



Board of Directors Annual Meeting Minutes

Thursday, November 14, 2013

5:00 Reception

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

Kenton County Library, Mary Ann Mongan Branch, Covington, Kentucky

BOARD MEMBERS PRESENT:

Mr. Brent Cooper (Secretary)
Rev. Richard Fowler (Vice Chair)

Mr. Jeff Groob
Mr. Rick Jordan
Dr. Michelle Deeley Wilhite (Faculty Representative)

Dr. Amber Decker, (Staff Representative)
Ms. Krista Hossman, (Student Representative)
Ms. Martha Johnson (Chair)
Mr. Ken Paul

BOARD MEMBERS ABSENT:

Ms. Katheryn Cook (Parliamentarian)

OTHERS PRESENT:

GCTC Faculty/Staff:

Mr. Mike Baker, Vice President, Administration & Business Affairs
Ms. Marinell Brown, Associate Provost, Academic Affairs
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. Jane Frantz, Administrative Assistant, President's Office
Ms. Carissa Schutzman, Dean, Workforce Solutions
Mr. Andre Washington, Dean, Enrollment Management
Mr. Michael Monks, Editor and Publisher, The River City News

I. CALL TO ORDER

Chair Johnson called the meeting to order at 5:30 p.m. at the Kenton County Library Mary Ann Mongan Branch, Covington, Kentucky. The record will reflect that a quorum was present. The media was notified of the meeting.

II. WELCOME AND BRIEF OVERVIEW OF THE KENTON COUNTY LIBRARY RENOVATION

Chair Johnson thanked Mr. Dave Schroeder, Executive Director, and Ms. Julia Allegrini for allowing the Board to hold its meeting at the library and welcomed Mr. Schroeder to provide comments. Mr. Schroeder gave a brief welcome and overview of the renovations of the library. He highlighted the new and improved features available to the public and the cooperation between Gateway and the library. Mr. Schroeder announced that the *Library Journal* recently awarded a 4-star rating to the Kenton County Public Library. This is the first Kentucky library to receive a journal ranking. In addition, Mr. Schroeder has been working closely with Dr. Angie Taylor in various ways to recruit students. Chair Johnson presented a framed copy of the dedication program to Mr. Schroeder on behalf of the Gateway Board of Directors.

III. PRESENTATION DURING DINNER – BUSINESS PLAN TEMPLATE – FOCUS ON ENROLLMENT MANAGEMENT

- Chair Johnson stated that, at the September meeting, the college presented the status report on the template that is being developed for the business plan. At tonight's meeting, Board members will hear a status report that focuses on the work of the Enrollment Management Team's work. Dr. Hughes presented the following highlights of the team's work:
 - Strategic Enrollment Management is the alignment of all facets of institutional planning, resulting in a single comprehensive enrollment plan with common goals and integrated strategies to serve as the basis for decision-making and the alignment of resources and emphasizing return on investment.
 - There are four phases of the SEP process: Preparation and Data Analysis, Strategy Development, Enrollment Goal Setting and Plan Finalization, and Plan Implementation and Modification. Initial goals have been set for each phase.
 - The goal of predictive analytics is the result of the data analysis based on seven to eight key data points - applicant matriculation, cohort retention, enrollment composition, academic load consideration, credits attempted vs. credits earned, course enrollment related to program, and program graduates.
 - Two Gateway programs were used as examples for detailing the data analysis process and capacity planning. The examples are from Computerized Manufacturing and Machining and Welding Technology. All of the SEP phases will be applied across all Gateway programs in the development of final numbers for a complete plan by the end of the academic year
 - Chair Johnson inquired about the definition of program capacity. Dr. Hughes responded that program capacity is the number of students a college can handle with the number of

