



## Board of Directors Meeting Minutes

*Thursday, January 28, 2010*

**5:30 Dinner**

**Board of Directors Annual Meeting – 6 p.m.**

***Gateway Community & Technical College  
Edgewood Campus***

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### **BOARD MEMBERS PRESENT:**

Katheryn Cook

Jeff Groob

Rick Jordan (Chair)

Cindy Sproehnle (Staff Representative)

Dee Wright (Faculty Representative)

Brent Cooper (Parliamentarian)

Martha Johnson (Vice Chair)

Ken Paul (Secretary)

Jason Schomaker (Student Representative)

### **BOARD MEMBERS ABSENT:**

Richard Fowler

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### **OTHERS PRESENT:**

#### ***GCTC Faculty/Staff:***

Mr. Mike Baker, Vice President, Business Affairs

Mr. Jeremy Berberich, Associate Director of Library and Information Services

Ms. Marinell Brown, Associate Provost for Academic Affairs

Ms. Tess Burns, Web Services Manager

Ms. Laura Cook Kroeger, Vice President, Resource Development & External Affairs

Ms. Amber Decker, Director of Grants and Contracts

Ms. Patricia Goodman, Dean, Institutional Research, Planning & Effectiveness

Dr. Ed Hughes, President/CEO

Ms. Norma Northern, Director of Budget and Accounting

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

Mr. Steve Pople, Coordinator of Institutional Research

Ms. Carissa Schutzman, Division Chairperson for Developmental Education and Orientation to College/Instructor English

Dr. Angie Taylor, Vice President, Workforce Solutions

Mr. Andre Washington, Director of Admissions & Enrollment Management

Ms. Ingrid Washington, Vice President for Student Affairs

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## **I. CALL TO ORDER**

Chairman Jordan called the meeting to order at 6 p.m. at the Gateway Community and Technical College Boone Campus. The record will reflect that a quorum was present. The media has been notified of the meeting.

## **II. APPROVAL OF MINUTES OF THE NOVEMBER 19, 2009 BOARD MEETING**

Jeff Groob requested that the minutes of the November 19, 2009 Board meeting be amended in Section VI, Gateway Advocacy, to reflect his statements as follows:

- “Jeff Groob commented that while virtually all legislators support education in the abstract, especially at election time, effective advocacy requires monitoring how individual legislators vote on specific legislation. He emphasized that when legislators support specific legislation favorable to Gateway’s interests, they should be thanked and their positive support reinforced, and when they take positions contrary to Gateway’s interest, legislators should be made aware that we are paying attention and asked to explain the reasons for their vote.”
- “Mr. Groob said legislative votes are public information and easily obtained, and made a specific request of Dr. Hughes to provide the Board with a list of how Northern Kentucky legislators voted on education-related legislation, and especially those bills pertaining to funding higher education over the past several years. Dr. Hughes stated that he would make the request through KCTCS to the LRC.”

After discussion, the Board approved the minutes with the above correction to be included.

## **III. OFFICER REPORTS**

**A. Chairman’s Report** - Chairman Jordan noted that the current period is a critical time for the college due to state budget deficits and the new budget under consideration by the General Assembly. He urged the Board members to become members of Kentuckians for Community and Technical Colleges and to sign the online advocacy petition to ensure our lawmakers make smart investments in our students and the state’s economy. Board Member Jeff Groob called the Board’s attention to HB514 to reauthorize a KCTCS capital project (among other provisions) and provided a voting report.

## **IV. STANDING COMMITTEE REPORTS – The Standing Committee Chairs provided reports as follows:**

**A. Bylaws Committee** – Parliamentarian Cooper – there was no committee activity to report.

**B. Budget Committee** – At Secretary Ken Paul’s request, Mike Baker, Vice President of Business and Administrative Affairs, described KCTCS budget controls: KCTCS has very strong controls in place and GCTC requested an internal audit last year to assure that processes were being followed correctly. GCTC works closely with Wendell Followell and Ken Walker at KCTCS to assure conformity with controls. Vice President Baker also reported that, due to enrollment growth, tuition revenues are higher this fiscal year than projected, and the budget appears solid. Minutes to the Board Budget Review meeting of January 14, 2010 are attached to the permanent minutes.

