



Board of Directors Meeting Minutes

Thursday, March 21, 2013

5:30 Dinner

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

Odd Fellows Hall

Covington, Kentucky

BOARD MEMBERS PRESENT:

Mr. Brent Cooper (Secretary)

Ms. Martha Johnson (Chair)

Mr. Rick Jordan

Ms. Cindy Sproehnle, Staff Representative

Dr. Michelle Deeley Wilhite, Faculty Representative

Rev. Richard Fowler (Vice Chair)

Mr. Jeff Groob

Mr. Ken Paul

BOARD MEMBERS ABSENT:

Ms. Katheryn Cook (Parliamentarian)

Ms. Rebecca Raynor, Student Representative

OTHERS PRESENT:

GCTC Faculty/Staff:

Mr. Mike Baker, Vice President, Administration & Business Affairs

Ms. Jane Frantz, Administrative Assistant, President's Office

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

Mr. Ron Haysbert, Assistant Professor

Dr. Ed Hughes, President/CEO

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

Mr. Mike Riley, President, Faculty Senate

Mr. Doug Penix, Director, Learning Environments

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

Dr. Angie Taylor, Vice President, Workforce Solutions

Ms. Margaret Thomson, Director of Public Relations & Marketing

Dr. Laura Urban, Provost, Academic Affairs

Ms. Ingrid Washington, Vice President, Student Development

Ms. Phyllis Yeager, Director, Human Resources

I. CALL TO ORDER

Chair Johnson called the meeting to order at 5:30 p.m. at the Gateway Community and Technical College Odd Fellows Hall location in Covington, Kentucky. The record will reflect that a quorum was present. The media was notified of the meeting. A moment of silence was held for the passing of Professor Jim Lewis.

Dr. Ed Hughes welcomed Board members to the IPTEC grant space located on the 4th floor of the Odd Fellows building. He noted that the design center will be relocated to the Marx Building in the future.

- Gateway Instructional Design Presentation (Board members, faculty, and staff enjoyed dinner while Dr. Patricia Goodman and Mr. Doug Penix presented Gateway's Instructional Design program).
- Dr. Hughes introduced Dr. Patricia Goodman, vice president of Knowledge Management and Strategic Initiatives, and Mr. Doug Penix, director of eLearning who made the presentation. Highlights of the presentation included:
 - An in-depth summary of the \$4.9 million Innovative Pathways in Technology and eLearning Careers (IPTEC) grant, the Instruction Design and Learning Technology and Computer and Information Technologies program, and the improvements to Gateway's distance and eLearning initiatives.
 - Dr. Goodman provided an overview of the IPTEC grant, the grant objectives, reviewed the steps in the process of securing the grant, highlighted the partnership with TiER1 Performance Solutions, and described progress to date in career pathways for CIT and IDL.
 - Mr. Penix reviewed the improvements in eLearning, described online course development, including the Quality Matters process, and reported on the dramatic increase in online enrollment (194% increase, 23 new quality courses have been developed, and 41 certified online facilitators). Dr. Goodman stated the programs and eLearning will be self-sustaining when the grant is completed.
 - Next steps for the program include:
 - IDL program begins cohort model in fall 2013;
 - CIT program preparing to offer Cisco training and certification;
 - A full-time instructional designer/developer will be hired in spring 2013;
 - Recruitment of a full-time coordinator of learning technology;
 - A pilot project will be developed for a revenue-generating model to serve training needs of regional organizations;
 - Relocation to the Marx building anticipated for August 2014; and,
 - Sustainability of positions, programs, and services into college budget.
- Following the presentations, Board members engaged in a brief question and answer session.

II. APPROVAL OF MINUTES OF THE JANUARY 24, 2013, BOARD MEETING

Upon motion by Mr. Ken Paul, and seconded by Mr. Brent Cooper, the minutes of the January 24, 2013, Board meeting were approved as presented.

