



## Board of Directors Annual Meeting Minutes

*Thursday, November 15, 2012*

*5:00 Dinner*

*Board of Directors Meeting – 5:30 p.m.  
Gateway Community & Technical College  
Boone Campus, Florence, Kentucky*

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### **BOARD MEMBERS PRESENT:**

Mr. Brent Cooper (Secretary)	Rev. Richard Fowler (Vice Chair)
Ms. Martha Johnson (Chair)	Mr. Rick Jordan
Mr. Ken Paul	
Ms. Rebecca Raynor, Student Representative	Ms. Cindy Sproehnle, Staff Representative
Dr. Michelle Deeley Wilhite (Faculty Representative)	

### **BOARD MEMBERS ABSENT:**

Ms. Katheryn Cook (Parliamentarian)	Mr. Jeff Groob
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### **OTHERS PRESENT:**

#### ***GCTC Faculty/Staff:***

Mr. Mike Baker, Vice President, Administration & Business Affairs  
Mr. Jeremy Berberich, Director of Knowledge Management  
Ms. Marinell Brown, Associate Provost, Academic Affairs  
Ms. Tess Burns, Manager of Web Services and Social Media  
Dr. Ed Hughes, President/CEO  
Ms. Laura Kroeger, Vice President, Resource Development & External Affairs  
Mr. Patrick Lamping, Public Relations Coordinator  
Ms. Sharon Poore, Executive Assistant & Recording Secretary to the Board of Directors  
Ms. Jane Frantz, Administrative Assistant, President's Office  
Dr. Angie Taylor, Vice President, Workforce Solutions  
Ms. Margaret Thomson, Director of Public Relations & Marketing  
Dr. Laura Urban, Provost, Academic Affairs  
Mr. Andre Washington, Dean of Enrollment Management

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## **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. The record will reflect that a quorum was present. The media was notified of the meeting.

## **II. APPROVAL OF MINUTES OF THE SEPTEMBER 20, 2012, BOARD MEETING**

Upon motion by Rev. Fowler and seconded by Mr. Paul, the minutes of the September 20, 2012, Board meeting were approved as amended with one minor correction stating the Budget Committee did not meet in September.

## **III. SPECIAL ORDERS**

### **A. Proposed 2013 – Schedule of Regular Meetings – Article 5, Section 1**

- Chair Johnson presented a proposed schedule of the 2013 Board meeting dates. A copy of the proposed 2013 meeting dates is attached to the permanent minutes and was presented for information at the last meeting. Upon motion by Mr. Jordan and seconded by Ms. Sproehnle, the proposed 2013 meeting schedule was approved as presented.

## **IV. OFFICER REPORTS**

### **• Chair's Report**

- Chair Johnson reviewed Dr. Michael B. McCall's address at the recent KCTCS Benefactor's Gala that was held Saturday, October 27, and noted the following highlights:
  - 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.
  - Dr. McCall noted that five of the system's colleges were recognized as Community Colleges of Excellence by the Aspen Institute.
  - KCTCS has seen a 72% increase in credentials awarded since 2008, and Kentucky has moved from 38 to 16 in overall rankings.
  - Chair Johnson also noted that Dr. McCall will be visiting all system colleges for Listening Tours and is scheduled to visit Gateway on January 31.
- **Open Meeting Laws and Records Retention** – Chair Johnson called attention to the packet included in tonight's meeting materials. The packet of information includes information pertaining to the Open Meetings and Open Records Acts and proper records retention and management pursuant to KRS 15.257 and 171.223. Contained in the packet is documentation relating to the Open Meetings Laws and Records Retention. KRS 15.257 and KRS 171.223 require the Office of the Attorney General to distribute written information on those topics to all presidents of state postsecondary education institutions. KRS 164.465 requires that the presidents then distribute the written information to current Board members within 60 days of receiving it. KRS 164.465(2) requires signatory proof that each Board member has received the written information. Chair Johnson requested each Board member to read and complete the "Proof of Receipt" that is enclosed in the packet to Ms.

Poore at his or her earliest convenience. The “Proofs of Receipt” will then be returned to Dr. Michael McCall, President of KCTCS, no later than December 1, 2012. The law requires that KCTCS maintains a file of each Board member’s signed certificates of receipt.

