



**Board of Directors Special Called Meeting
(held replacing the August 31, 2017 regularly scheduled meeting)
Minutes
Tuesday, September 12, 2017
6 p.m.
Technology, Innovation and Enterprise, Room UB112
516 Madison Avenue, Covington, KY**

BOARD MEMBERS PRESENT:

Mr. Sam Collier
Mr. Kenneth Paul

Mr. Joe Creaghead
Mr. Daniel Ridley

Mr. Jeff Groob
Dr. Julie Smith-Morrow

BOARD MEMBERS ABSENT:

Mr. Chad Day

Ms. Ivy Velez

Mr. Paul Whalen

Gateway and KCTCS Faculty and Staff Present:

Mr. Justin Bertsch, Educational Technologist
Dr. Amber Decker, Vice President, Development & Strategic Partnerships
Dr. Fernando Figueroa, President/CEO
Ms. Jane Frantz, Executive Assistant, Office of the President
Mr. Doug Penix, Associate Vice President, Academic Affairs
Ms. Christi Godman, Acting Vice President, Workforce Solutions
Ms. Michelle Sjogren, Director of Communications
Dr. Teri VonHandorf, Vice President, Academic Affairs
Ms. Ingrid Washington, Vice President, Student Development
Mr. Jamie Younger, Vice President, Administrative & Business Affairs

GUESTS:

Trisha Scheyer, Reporter, River City News

I. CALL TO ORDER/WELCOME/INTRODUCTIONS

Chair, Ken Paul, called the meeting to order at 6 p.m. Ms. Jane Frantz called roll of Board members. The record will reflect that a quorum was present.

II. APPROVAL OF MINUTES

- Upon motion by Mr. Creaghead, and seconded by Dr. Smith-Morrow, the minutes of the May 16, 2017, Board of Director's Meeting minutes were approved as presented and distributed.

III. COMMITTEE REPORTS

A. Finance and Facilities Committee Report – Committee Chair, Mr. Joe Creaghead

- Committee Chair Creaghead noted that the committee met on September 11, and directed the board to review a distributed summary of information regarding budget and enrollment. Two things discussed were the budget and the facility plan for the Urban Campus. Documentation will be mailed to all board members who are not on the Finance and Facilities Committee.
- At the next meeting, the final numbers for the first quarter will be available.

B. Strategic Planning Development Committee (formerly Outcomes Committee) – Committee Chair, Dr. Julie Smith-Morrow

- Dr. Julie Smith-Morrow reported that the committee met twice over the summer. They are working to find key metrics that are meaningful to report in a dashboard format. The committee has been looking at aligning the Gateway Strategic plan, the Diversity plan, performance based funding requirements, the Strategic Enrollment Management plan, the Kentucky Community and Technical College System Strategic plan, and some financial indicators. They will be looking at a report with the five key planks of the Gateway Strategic plan.
- Data will be available on different measurements on a rolling basis. They will not expect to see everything on a quarterly basis and will be a good reporting opportunity for the board and the community.

C. Performance Evaluation of the President – Committee Chair, Dr. Julie Smith-Morrow

- There is no new report. The evaluation went to Dr. Box, and the committee is in resting mode until spring.

D. Bylaws Committee – Committee Chair, Mr. Paul Whalen

- Mr. Whalen was absent. No report.

IV. Unfinished Business

A. Foundation Update – Dr. Amber Decker, Vice President Development & Strategic Partnerships

- At Chair Paul's request, Dr. Amber Decker presented three items to the board - a list of foundation board members, foundation committee roster, and the balance sheet.

B. Marketing Update – Michelle Sjogren, Director of Communications

- At Chair Paul's request, Ms. Michelle Sjogren presented a packet of information to the board, including Gateway's new marketing brochures, a listing of Gateway digital marketing, the 2017-18 marketing plan, a one-page summary of talking points about Gateway, a condensed "elevator speech," and a snapshot page of Gateway facts and numbers.
- Ms. Sjogren explained the three-pronged marketing plan of earned, paid and owned advertising. Earned is coverage of the college by newspapers and media outlets. Paid is purchased advertising. Owned is generated in-house and includes the website, social media, and email blasts.
- Gateway is working with Student Development to use Constant Contact to communicate with students, and marketing is tracking the effectiveness. Gateway also utilizes customer relationship management software to track and encourage students from application through enrollment.
- Board members commented on advocating for Gateway at community organizations, asked about the budget, discussed efforts and effective communications with students, and offered marketing suggestions.

C. Urban Campus Plan Update – Dr. Fernando Figueroa

- Dr. Figueroa stated that Gateway is communicating with the Secretary of Finance on guidelines for utilizing the Y building.
- Dr. Figueroa is developing alignments among businesses, students, and service organizations. Gateway is exploring biotech, hospitality, and entrepreneurialism in the River Cities. Gateway is looking for opportunities for experiential learning and co-ops and internships. Gateway is asking for help with faculty recruitment, especially in technical areas.

D. Two Rivers Renovation, Utilization, and Program Plans – Dr. Fernando Figueroa

- Two Rivers investments include a new boiler and windows. Gateway is working with Covington Business Council, the NKY Chamber, and other groups to determine what are the best connections and locations for students to pursue their education.
- Discussion continued around the board's expectations for a plan by the end of the year. Around a 2-3 page plan draft by the end of the year, including the five sectors and the strategic plan; questions about the cost of fitting into biotech and attention to the sustainability of any model; and focusing on a plan that will serve as a stake in the ground for moving forward.
- Dr. Figueroa will be meeting with each board member to finalize his or her input.

V. Chairman's Report – Chair, Ken Paul

- Mr. Paul reviewed upcoming events and dates: September 28 NKY Chamber Dinner recognizing the anniversary of Tri-ED, October 19 Gateway Installation of the President, October 27 KCTCS Board Workshop with Dr. Box.
- Mr. Paul mentioned the letter sent to everyone from Dr. Figueroa on Deferred Action for Childhood Arrivals (DACA). He reiterated that Gateway is a community college, open for everyone. It always has been and always will be. Dr. Figueroa's letter followed the KCTCS statement by Dr. Box. Mr. Paul said that this is a federal issue,

and he hopes they will get it resolved, but the board wants to bring it up tonight. Mr. Paul stated that Northern Kentucky University let their board make a comment if they wanted to. He offered a chance for anyone to make a comment at that time. No additional comments were made.

VI. President's Report – Dr. Fernando Figueroa

- Dr. Figueroa presented a report that will be posted on the website. Items covered were RiverBlast; Pizza with the Prez; the appointment of Gateway student Ric Smith to the KCTCS Board of Regents; Leadership Northern Kentucky; Gateway employee picnic; Gateway hosted events - Workforce Solutions breakfast, NKY Forum, KCTCS Foundation meeting; Express Enrollment; and the Work Ready Scholarship.

VII. Adjournment

Upon motion by Mr. Jeff Groob, and seconded by Mr. Sam Collier, Chair Paul adjourned the meeting at 7:22 p.m.

Prepared by Jane Frantz, Recording Secretary

Approved:

Mr. Paul L. Whalen
Secretary to the Board

Date