**C. Performance Evaluation of the President** – Due to the absence of Committee Chair, Mr. Richard Fowler, there was no report given.

**V. President’s Report** – Dr. Hughes began his report by calling on the following individuals for division reports (a copy of the President’s Report is attached to the permanent minutes):

- **Gateway Website** – Tess Burns, web services manager, demonstrated new content recently added to the Gateway website. New content has been added to the Board of Directors section. Patterned after the KCTCS website, pages have been added for Board meetings, policies, and bylaws. Photographs of Board members and short biographies will be added soon. The section can be found under “Our Leadership” after clicking on the “About” tab on the home page. A new section, “Urban Campus Project,” has been added to the “Visitors/Community” tab on the front page. The section is based on the Urban Campus Status Report to the Community recently distributed to members of the community. The section describes the project’s history, current status, proposed future plans, and provides a response mechanism to elicit additional community input. A “News and Resources” sub-page compiles public documents from Gateway and other community entities that have endorsed the project. The page will be updated on a routine basis.
  - Chairman Jordan commented about how easy the website was to navigate and that social networks such as Facebook are a great means of marketing. Mr. Brent Cooper stated that all Board members should be Facebook fans.
- **Preliminary Enrollment Spring 2010 Trends** – Mr. Andre Washington, director of Admissions & Enrollment Management, and Ms. Patricia Goodman, dean of Institutional Research, Planning, and Effectiveness reported on enrollment with highlights as follows:
  - Fall 2009 enrollment of 4,206 students shows an increase of 21%.
  - Over the past three years, the ratio of part-time to full-time enrollment has become very consistent in the fall with roughly two-thirds enrolled part-time and a third enrolled full-time.
  - The number of degree-seeking students increased by 25.5% in the fall 2009.
  - The fall-to-fall retention rate was 57.72%, third highest among KCTCS colleges and 4% higher than the system average.
  - Fifty-five percent of new students in fall 2009 had total family income less than \$25,000 per year, and one-fourth had total family less than \$10,000 per year.

- As of January 28, 2010, spring enrollment stood at 3,710 students, compared to final spring 2009 enrollment of 3,466 students.
- Current spring 2010 enrollment does not include students who will register for shorter sessions beginning later in the spring, but already shows an increase of 6%. Projected spring 2010 enrollment is 4,000, a 14% increase spring to spring.
- New placement requirements have been established for Northern Kentucky University (NKU). The higher required ACT test scores are likely to drive continued enrollment growth. GCTC is working with NKU to develop plans for the anticipated increase.
- **Workforce Solutions** – Dr. Angie Taylor, Vice President of Workforce Solutions, described a new process being used by Workforce Solutions as part of the KCTCS Workforce Competitiveness Initiative (WCI). The process systematically tracks sales by client, industry, internal account representative, type of service, the sales/purchase stage, the training stage, and revenue generation. Dr. Taylor reported that the process is based on similar models used in industry and improves the ability to project annual sales and aids staff in tracking projects. Dr. Hughes noted GCTC is one of four KCTCS colleges engaged in the WCI and is the most fully engaged in the pilot program.
- **Academic Affairs** – Ms. Marinell Brown, associate provost, reported that the three associate provosts, including Dr. Gail Wise and Teri VonHandorf, met with Dr. Hughes and accepted additional responsibilities for overseeing academic affairs until a new Provost can be hired. The three associate provosts are in constant communication, meet regularly with Dr. Hughes, and are currently planning the class schedule for the summer and fall of 2010, with a projected 15% to 20% increase in offerings. Ms. Brown described a three-pronged process involved in adding classes: (1) what is academically sound; (2) do we have faculty; and (3) do we have space? She also reported that Ms. VonHandorf has formed a Developmental Education Leadership Team to lead developmental education efforts.
- **Student Affairs** – Ms. Ingrid Washington, vice president of Student Affairs, highlighted some of the initiatives under way to deal with a growing number of students seeking transfer degrees. In addition, Dr. Hughes noted HB 160, transfer legislation HB 160, has been introduced in the Kentucky General Assembly and, if signed into law, will make the transfer process from two-year to four-year colleges much more seamless. He reported the bill passed the House 97-0 with support from all northern Kentucky legislators. Ms. Washington reported a 200% increase in students seeking transfer degrees. The need for career services has exploded as a result. In response, the Student Affairs team developed a career services plan featuring a Transfer Fair this spring, advising, and related services offered in the Student Service Center.

