



Board of Directors Meeting Minutes

Thursday, July 25, 2013

5 p.m. Dinner

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

Boone Campus, Board Room

Florence, KY

BOARD MEMBERS PRESENT:

Mr. Brent Cooper (Secretary)

Mr. Jeff Groob

Mr. Ken Paul

Dr. Amber Decker (Staff Representative)

Rev. Richard Fowler (Vice Chair)

Ms. Martha Johnson (Chair)

Mr. Rick Jordan

Ms. Rebecca Raynor (Student Representative)

BOARD MEMBERS ABSENT:

Ms. Katheryn Cook (Parliamentarian)

Dr. Michelle Deeley Wilhite (Faculty 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

Dr. Ed Hughes, President/CEO

Mr. Larry Kraczek, IT Specialist and Network Administrator

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

Ms. Carissa Schutzman, Dean Workforce Solutions

Dr. Angie Taylor, Vice President, Workforce Solutions

Ms. Margaret Thomson, Director of Public Relations & Marketing

Ms. Ingrid Washington, Vice President, Student Development

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.

II. APPROVAL OF MINUTES OF THE MAY 29, 2013, BOARD MEETING

Upon motion by Reverend Fowler, and seconded by Mr. Cooper, the minutes of the May 29, 2013, Board meeting were approved as presented.

III. OATH OF OFFICE ADMINISTERED TO DR. AMBER DECKER, STAFF REPRESENTATIVE

Chair Johnson welcomed Dr. Amber Decker, director of Grants and Contracts, as the new Gateway Board of Directors Staff Representative. Ken Paul administered the Oath of Office to Dr. Decker, whose term began July 1, 2013.

IV. CHAIR'S REPORT

- President's Evaluation Update – Chair Johnson reported that she and Mr. Paul met with Dr. Hughes after the May meeting regarding the President's Evaluation. They subsequently sent the evaluation to Dr. McCall, Kentucky Community and Technical College System President and CEO. Dr. McCall's review of Dr. Hughes was built around the Gateway Board of Directors' evaluation, and it focuses on specific areas of the evaluation and the timing of them. Dr. Hughes is working on a stoplight report that the Board requested. In September, the Board will look at the business plan template and will review where Gateway is headed for the coming year. Mr. Paul commented that the stoplight report is commonly used in corporations to indicate status of ongoing projects.
- Chair Johnson continued with a review of the dedication of The Bank of Kentucky Classroom and Training Center on June 20, 2013. She and Mr. Flischel, chair of the Gateway Foundation Board of Directors, joined Dr. Hughes in recognizing Mr. Bob Zapp, Bank of Kentucky president and CEO and seven Bank of Kentucky Board of Directors members. It was evident that The Bank of Kentucky representatives feel strongly about Gateway and support its role in the community. Ms. Laura Kroeger commented that Bob Zapp has displayed the commemorative photo of The Bank of Kentucky Classroom and Training Center in his office.
- Chair Johnson concluded her report by stating that she will be attending the August 8 Gateway Foundation meeting and by inviting everyone to attend Riverblast on September 1, 2013, and show their support to the Foundation Board.

- ## **V. STATUS REPORT: ADVANCED MANUFACTURING BUSINESS PLAN** - Dr. Hughes introduced Ms. Carissa Schutzman, dean of Workforce Solutions. She has been with Gateway for several years and began in her current role September 2012. He recalled that when he first met her at an adjunct faculty orientation, she told him that one day he would be hiring her full-time. He stated that tenacity and goal-setting are some of her strong qualities that she utilizes in working with Advanced Manufacturing to create opportunities for Gateway and its students.

Ms. Schutzman began her presentation by thanking Mr. Jordan and Dr. Taylor for supporting her from the beginning in her role as dean.

Ms. Schutzman's presentation, which is posted on the Board's website, and discussion included the following main highlights:

- The formal Manufacturing Business Plan created in 2011 and the revised plan including the various teams comprised of representatives from the manufacturing industry, community, and education were presented as context for the remainder of the presentation. The primary plan revisions, based on input from the teams and the Kentucky Association of Manufacturers, included increased faculty and trainers, increased training via KY WINS, a new Logistics program, and increased number of STEM camps with significant company support.
- In terms of numbers of graduates and enrollments, several statistics were reported. Among those reported: 1) 2012-2013 enrollment (unduplicated headcount) was 485; 48 graduates in seven programs. Many of the 48 graduates completed multiple credentials. Many of the 48 2012-2013 graduates had manufacturing jobs while in training at GCTC. Some of them are hired right out of high school and then sent to Gateway for additional training. As of the date of the report, the fall 2013 headcount enrollment was showing an increase of 25% over the previous fall term.
- In answer to a question about where students who do not graduate with a degree go, Ms. Schutzman stated that students who don't complete certification or graduate within the anticipated timeframe for their program, fall into two major categories. The first group will finish and graduate after an extended time. The second group achieves a skill level required by their employer and does not reach program completion. Some students decide to change their career fields.
- One of the unique features of the Gateway program is the collaboration between the academic programs and Workforce Solutions. Workforce Solutions has four primary objectives – develop employer partnerships; sustain and train workforce; provide customized, short-term training in low risk, supportive environment for those with less education experience; and, initiate a ripple effect of referral of family and friends. Often students begin with a training class and, through recruitment activities, become credential-seeking students.
- Gateway's Manufacturing Career Pathway Map has been developed for middle school through 12th grade students, including STEM summer camps, STEM days, COMPASS Pre- and Post-testing, and high school graduates who also hold postsecondary credentials from Gateway. STEM Days participants include 13 high schools, 319 students, and seven partner companies. The goal is 20 high schools for STEM days, with 600 students reached each year. Students reported that the top three favorite aspects of STEM are company tours, learning about dual credit, and learning about possible careers.
- Gateway presented a Manufacturing Expo for students and parents to meet with manufacturers on April 30, 2013. Gateway presented STEM Camps, sponsored by the Governor's office, in July 2013. Lieutenant Governor, Jerry Abramson, attended one of the Camp graduations.

