

**SPRINGFIELD TECHNICAL COMMUNITY COLLEGE
BOARD OF TRUSTEES**

REGULAR MEETING

Monday, April 26, 2021

Zoom/Live Streamed via STCC YouTube Channel
5:00 p.m.

Minutes of Meeting

Present: Marikate Murren, Chair
Elizabeth Oleksak-Sposito, Secretary
Maurice Lindsay, Alumni Trustee
Alessande Anderson, Student Trustee
Vicky Crouse, Trustee (joined shortly after roll call)
Jeff Sattler - Trustee
William Johnson, Trustee
MacArthur Starks, Jr., Trustee

Unable to attend: Jynai McDonald, Vice Chair

Also Present: Dr. John B. Cook, President
Chris Scott, Dean of the School of Health & Patient Simulation
Dr. Geraldine de Berly, Vice President of Academic Affairs
Denise Hurst, Vice President of Advancement & External Affairs
Keith Paul, Director of Communication and Marketing
Nanette Flores, Executive Assistant to the President & Board Clerk

I. Call to Order

Trustee Chair Marikate Murren called the meeting to order at 5:01 p.m.

II. Roll Call

The following Trustees were present at roll call: Trustee Chair Marikate Murren, Trustee Secretary Elizabeth Sposito, Alumni Trustee Maurice Lindsay, Trustee Vicky Crouse, Trustee William Johnson, Trustee Jeff Sattler and Trustee MacArthur Starks. Seven present, constituting a quorum. Student Trustee Alessande Anderson joined the meeting one minute after roll call, with eight present at the meeting.

III. Approval of Minutes – Board of Trustees Regular Meeting – March 29, 2021

Trustee Bill Johnson moved to approve the minutes from the March 29, 2021 Board of Trustees meeting, seconded by Trustee Jeff Sattler and unanimously approved through roll call.

IV. Trustee Committee Reports

a. Special Board of Trustees & Committee on Ways and Means – Monday, April 12, 2021

Chair Marikate Murren provided an overview of the initial section of the meeting, which included participation of the NECHE Visiting Team. The Full board was invited to join this Special section of the meeting led by Dr. Richard Hopper, President of Kennebec Valley Community College (KKVC) and Chair of the NECHE Accreditation Team. Dr. Hopper introduced the members of the accreditation visiting team and proceeded to provide an overview of the NECHE Process. He noted that the accreditation process is around quality assurance of the institution. In addition, to ensure fitness for purpose and mission. Dr. Hopper commended STCC for its candor and being forthcoming.

After the conversation with the NECHE Team, Committee Chair Mac Starks proceeded to report on the April 12th Committee on Ways and Means section of the meeting. The meeting included the usual reports: cash flow projections, FY 2021 Revenue I Spending Reports through March 2021, and FY 2021 Facilities Projects report. In addition, we discussed Draft #2 of the FY2022 Budget, followed by the IT 5-year Plan and FY 22 Capital Projects.

Trustee Vicky Crouse moved to approve the minutes from April 15, 2021 Special Board of Trustees & Committee on Ways and Means, seconded by Trustee Betty Sposito and unanimously approved through roll call.

V. President's Perspective

Before moving to presentations, Dr. Cook requested a move in the order of tonight's presentations – by moving up the Marketing Initiatives & Outlook (agreed via voice assent).

Dr. Cook proceeded to share a debrief regarding the institution accreditation visit (NECHE), including the next Internal and External Relations meeting would be a forum for further discussion. Scheduled this week is an All-College Town Hall, and a meeting between the President and Department Chairs/Curriculum Coordinators. Operational planning for the fall term are ongoing; there is still uncertainty (i.e. social distancing regulations), and transition plans will be communicated throughout the summer. Regarding capital/major infrastructure projects, the college is hoping to hear by June about Building 20 relocation funding from DCAMM. Dr. Cook also shared that news will soon be forthcoming about a significant investment in an equity project. He will

share more at the May Internal and External meeting regarding a Foundation Innovation Fellowship. Thanks expressed to Trustees for support and contributions to the college throughout the accreditation/NECHE process.

a. Tenure Recommendations [Motion 2021-09]

Dr. Cook provided an overview of the Tenure process. Noting that supporting documents such as resumes and letters of recommendation were provided to Trustees in advance and are accessible in Boardpaq. As a reminder Trustees have the final approval to grant Tenure. Faculty and staff up for tenure go through a comprehensive process that first includes a review by tenured peers via the Unit Personnel Practices Committee (UPPC); Deans and Supervisors also offer recommendations based; with the President then offering a final slate of recommendations to Trustees. Dr. Cook proceeded to share the names of eleven individuals up for tenure, and his support for each:

[Motion 2021-09] Tenure Recommendations

Trustee Bill Johnson *moved that the Springfield Technical Community College Board of Trustees, pursuant to the provision of Section 22 (c), Chapter 15A, approve the Granting of Tenure as listed on Appendix A.*

The motion was seconded by Trustee Elizabeth Sposito and unanimously approved through roll call.