Ms. Washington also reported that the Student Government Association and the Spanish Club are partnering with Matthew 25 Ministries to raise money and collect goods for the victims of the earthquake in Haiti. EF Tours, the agency GCTC uses for international student travel programs, will match the money raised by colleges using their services up to \$100,000.

- **Campaign and Foundation Update** – Laura Cook Kroeger, vice president of Resource Development and External Affairs, reported on the following:
  - The capital campaign is ongoing and has raised \$5.8 million.
  - An anonymous donor has contributed \$50,000 in stock that likely will be matched by the KCTCS matching gifts program, thereby, creating a \$100,000 endowed scholarship.
  - Griffin Industries was so touched by a thank-you note from a scholarship recipient that the company increased the amount of future scholarships to \$1,500 annually.
  - Ms. Kroeger also reported on increased use of the web since the launch of the new site September 15, 2009. More people are visiting more often and spending more time during visits.
- **Construction Update** – Dr. Hughes reported that the progress of the Boone Phase II project, Center for Advanced Manufacturing, is on schedule and furniture is to be delivered in April.

**VI. UNFINISHED BUSINESS** – Chairman Jordan stated there are three topics of unfinished business: The Advocacy Campaign, Strategic Plan Update, and the Urban Campus Partnership Update. These are college initiatives that directly relate to our roles and responsibilities as members of the Board of Directors that we will have on the agenda for at least the next two meetings.

**A. Advocacy Campaign Report** – Ms. Laura Kroeger reported on the status of the public advocacy campaign, including a highly successful visit by KCTCS President Dr. Michael McCall to Northern Kentucky December 9, 2009. Gateway’s advocacy efforts will continue in February and March 2010. A busload of students, faculty, and staff will attend the KCTCS Rally Day in Frankfort on February 25, 2010. Additional students, faculty, and staff will meet with legislators at the Capitol on March 9, 10 and 11. The advocacy effort is one of the first to offer service learning credit to students.

- **Strategic Plan Update** – Ms. Patricia Goodman reported on the progress of the Strategic Planning Process for the 2010-16 planning cycle. To date, all employees have been engaged in the process. A comprehensive schedule is being developed to engage a wide variety of external partners, including (but not limited to): the Center for Great Neighborhoods, Cincinnati State Technical and Community College, Community Action Commission, Covington Business Council, CPE Regional Stewardship, Greater Cincinnati Consortium of Colleges and Universities, Greater Cincinnati Health Consortium, individual school districts, Legacy, the Northern Kentucky Area Development District, Northern Kentucky Chamber of Commerce, Northern Kentucky Council of Partners, Northern Kentucky Superintendents, Northern Kentucky University, P-16 Council, Partners in Prevention, Sixth District Elementary School, Southbank Partners, STRIVE, Thomas More College, United Way, University of Cincinnati, and Vision 2015. Internal and external collaboration should be complete by early April 2010 with the plan presented for approval by the Board of Directors in May. Implementation is expected to begin in July. The preliminary theme of the plan is “Transitions.”