III. OFFICER AND STANDING COMMITTEE REPORTS

A. Chair's Report

- President McCall's Transformation Presentation – Chair Johnson stated that due to the rescheduling of the transformation presentation from the January 24 meeting, Dr. Hughes would update the Board on President McCall's Transformation initiatives at this meeting.
 - Dr. Hughes reviewed Dr. Michael B. McCall's report on KCTCS transformation as described at the KCTCS Benefactor's Gala in November. In that report, Dr. McCall stated that KCTCS will become the "premier" community and technical college system in the country with the help and advocacy of community partners and legislative support.
 - Gateway and KCTCS priorities are tied into the state and national higher education agenda. Dr. McCall's initiative has included his personal trips to all 16 colleges and engaging faculty, staff, and students in the notion of what is "premier", thus creating a framework for success. Dr. McCall will be at Gateway on April 11 from 10 a.m. until 3 p.m., and the college's theme is "good to great".
 - The National Agenda titled "Reclaiming the American Dream" Community Colleges and the National's Future encompasses the following:
 - Redesigns students' educational experience
 - Reinvents institutional roles
 - Resets to create incentives for student and institutional success
 - KCTCS presented 30,000 credentials in 2012, a 70% increase in completion since 2008.
 - Five KCTCS colleges were among the Aspen Institute's 120 best community colleges in 2012, and two KCTCS colleges were among the 10 finalists.
 - National education proponents, including Dr. Jill Biden, are looking to Kentucky for emerging trends.
 - In the past decade, Kentucky improved faster than any other state in the number of adults with a college degree; the state was first nationally in the number of undergraduates earning credentials per capita; and second in the nation in the number of students under 25 earning a college degree.

- KCTCS colleges are receiving major federal grants and grants from such prestigious funders at the Lumina and Gates Foundations.
- Chair Johnson commented that Dr. McCall's presentation was the best she had ever heard, which clearly displayed his passion for entire KCTCS system. Ms. Cindy Sproehnle stated that the entire room was mesmerized and engaged in Dr. McCall's message.

B. Bylaws/Rules Committee – Parliamentarian Katheryn Cook was not in attendance at this meeting; therefore, there was not a report from the committee.

C. Budget/Summary Review – Committee Chair, Mr. Rick Jordan, reported that the committee had not met, and the next meeting is scheduled for May 9, 2013. At that meeting, a summary will be prepared for presentation to the full Board at its May 29, 2013, meeting. Mr. Mike Baker added that enrollment monitoring continues for spring, summer, and fall 2013.

D. Performance Evaluation of the President – Committee Chair, Mr. Ken Paul, stated that Dr. Hughes will complete his self-assessment during the first week of April and will then forward to the committee. By the end of April, all Board members will receive an evaluation packet to be completed and returned to Cindy Sproehnle by May 1. Chair Johnson will then meet with Dr. Hughes on June 1 with the results of the evaluation process, with final review being submitted to Dr. McCall by June 10. During the evaluation process, faculty and staff will also review Dr. Hughes' performance related to his seven objectives and 12 areas of leadership.

IV. NEW BUSINESS – there was no new business to be brought before the Board.

V. UNFINISHED BUSINESS – there was no unfinished business to be brought before the Board.

VI. PRESIDENT'S REPORT – Dr. Hughes stated that the President's Report had been previously posted on the website and highlighted the following:

A. Professional Development Initiative – Dr. Hughes introduced Human Resources Director, Phyllis Yeager, who presented a report on professional development and the emerging Center for Professional Excellence (a copy of the presentation is attached to the permanent minutes):

- Ms. Yeager summarized both internal and external professional development that is available to all Gateway employees.
- Dr. Michelle Deeley Wilhite stated that professional development for faculty is not centralized in their disciplines and further added that faculty would like to see an allocation that could "banked" and carried forward from year to year. Ms. Yeager responded that the budget for professional development is decentralized among divisions and departments and that it is up to supervisors to allocate funds for professional development from within their budgets. In addition, she noted that professional development activities are documented on the Individual Learning Plan used by each full-time employee. Marinell Brown, associate provost and audience member, noted that Perkins funding is available for technical faculty to attend

professional development opportunities which has allowed many faculty to attend conferences and workshops in their disciplines. Dr. Hughes added that all full-time employees may enroll in up to six hours of credit-bearing courses per semester under the KCTCS tuition reimbursement program for a total of 18 hours per year and that many employees obtained their associate's, bachelor's, master's, and even doctoral degrees in their disciplines by using this professional development benefit.

