in Pendleton County and offered four classes there in the fall semester. The collaboration with Grant County High School, where mechatronics classes are offered as part of the manufacturing pipeline initiative, also continues.
- There has been a surge in spring recruiting in the past month, and the total number of credit hours generated by Gateway online courses in Fall 2012 was up 152 percent over Fall 2011.

The full text of the report can be found at the board website.

The meeting adjourned at 7:34 p.m.