

**Executive Summary  
Board of Directors Meeting  
Thursday, March 21, 2013**

**Call to Order**

Board Chair Martha Johnson called the meeting to order and declared a quorum was present. She asked for a moment of silence in memory of Jim Lewis, associate professor of visual communication, who died after a brief illness March 20. She noted a change in format to allow presentations during the dinner portion of the meeting, after which the usual order of business would occur.

**Presentation**

Dr. Patricia Goodman, vice president of knowledge management and strategic initiatives, and Mr. Doug Penix, director of eLearning, were introduced by President Ed Hughes and presented an in-depth summary of the \$4.9 million IPTEC grant, the Instruction Design and Learning Technology and Computer and Information Technologies program, and the improvements to GCTC distance and eLearning initiatives. Dr. Goodman provided an overview of the grant, traced its history, highlighted the involvement of TiER1 Performance Solutions and described progress to date in developing and implementing the IDL program and revising the CIT program. 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. Dr. Goodman stated the programs and eLearning will be self-sustaining when the grant is completed.

**Approval of Minutes – January 24, 2013, Meeting**

The January 24, 2013 meeting minutes were approved as distributed.

**Officer and Standing Committee Reports**

**Chair's Committee Report**

Chair Johnson called upon Dr. Hughes to present President McCall's report on KCTCS transformation as described at the KCTCS gala in November. Dr. Hughes highlighted the following:

- KCTCS has a goal to be the premier community and technical college system in nation. Progress in the past 10 years has put KCTCS well on the way.
- 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; two KCTCS colleges were among the 10 finalists.
- National education proponents, e.g., 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.
- GCTC and KCTCS priorities are tied into the state and national higher education agenda.

**Bylaws/Rules**

Chair Johnson stated there was no report from the Bylaws/Rules Committee, which had presented changes to the Bylaws which were voted on at the January meeting.

**Performance Evaluation of the President**

Committee Chair Ken Paul reported that the process is on track to begin in April, with an Executive Session scheduled for the May meeting to finalize the process for submission to KCTCS by June 1.

## **New Business**

There was no new business to consider.

## **Old Business**

There was no old business on the agenda.

## **President's Leadership Team Report**

Dr. Hughes introduced Human Resources Director Phyllis Yeager who presented a report on professional development and the emerging Center for Professional Excellence. Ms. Yeager summarized internal and external professional development opportunities available to employees. In response to a question, she stated 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. She noted that professional development activities are documented on the Individual Learning Plan. 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 stated that employees, including faculty, may enroll in up to 6 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 associates, bachelors, masters, and even doctoral degrees in their disciplines by using this professional development benefit. Ms. Yeager summarized 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. Dr. Laura Urban, provost and audience member, noted that faculty and staff have access to many low-cost professional development opportunities through the Greater Cincinnati Consortium of Colleges and Universities (GCCCCU). Board Members Jeff Groob, Brent Cooper, and Rick Jordan stated that professional development is important for a teaching institution. 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.

As part of his report, Dr. Hughes noted the mission review timeline, which provides for an update of the mission, vision, and values statements to be submitted to KCTCS next December.

In response to a question about the low level of awareness about GCTC in the region, Dr. Hughes asked Margaret Thomson to share some KCTCS research. She stated that KCTCS 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 also are in the second tier. She suggested that it is likely due to Gateway's being the newest KCTCS institution 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 a past 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.

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 the board members a link to "Run, Hide, Fight," the Homeland Security video used in the training.

In closing comments, Dr. Hughes congratulated Mr. Cooper on receiving the Trailblazer Award from the Dan Beard Council of Boy Scouts. Vice Chair Richard Fowler commented on the successful Super Sunday event February 24, and Mr. Cooper reported that during a recent visit to Washington the Urban Campus was mentioned in every meeting with the Kentucky congressional delegation.

Chair Johnson adjourned the meeting at 8:12 p.m.

**Important Dates to Remember:**

Next Board of Directors Meeting – May 29, 2013

Edgewood Campus

**Thursday, May 9, 2013**

Board Budget Committee Meeting  
5:30 p.m.

**Wednesday, May 29, 2013**

Board of Director's Meeting requested at Edgewood  
5:30 p.m.

**Monday, May 13, 2013**

Nurse Pinning Ceremony  
Notre Dame Academy  
6 p.m.

**Tuesday, May 14, 2013**

Night of Excellence  
Notre Dame Academy  
6 p.m.

**Wednesday, May 15, 2013**

Commencement Exercises  
Northern Kentucky Convention Center  
7 p.m.

**Sunday, May 19, 2013**

Gateway hosts New Horizons Welcome Reception  
Odd Fellows Hall, Covington  
Time tba

**Monday, May 20 – Wednesday, May 22**

KCTCS New Horizons Conference  
Embassy Suites, Covington