- Veterans and dislocated workers now have a grant for free tuition, and they are finding it through the state's One Stop offices. Gateway VETS programs are coordinated by Daniel Ridley and Chris Courtney. There have been 50 VETS placed through the job placement program, with 27 in manufacturing jobs. Most VETS programs focus on public safety jobs, which make Gateway unique in placing the majority in manufacturing.
- Gateway's Manufacturing Apprenticeships show seven companies are confirmed for 2013-2014, with projections for 12 companies by year end, with 100 apprentices.
- Grants and partnership building were reviewed: what is being pursued and has been accomplished with the Manufacturing Network, Awards Breakfast, University of Louisville Rapid Prototype Speaker, Manufacturing Recruitment Committee, NKIP Ambassador Training, and the Greater Cincinnati Foundation.
- Partnerships with high schools are resulting in the offering of a Mechatronics certificate at Grant County, MupTech Scholarships for dual credit, and professional development for counselors, Gateway Regional Academy (GRA) for dual credit in advanced manufacturing, and the previously mentioned STEM days and Manufacturing Expo.
- Plans for 2013-14 include:
 - Increase apprenticeships (100 goal)
 - Increase STEM Days (600 student goal)
 - Provide online STEM resources
 - Reach school superintendents with STEM opportunities
 - Work with the Kentucky Department of Education for additional Gateway credential recognition—as career ready or college ready, or both
 - Continue to work with NKIP ambassadors
 - Offer MSSC CPT for high school students fall 2013
 - Recruit women into manufacturing – Raise the Floor
 - Application to the M-List for nationally recognized manufacturing credentials
- Discussion among the Board members and presenters included:
 - Clarifying the number of graduates, aligning certifications and degrees to job titles, measuring and increasing the numbers of students in the manufacturing “pipeline” to meet industry needs, ways to reach parents and students at other schools that may not already be involved in STEM at Gateway. The suggestion was made for Board members to act as ambassadors to these schools.

Several members asked about a unified message that everyone presents and the need to reach people so they hear and see Gateway information several times.

The board discussed the barriers to high school students and developing the dual-credit programs including: perception of industry jobs, funding limitations for marketing, cost of tuition, scheduling and transportation issues, and conflicts with International Baccalaureate and Advanced Placement programs in the high school.

- Mr. Jordan asked for a three to a five-year projection that could be used for measurement of success. Dr. Hughes responded that the Strategic Enrollment

Management team will be developing program targets for all Gateway programs as part of the Business Plan template that will be presented in September. At this time, the enrollment goals are at a macro level. Over time, the analytics will allow for greater prediction at the micro or program level.

Mr. Jordan shared two videos, the first was produced by Kenton County Schools for free and will be distributed to the parents by the NKIP ambassadors. The second video was from Wisconsin that was modified inexpensively to be used in Kentucky. Rev. Fowler thanked Ms. Schutzman for her report and presentation.

VI. PRESIDENT'S LEADERSHIP TEAM REPORT – In response to the board's suggestion of a "traffic light" for reporting progress on key initiatives, Dr. Hughes reported the following in the "green light" category:

- SACS has notified the college that it has been reaffirmed for accreditation until 2023.
- The Collision Repair Technology program is recertified with NATEF Master Accreditation, which is the highest level recognized by the National Automotive Technician Education Foundation.
- The Marx Building renovation began two weeks ago.
- 100% of Nursing graduates have passed the NCLEX examination.
- The Grant County Adult Education Center grand opening will be in September; the center is a United Way collaboration. The invitation will arrive from United Way.

Yellow-approaching green lights:

- Enrollment is running 3 – 4 % behind the previous fall term, but is showing very strong potential growth in VETS, Pendleton County GRA, and distance learning. Fourteen hundred students are eligible to return to Gateway, but have not registered. Representatives have contacted 700 of these students. There is a pool of 400 new students who applied, but are not yet registered.
- Gateway and NKU faculty met with NKU to develop 19 transfer pathways. The first two or three have been completed. Gateway2NKU will be introduced very soon. In this program, students start with Gateway and seamlessly transfer to NKU and are able to take some 300/400 level courses at NKU at Gateway tuition rates. Dr. Hughes will be touring the Gateway campuses with NKU President Mearns tomorrow to discuss this and other initiatives. The Enrollment Management Team has been working very hard on this initiative.
- Fundraising is continuing and making progress toward the initial goal of \$5.0 million for the Urban Campus. Several new scholarship investments have been made as well.

Red-approaching lights:

- State funding continues to be reduced and is below 20% of the revenue.
- Marketing through paid media is insufficient.

- Increase in the number of full-time faculty and staff is needed to serve students better.

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

- PTK and SGA Craft Fair is August 3, at EW Campus.
- Joint Meeting with Foundation Board (Gateway’s Mission, Vision, Values Statements) August 29, 2013.
- Board of Directors Meeting – September 19, 2013
- Budget Committee Meeting – October 31, 2013
- Board of Directors Meeting – November 14, 2013

September 8 is scheduled for the first Gateway day at the Reds. Discounted tickets for faculty, staff, and students are available.

VIII. ADJOURNMENT

There being no further business to be brought before the Board, the meeting was adjourned at 7:58 p.m. by Chair Johnson.

Prepared by Jane Frantz, Assistant Recording Secretary

Approved:

Brent Cooper
Secretary to the Board

Date