- **Urban Campus Partnership Update** – Chair Jordan reported that he had asked Dr. Hughes to prepare a Status Report to the community on the Urban Campus. That report was printed and distributed internally and externally. In addition, a new web page was created to enable rapid updates to the community.
  - Dr. Hughes said Status Reports will be produced and distributed every six months to keep the college and community informed. He summarized the contents of the current report and noted that plans are in the developmental stage, particularly in terms of programming. Dr. Hughes stated that the end result will depend on community and workforce needs, adequate capital funding, and adequate operational funds. The current status is that a location has been proposed which enables additional planning about what to put at the location to begin. He described the Urban Learning Center's original partnership and noted that the ULC partner Board will serve as the basis of an advisory panel to help distill community input regarding programs and services at the Urban Campus. After input is received, it can then be determined what kind of facilities to develop and what should be in them. The current lease of the Two Rivers facility from Covington Independent Public Schools will enable Gateway to offer more classes and serve more students than currently possible at the current Urban Center on Levassor Avenue next to Holmes High School. Expansion is needed for the fall 2010 term.
  - Mr. Groob expressed concern about programming and that the community had not been asked for their input. Dr. Hughes responded that he understood and that there had been questions raised about the proposed and the planning process was now at a stage where broader input will be sought. He also noted that he had received a letter from various Covington community members expressing their concern. Dr. Hughes then added that three community forums will be hosted by external groups, including: (1) February 18 hosted by the Covington Business Council; (2) February 23 co-hosted by the Center for Great Neighborhoods and the Covington Neighborhood Collaborative; and, (3) March 1 hosted by Vision 2015. All three forums will take place at The Madison at 700 Madison Avenue, Covington, from 6:30 to 8:30 p.m.
  - Chairman Jordan asked Dr. Hughes to keep the Board informed of the information received from the forums. He urged Board members to attend one or more of the forums. General discussion among the Board members included: the Urban Campus development process and the nature and extend of the various partnerships that were announced in May 2009, the lease of Two Rivers School, and the kinds of programs and services planned for the campus.

## VI. NEW BUSINESS

- A. LEAD Program** – Dr. Hughes called upon Dr. Taylor and a group representing the LEAD program to provide background on this internal leadership program. Presentation participants, all LEAD graduates, included Amber Decker, Steve Popple, Jeremy Berberich, and Carissa Schutzman, all of whom have accepted positions of increased responsibility since their LEAD participation. The group presented program highlights:

- 37 employees have graduated from LEAD
- 54% of participants have been promoted
- 100% are serving on a variety of committees
- Two have been elected to the Gateway Board of Directors
- Faculty insight was sought
- The future of the LEAD program includes four sub-committees that will include: recruitment and application process, selection of LEAD class, LEAD Programming, and evaluation and improvement

Members of the team also commented on the impact the program had on them personally and on the future of the program. The team also presented the LEAD Vision.

Dr. Hughes noted that GCTC employees recently have received national, state, regional and local recognition, as described in his written report:

- o Three Gateway employees have been selected as the 2010 KCTCS Faculty or Staff Award of Excellence winners – Sam Collier is the winner of the Faculty awards; Colleen Kane is the winner of the Administrative Staff award; and Sharon Poore is the winner of the Support Staff award.
- o Toni Bloom has been nominated as President of the Cincinnati Ad Club.
- o Amy Monson was accepted to present at the National Career Development Association conference on June 30 – July 2 in San Francisco.
- o Amber Decker just learned that her article, “Student-Centered Practice in the Twenty-First Century Community College” has been accepted for publication in *The Community College Journal of Research and Practice*.
- o Dr. Angie Taylor received the Margaret Fifer award from Covington Partners in Prevention at their awards ceremony in September.

Chairman Rick Jordan complimented the entire faculty and staff for their continuing leadership, diligence, and cooperation in making Gateway the success it is today.

**VII. ANNOUNCEMENTS** – Chairman Jordan made the following announcements:

**Thursday, March 11, 2010**  
**Thursday, March 25, 2010**  
**Thursday, May 20, 2010**

**Board Budget Committee Meeting**  
**Board of Directors Meeting**  
**GCTC Commencement**

**VIII. ADJOURNMENT** – Chairman Jordan adjourned the meeting at 9:13 pm.

Prepared by Sharon Poore, Recording Secretary

Approved:

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 Secretary to the Board

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 Date