- **Executive Committee Report** – Chair Johnson reported that the Executive Committee had met for purposes of discussing tonight’s agenda and the 2013 meeting schedule. In addition, the committee would like to place focus on college marketing and promotion strategies which is a topic of discussion this evening.

**V. STANDING COMMITTEE REPORTS** – Chair Johnson stated that standing committee leadership and membership would remain the same for the 2012-13 fiscal year. She requested that if any Board members want to request a change in committee assignment, to please let her know.

**A. Bylaws Committee** – In the absence of Parliamentarian Katheryn Cook, Dr. Michelle Deeley Wilhite gave the committee report with the following highlights (a copy of the proposed Bylaws changes is attached to the permanent minutes):

- Specific items noted for consideration:
  - Article II, Section 2 – evaluation of the community college president to allow each Board member to give individual feedback on goals and direction; more of an informal evaluation.
  - Article III, Section 2 - teaching or research faculty – the committee is unsure about what research faculty would be – not sure why teaching or research is noted; wording of “district” was omitted because the college is no longer considered to be a district.
  - Article III, Section 4 - procedure in selecting student representative – statute says that student is selected by secret ballot by student body; suggestion made to mirror the process for both the faculty and staff representatives; the committee feels that the student should not be limited to full-time status since Gateway has more part-time students, question about the student being three-quarter time? Chair Johnson stated that the procedure is in the Kentucky state law and for that to change, the Board would have to go to the legislature; Board members could certainly notify Tim Burcham at the system office that the college has a concern; the committee suggests that the student retention specialist shall be responsible for organization of the election process. Dr. Hughes suggested that the “Chief Student Affairs Officer” is the appropriate position at Gateway.
  - Article IV, Section 1 – the committee suggests deleting the position of assistant secretary since that person is not a Board member.
  - Article V, Section 6 – the committee suggests deleting the sentence, “the secretary may utilize the assistant secretary for the actual preparation and maintenance of the Board’s files.”
  - Several grammatical errors were noted in the Bylaws document.
  - The committee suggests that disclosure statements be signed on an annual basis.
- Chair Johnson made note of the suggested changes to the Bylaws and stated they will be voted on at the January meeting. Dr. Hughes will research the questions asked by committee members.

- No action was taken on the proposed changes, and the items will be placed on the January board meeting agenda for further discussing and approval.

**B. Budget/Summary Review** – Committee Chair, Mr. Jordan, stated the committee had met two times:

- May 2012 – to review the 2011-12 quarterly report and the 2012-13 revenue and expenditure plan, which included discussing 1) expenditure controls if enrollment did not meet projections, 2) distance learning, and 3) revenue projections; and to approve the 2012-13 revenue and expenditure plan to take forward to the full Board.
- November 2012 – discussed the enrollment decline and actions the college is doing to offset the reduction in revenue, and the college’s involvement with the Northern Kentucky Chamber of Commerce due to possible political repercussions against the college. Discussion followed and it was agreed by the committee that it was Dr. Hughes’ decision and judgment about which organizations the college supports in order to continue to grow the college and its mission, A report was distributed for the past two-year expenditures regarding Chamber activities.

**C. Performance Evaluation of the President** – Committee Chair, Mr. Paul, reported that the committee had followed normal procedures for reporting evaluation results to Dr. McCall in May 2012. There were no glaring events noted, and the evaluation was forwarded to Dr. Michael B. McCall on June 14. A recommendation was made to conduct a mid-year review of the President, which is due by January 1, 2013, with the key component being to review key issues/actions that need to be addressed prior to the annual evaluation.

## **VI. UNFINISHED BUSINESS**

### **A. SACS Briefing**

- Jeremy Berberich, director of Knowledge Management, summarized the successful SACS compliance certification during the team’s visit October 22 – 24, 2012. He noted that Gateway was recognized for the comprehensive and inclusive leadership process used to develop the Quality Enhancement Plan (QEP). 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.
- The committee had no major modifications to Gateway’s QEP. However, one formal recommendation was to strengthen the assessment of the plan and include the overall success of the plan.
- In addition, the committee noted four strengths of the QEP:
  - The high level of inclusion and engagement in the development and broad-based involvement of stakeholders;
  - The leadership of the plan makes the plan more likely to be accomplished;
  - The plan has great validity, built on consensus and practices the college is already doing; strategies are rooted in literature and best practices; and,
  - The timeline and sequences for implementation are strong, and it is evident they are thoughtful.