faculty available, the need for more full-time faculty and not just adjunct faculty, the kinds of classrooms needed, any regulatory limits, and the operating needs and the availability of student services to support increased enrollments (i.e., career planning and placement services). Board members engaged in a lively discussion regarding the two programs that were highlighted. Much of the discussion centered on the manufacturing careers and the need for the college to develop specific targeted goals for graduates that can meet the needs of the employers in the region. Several members expressed disappointment that the anticipated specific number of graduates for programs were not presented. The NKIP study indicated that there are 680 jobs unfilled in manufacturing and many more anticipated in the future with impending retirements of many workers. Discussion centered on the need to continue to build a pipeline from the schools to Gateway and the need to fill up the Center for Advanced Manufacturing. Several members questioned whether the Boone campus was being fully utilized to meet the employer needs. Dr. Hughes stated that the model that was presented would be applied to all programs and that specific targets for recruitment, retention, and graduation would be completed as part of the business plan as promised by the end of the academic year. Several members added that the manufacturing marketplace is misunderstood; colleges need to go out and recruit students for manufacturing and need to change the perception in those who do not understand current manufacturing trends, conditions, and salaries that are available. In response to a question regarding scheduling of classes at the Boone Campus and transportation from the other campuses to Boone, Dr. Hughes replied that the college is looking into scheduling classes back to back and also providing more direct bus routes to the Boone Campus.

- Discussion moved to the Urban Campus and how the college developed the estimates for 2,500 students by 2015 and 5000 students by 2020 as opposed to developing building plans. Dr. Hughes responded that as presented in the past, the Urban Campus was developed first by assessing the future needs of the programs for the campus—immediate, short, and long range. The plan was then developed to meet the space needs for the programs which led to the identification and acquisition of the buildings. Specific plans for each program are part of the planning, including program capacity and enrollment. Currently, there are 1,100 credit students, and 500 adult education students at the Urban Center and another 1,300 credit students at the Amsterdam Road Campus, many of whom will be relocated to the Urban Campus. Several members stated that the Urban Campus will yield internships and that outreach and marketing will be vital for the success of recruiting students to the Urban Campus.

IV. APPROVAL OF MINUTES OF THE SEPTEMBER 19, 2013, BOARD MEETING

Upon motion by Mr. Cooper and seconded by Dr. Decker, the minutes of the September 19, 2013, Board meeting were approved as presented.

V. SPECIAL ORDERS

A. Proposed 2014 – Schedule of Regular Meetings – Article 5, Section 1

- In the absence of Parliamentarian Cook, Chair Johnson presented the draft schedule of the 2014 Board meeting dates that was proposed at the September meeting. A copy of the proposed 2014 meeting dates is attached to the permanent minutes. Upon motion by

Mr. Paul and seconded by Vice Chair Fowler, the proposed draft of the 2014 meeting schedule was approved as presented.

VI. OFFICER REPORTS

A. Chair's Report

- Chair Johnson reviewed her recent activities representing the Gateway Board of Directors. Those activities included:
 - Attendance at the *Raise the Floor: Training Women for Manufacturing Careers* initiative on November 1. Rick Jordan also attended and was recognized and commended for his role in the initiative's planning and success.
 - Attendance at the KCTCS Benefactor's Gala on November 7. Also in attendance was Vice Chair Fowler. At the gala, Gateway honored Dr. Anthony and Gerry Zembrodt (\$25,000), and Fifth Third Bank who administers the Jacob Schmidlapp Fund from which the college has just received \$100,000.
 - Attendance at Gateway's Foundation Board meeting on November 14. Highlights of the meeting included:
 - Renovation of the church is complete (Phase I)
 - A very successful Foundation event, Bourbon, Bequests, and the Bicentennial that was held at the home of the Norm and Lisa Desmarais. Nine commitments have been received for remembering Gateway in their wills.
 - Gateway's Capital Campaign will begin in December. The campaign was put on hold during the decline in the economy (it was noted that during the decline, the college raised about \$2.7 million).
 - Vice Chair Fowler also attended the Gateway2NKU announcement that was held on October 4 at the Urban Center in Covington.

VII. STANDING COMMITTEE REPORTS – Chair Johnson stated that the Board's Bylaws call for annual oral and written reports from standing committees. She stated that she would begin with the Executive Committee report, and would then be followed by each committee chair who would summarize his/her respective committee's work over the past year. A copy of each report is attached to the permanent minutes.

