



BUCKS COUNTY COMMUNITY COLLEGE BOARD OF TRUSTEES MEETING

Upper Bucks Campus
Learning Studio

Date: November 13, 2014
Time: 1:30 P.M.

PRESENT:

Thomas Skiffington, Presiding
Dr. Frederick Breitenfeld, Jr
Frank Fazzalore
Elizabeth Fineburg
Otto Grupp III
Frederick Gudknecht

William Maeglin
Carol Mignoni-Ferguson
Garney Morris
Carol Shelly
Jeffrey Garton, Esq.
Dr. Stephanie Shanblatt

ABSENT: James Dancy, S. W. Calkins, Blake Eisenhart, Frank Farry, Elizabeth Graver

In Mr. Dancy's absence Mr. Skiffington presided and called the meeting to order at 1:30 PM. Mr. Skiffington announced that earlier in the day the Board of Trustees met in executive session to discuss real estate, labor relations and personnel matters.

Upon motion by Dr. Breitenfeld, seconded by Mr. Fazzalore, the minutes of the October meeting were approved.

CHAIR'S REPORT

There was no report from the Chair.

PRESIDENT'S REPORT

The President reported on the successful Scholarship Tea hosted by the Foundation on October 23. The event raised more than \$12,000 and featured four recipients of the "Salute to Mothers" scholarship sharing their stories with more than 80 guests.

Congratulations are also in order for Tobi Bruhn, Executive Director, BCCC Foundation for his recognition by *The Forty Under 40* program. The honorees represent business and community leaders who are making a difference in Bucks & Montgomery Counties. This year's winners will be honored at an awards luncheon on Friday, November 21.

Dr. Shanblatt highlighted several cultural events on the Newtown campus including:

- New Poet Laureate Sandra Becker of Doylestown, who rose to the top of 80 entrants, has been selected as the 2014 Poet Laureate. Runners-up are Elizabeth Austin of Newtown, Camille Norvaisas of Feasterville, and Kathryn Ionata of Doylestown. All will be honored at a reading and reception at 2 p.m. Sun. Nov. 16 in the Orangery.
- Music Departments concerts all beginning at 7:30 PM in the Presser Music Room on the Newtown Campus: Wednesday, November 19 - Performance Class Recital featuring student solo performances, Monday, December 1 - Chamber Jazz Ensemble, Wednesday, December 3 – Madrigal Singers, Thursday, December 4 - Percussion Ensemble, Monday, December 8 - Classical Chamber Ensemble, Wednesday, December 10 - Concert Choir and Thursday, December 11 - Jazz Orchestra.
- Alumni Art Exhibit celebrating five decades of enriching the arts in the region with the 50th Anniversary Alumni Exhibition at the Hicks Art Center Gallery. The show, running through December 15, features visual arts, music, and multimedia by thirteen outstanding Arts alumni.

The President thanked the STEM department for sponsoring a series of successful events during the past month which included: Women in Technology and Sciences, Computer Science Area Meet & Greet, Nanotechnology Presentation and TechGirlz Workshop.

Dr. Shanblatt congratulated ITS staff for their recent efforts representing the college in the larger community:

- Gene Kovalchick graduated from the Lower Bucks Chamber of Commerce's Leadership program
- Rich Hartwell and Andrew Lawlor gave several presentations at the Pennsylvania Area Datatel User Group conference in Harrisburg, PA in October. The sessions reviewed the manner in which the college structured its Ellucian engagement to maximize the return on investment and also focused on using SQL server analysis for reporting data through Colleague.
- Andrew Lawlor was recognized for his service as an article reviewer for the EDUCAUSE online journal.

In conclusion Provost Clayton Railey introduced Victoria Steeger, Associate Provost for Continuing and Workforce education.

PUBLIC COMMENT

There was no public comment.

COMMITTEE REPORTS

GOVERNANCE COMMITTEE – Dr. Frederick Breitenfeld, Chair

Vice President Barbara Yetman explained the need for the college to comply with Commonwealth Act 46 which mandates that colleges give course registration preference to veterans. The new policy presented today meets that obligation and expands upon it by extending registration preference to active military and dependents of veterans currently receiving benefits.