- The next steps in the QEP process are:
  - Dr. Kerri McKenna has been hired as the QEP project manager;
  - The response to the one recommendation is due to SACS by the end of March; and,
  - Implementation of the QEP plan will begin in November.
- Student Representative to the Board, Ms. Raynor, commented that all students are very excited about the SMART plan.

## **B. Urban Campus Update**

- 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. Dr. Hughes stated 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.
- Dr. Hughes noted that Ms. 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.

## **VII. NEW BUSINESS**

### **A. Comprehensive Marketing Presentation**

- Ms. Laura Kroeger introduced the marketing and public relations team. She noted there are four “P’s” of marketing – price, promotion, product, and place. Ms. Kroeger then introduced the marketing and public relations team structure.
- Ms. Margaret Thomson, director of Marketing and Public Relations, highlighted the following:
  - How the college focuses on building relationships with students and prospective students (traditional and non-traditional) based on research with a focus on the increase in a graduate’s earning power.
  - Recruitment strategies used include the following:
    - Awareness through media and telling compelling stories that demonstrate the value of a Gateway education.
    - In addition, Ms. Thomson noted that the marketing department promotes the college internally and externally.
- **Mr. Patrick Lamping**, Public Relations Coordinator, explained the marketing costs and the competitive nature of the Greater Cincinnati/Northern Kentucky market. He noted

that Gateway spends considerably less than other institutions in the area.

- Ms. Tess Burns, manager of Web Services and Social Media, concluded the presentation by discussing owned social media marketing initiatives including Gateway's Facebook page, Twitter, the college's website, and website analytics. In addition, she noted that students increasingly use social media.
- Mr. Cooper applauded the team for a job well done for their work in their marketing efforts of the college.
- Dr. Hughes stated that the college's biggest challenge is still getting out the word of what Gateway offers and the value of a community college to the community.
- Mr. Jordan stated the college has huge challenges in the pipeline with 680 open manufacturing jobs, that we all must get involved in marketing, and how do we do more targeted marketing to fill the jobs that are in the pipeline. He added that our area will need 777 engineers in the next 10 years and that the college needs targeted marketing in this area. Mr. Jordan also recommended that the college take its story to the legislators.
- Mr. Cooper added there needs to be a joint effort in the business community, as well as convincing parents and school administrators who are willing to listen to Gateway's story (need volunteers to do this particularly in the river cities) and more dollars are needed for dedicated marketing. Board members would be happy to be advocates for the college at organization/community meetings.
- Ms. Raynor commented that she sees more non-traditional students in her classes with most of them being first-generation college students. She added these students do not have the backing and encouragement of their parents to attend college and that word of mouth helped her become familiar with Gateway.
- Mr. Paul added there is still a wrong perception about manufacturing and getting that message to high school students is critical.
- Chair Johnson commented this this is a topic of great interest to this Board and will they advocate all they can in support of Gateway's marketing efforts.

**VIII. President's Report** - Dr. Hughes stated that the President's Report had been previously posted on the website and highlighted the following:

- Dr. Hughes introduced Jane Frantz, new part-time assistant in the President's Office.
- Ms. Tess Burns was recently selected as a community leader for her work with the Awesome Collective of Covington at the recent annual celebration for Center for Great Neighborhoods.
- Gateway STEM Days, a program designed to build the manufacturing pipeline, is being coordinated by Carissa Schutzman, dean of Workforce Solutions. STEM 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.
- Signs reminding students to register for spring semester are posted at all campus locations; targeted recruitment is occurring to get former students re-engaged with higher education to finish their credential or degree.

**ANNOUNCEMENTS** – Chair Johnson called attention to the important dates that are listed on the agenda and the meetings of the Board of Directors:

**A.** Board of Directors Meeting – January 24, 2013

## **IX. ADJOURNMENT**

Upon motion by Mr. Cooper and seconded by Rev. Fowler, the Board meeting was adjourned at 7:34 p.m.

Prepared by Sharon Poore, Recording Secretary

Approved:

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Brent Cooper  
Secretary to the Board

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Date

## **IMPORTANT DATES TO REMEMBER**

**Nurse Pinning Ceremony  
Notre Dame Academy 6:30 p.m.**

**December 5, 2012**

**President McCall Listening Tour @ Gateway**

**January 31, 2013**

**GCTC Commencement**

**May 15, 2013**