- Board member, Mr. Groob, stated that he would like to understand how faculty professional development fits into the overall budget of the college. He added that faculty professional development should be made a priority. Dr. Hughes indicated that one of the strategic plan's priorities is professional development.
- Ms. Yeager continued her report by summarizing the plans for the new Center for Professional Excellence and noted the progress of the QEP/FoE professional development team. The center will have a part-time coordinator, and a SharePoint site will be implemented in April that will allow employees to self-report professional development activities. This will enable better tracking. In addition, professional development is documented in each employee's individual learning plan and discussed at the mid-year and year-end levels of the review process. Dr. Laura Urban, provost, noted that faculty and staff have access to many low-cost professional development opportunities through the Greater Cincinnati Consortium of Colleges and Universities (GCCCU). Ms. Yeager concluded her presentation by stating that KCTCS has a new director of professional development and is revamping the process at the system level which could further benefit Gateway employees.

B. Dr. Hughes continued the review of President's Report and highlighted the following:

- Dr. Hughes noted that Gateway is in the process of reviewing its mission statement that will be submitted to KCTCS Board of Regents in December 2013. A timeline for the mission statement review was distributed to Board members.
- In response to a question from Mr. Groob about Gateway's low level of awareness in the region and the reason for the decline in enrollment, Dr. Hughes asked Margaret Thomson, director of Marketing and Public Relations, to share recent KCTCS research. Ms. Thomson stated that research of two years ago showed that awareness of Gateway in the region is toward the bottom of the "second tier of KCTCS colleges" in terms of awareness. She noted that the other two colleges serving urban areas are also in the second tier. She suggested that it is likely due to Gateway's being the newest KCTCS college compared with those in Lexington and Louisville. Also, the high cost of media markets in the Northern Kentucky region makes it difficult for Gateway to be able to spend the dollars necessary to market the college through paid advertising venues. Finally, she reminded the audience of the marketing presentation to the Board at the November 2012 meeting that addressed the challenges of the urban market and the presence of many more competitors than exist in rural markets. Dr. Hughes noted that KCTCS marketing efforts support the KCTCS brand rather than individual college brands. Board member Fowler stated that how students perceive a community college may also contribute to the lack of awareness and enrollment.
- Dr. Hughes also noted the active shooter training that has occurred in the past two months during which 376 employees were trained. He shared the active shooter

guidelines that were distributed to employees and will send Board members a link to "Run, Hide, Fight," the Homeland Security video used in the training.

- Dr. Hughes congratulated Mr. Cooper on receiving the Trailblazer Award from the Dan Beard Boy Scout Council.
- Vice Chair Fowler commented on the successful Super Sunday event that was held on February, 24.
- Mr. Cooper reported that during his recent visit to Washington, DC, as part of the Northern Kentucky Chamber of Commerce delegation, the Urban Campus was mentioned in every meeting he attended with the Kentucky congressional delegation.
- Mr. Paul announced that Ms. Sproehle will be retiring at the end of the fiscal year and thanked her for her hard work and service on the Gateway Board of Directors.

VII. 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 Budget Committee Meeting – May 9, 2013
- B.** Board of Directors Meeting – Wednesday, May 29, 2013 at the Edgewood Campus
- C.** KCTCS New Horizons Conference – May 19 – 22 will be held at the Northern Kentucky Convention Center

VIII. ADJOURNMENT

The Board meeting was adjourned at 8:12 p.m. by Chair Johnson.

Prepared by Sharon Poore, Recording Secretary

Approved:

Brent Cooper
Secretary to the Board

Date

IMPORTANT DATES TO REMEMBER

Monday, May 13, 2013
Nurse Pinning Ceremony
Notre Dame Academy

Tuesday, May 14, 2013
Night of Excellence
Notre Dame Academy

Wednesday, May 15, 2013
Commencement Exercises
Northern Kentucky Convention Center

May 19 – 22, 2013
KCTCS New Horizon's Conference
Northern Kentucky Convention Center

Sunday, May 19, 2013
Gateway hosts the New Horizon's
Welcome Reception
Odd Fellows Hall
4 – 7 p.m.