STUDENT COMMUNITY RELATIONS COMMITTEE - Thomas Skiffington, Chair

Dr. Rodney Altemose, Executive Director, Upper Bucks Campus, reviewed the goals of the Upper Bucks campus which include providing a wide range of programs and support services to serve area residents. The campus offers diverse credit programs with the largest enrollments in business administration and liberal arts. Non-credit programs include LPN, CNA and other workforce driven options. A full range of student services from advising to tutoring is offered in cooperation with home departments based in Newtown. UBC students, faculty and staff are also busy in the community forging relationships with a wide variety of agencies including Adopt-a-Highway, local chambers of commerce and Children & Youth of Bucks County.

STRATEGIC PLANNING & MARKETING COMMITTEE – Thomas Skiffington, Chair

Mr. Skiffington introduced Vice President Barbara Yetman who presented a credit enrollment and marketing analysis report. New, successful recruitment efforts included on-site activities at local high schools and Accepted Students Days. While Dual Enrollment declined, expansion of this strong recruiting tool will be pursued through the use of EITC scholarship funds.

Marketing strategies remain focused on promoting the brand by building awareness and focusing on the individual outcomes students may achieve through the Bucks experience. New tactics this year included the SMART campaign and a new brochure highlighting faculty qualifications. Enhancements to the web page also increased the breadth of information displayed at one time and promoted greater ease of use.

Enrollments declined college-wide and at all locations during the Fall semester, mirroring the state and national trends. This decline is largely related to declining high school graduation rates, increased competition from four year schools and declining unemployment. At the same time retention, analysis demonstrated that the highest attrition was among the 20-24 year age group and those majoring in liberal arts.

Moving forward efforts will focus on attracting more of the high school graduating classes through on-site activities and new program options such as the honors program. Appeal to the

adult learner market segment will be enhanced by exploring new delivery options and accelerated coursework. Attempts to improve retention will be made through continued roll-out of the new advising model, targeted efforts to encourage former students to resume their education and specific initiatives to address areas of high attrition.

GOVERNANCE COMMITTEE – Dr. Frederick Breitenfeld, Chair

Upon motion by Dr. Breitenfeld and second by Mr. Fazzalore, the Board of Trustees approved as presented the following:

- **Revisions to the Board of Trustees Bylaws**
- **Revisions to policies 1.1 Board of Trustees Responsibilities and 1.3 Ethics**
- **Adoption of new policies 1.27 Veterans' Course Scheduling Preference and 1.28 Continuing Disclosure**

FINANCE COMMITTEE – William D. Maeglin, Chair

Upon motion by Mr. Maeglin, seconded by Mr. Morris, the Board of Trustees approved the following:

Other Contracts

- **Advising Center furnishings to Krueger International, Inc. for \$74,236.**
- **Primary internet service provider to KINBER for \$130,500 for 3 years.**
- **Secondary internet service provider to Global Cloud Xchange for \$75,600 for 3 years.**

Change Order

- **Advising Center HVAC to Gaudelli Brothers, Inc. for \$11,015.**

Other Action

- **Bond financing for science building to PNC Band/Piper-Jaffray for \$27,574,000.**

Financial statements for the period ending October 2014 were provided for review.

HUMAN RESOURCES COMMITTEE – Elizabeth Fineburg, Liaison

Upon motion by Ms. Fineburg, seconded by Mr. Maeglin, the Board of Trustees approved the labor agreement with Local 506 of the International Union, Security, Police & Fire Professionals of America for a 5 year term from July 1, 2014 to June 30, 2019.

BOARD COMMENTS

There were no board comments.

ADJOURN

Upon the motion being duly made and seconded, the meeting was adjourned at 2:15 PM. The next regularly scheduled meeting of the Board of Trustees will be on December 11, 2014 at 1:30 PM on the Newtown Campus.

Dr. Frederick Breitenfeld Jr., Secretary