- **Executive Committee** – Chair Johnson reported that the Executive Committee met in January 2013 to approve the college's Six-Year Capital Plan and to create the agenda for the January 24, 2013, Board meeting.
- **Bylaws Committee** – In the absence of Parliamentarian Cook, no report was presented. According to committee member, Michelle Deeley Wilhite, the Bylaws were reviewed and grammatical corrections were made.

- **Budget/Summary Review** – Committee Chair, Mr. Jordan, stated the committee had met two times in 2013. The first meeting was held in May 2013 to approve the Annual Budget and in November before the Annual Board Meeting.
- **Performance Evaluation of the President** – Committee Chair, Mr. Paul, stated the President’s Evaluation was performed and in compliance with the requirements of KCTCS. A verbal mid-year review was completed in January 2013, the evaluation timeline and process were reviewed in March 2013, evaluation forms were distributed for evaluation in April 2013, the information was compiled and provided to all Board members in May 2013 at which time the Board met in Executive Session and reviewed the evaluation results with Dr. Hughes, and the final review package and evaluation letter were then sent to KCTCS President Michael B. McCall in June 2013.

VI. UNFINISHED BUSINESS

A. Nominating Committee

- Chair Johnson reminded everyone of the discussion that was held at the September meeting relating to the appointment of the Nominating Committee members. Following discussion it was decided that the new board will determine its officers.

VII. NEW BUSINESS

A. Honorary Degree Process

- Chair Johnson asked Dr. Hughes to review the Honorary Degree Process at Gateway (a copy of the process is attached to the permanent minutes).
 - The KCTCS Board of Regents authorizes the individual colleges to award honorary associate degrees in humane letters to individuals who have contributed significantly to the college or KCTCS.
 - When an individual’s exceptional contributions merit such consideration, the college President/Chief Executive Officer shall make the recommendation for an honorary degree to the President of KCTCS for recommendation to the Board of Regents for approval. Approval shall be granted by the Board of Regents prior to the award being made.
 - The explanation of how Dr. Hughes would convene the committee in recommending or nominating for an honorary degree can be found on page two.

- **B. New Board Member Orientation** – Chair Johnson noted that since the Governor had not appointed/reappointed new Board members, she is asking Dr. Hughes to be prepared to develop and conduct a New Board Member Orientation at the appropriate time.

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 congratulated Ms. Laura Kroeger for being recognized as a finalist for the ATHENA award.

- Congratulations to Dr. Amber Decker and Dr. Ross Santell for securing a \$15,000 grant from AACC that focuses on people who are 50 years of age or older.

IX. ANNOUNCEMENTS – Chair Johnson called attention to the important dates that are listed on the agenda and the meetings of the Board of Directors (noted below). In addition, Chair Johnson thanked each Board member for his/her service and for allowing her the privilege and honor of serving as the Board Chair for the past three years. She thanked previous Board Chair, Mr. Jordan, and Vice Chair, Mr. Fowler, for their service and leadership. Each member provided reflective comments on their terms of office. Dr. Hughes extended this personal and the collective thanks of the college community to the members for their service to Gateway.

A. Board of Directors Meeting – February 20, 2014

X. ADJOURNMENT

Upon motion by Mr. Paul, and seconded by Vice Chair Fowler, and approved by a voice vote of the board members, the Board meeting was adjourned at 8 p.m.

Prepared by Sharon Poore, Recording Secretary

Approved:

Brent Cooper
Secretary to the Board

Date

IMPORTANT DATES TO REMEMBER

Nurse Pinning Ceremony Boone Campus CAM Convening Center	December 16, 2013 6:30 p.m.
KCTCS System-Wide Institutional Closing	December 21, 2013 – January 5, 2014
Board of Directors Meeting Location TBD	February 20, 2014
GCTC Commencement Northern Kentucky Convention Center	May 15, 2014