Before moving to the next item, Chair Murren asked if there is any objection to move item “d” Marketing Initiatives & Outlook presentation up to “b”. With no objections, Chair Murren proceeded to introduce the Marketing presentation.

b. Marketing Initiatives & Outlook, by Denise Hurst, VP of Advancement & External Affairs; and Keith Paul, Director of Communication and Marketing

VP Denise Hurst commended the great work done in Marketing led by the Director of Marketing Keith Paul. Denise presented accolades, which reflect the amount of work done to support students. Keith Paul, Director of Marketing stepped in to inform about the focus on current projects that will run through FY22, achievable due to the budget increase. The marketing department has an 18-month plan for the five re-instated programs that consists of a comprehensive and coordinated digital marketing across all programs. We have revamped web pages, and are working on reviewing program content. Overall, the budget enables marketing to improve and expand advertising of all programs.

Upon questions in regards to the accolade of STCC named #4 in the nation, Keith will share the detailed criteria used to determine the rank. Another question came up in regards to annual content review of web pages; should it occur more often? VP Hurst

added that although the reviews are annual, crossed conversations and collaboration are constant which allow for needed changes.

Denise presented on FY21 key publications, highlighting the consistent design and branding throughout publications. Keith also presented on YouTube metrics. He noted STCC has increased the number of videos posted: 105 features/new stories – up by 56%; viewers have increased by 42%; noted is that 87% of viewers’ ages is 18 to 24. Keith also highlighted places where you will find STCC advertisement such as Billboards, TV, Radio, Print, Video Ads, Digital Ads, direct mail, e-mail, etc.

Upon the question on how are “hits” from advertisements being measured? Keith mentioned that now it is manual and specific to certain campaigns. In the future, we are looking into a new CRM that we will allow us to access better data in regards to measuring hits. Another example is measuring access to web during radio advertisement. Overall, for now we are using any tool or strategy available to measuring metrics. Chair Murren requested itemized budget details of items shown on slide 38.

A question arose in regards to advertising in the US Congress and Reps websites; and in regards to following the new national bill proposing free community college education. Denise responded, as part of my role with External Affairs, I am in contact with many of our elected officials, both local and national. We do not advertise on their pages, not aware of this, but we can look into this. We are not shy on reaching out to our Legislatures to advocate for STCCC. Just to name a few, we have invited them to legislative breakfast; tours, legislatures featured in videos, and have participated of virtual and in-person commencement. Denise assured that STCC is on the table for conversations with legislatures.

Dr. Cook commended the work of the Marketing Department, pointed out how far STCC has expanded, evolved, and invested in marketing. Shared was the news that Denise Hurst is leaving the college for a leadership role with the Community Foundation of Western Massachusetts. Denise was commended for her efforts, including facilitating the first major gifts campaign at the college in a decade.

c. A view of the past year/Nursing Program, by Christopher Scott, Dean of the School of Health & Patient Simulation (SHPS)

Chris Scott, Dean of SHPS appreciated the opportunity to present to the Board. He initiated his presentation by talking about the impact of COVID-19 on the allied health and nursing programs. In regards to financial impact of COVID-19, Dean Scott presented a comparison of costs of required PPE, pre pandemic vs. during pandemic. As an example, the cost of a box of 100 gloves went from \$7.99 (02/01/20) to \$29.99 (02/01/21). As this example, the costs of other items used by nursing students have all increased. COVID has disrupted the flow of work and academic time, whether it is due to health issues, trying to handle family, work vs. academic, and so on. Online learning has been challenging, this has increased the number of students at risk. Another factor

affected by COVID-19 is the loss of clinical affiliation sites and clinical instructors. It is in clinicals where students get hands on practice under a clinical instructor. The size of this has decreased. Amongst other implications, this delays students' flows and completion expectancies. With support, we have, as for instance, increased simulation and virtual tools. The challenges affect attrition and retention. The greatest impact is in Nursing, Rehabilitation and Medical Assistant programs. We are over 25 percent of attrition. The least impacted is dental hygiene and respiratory care. In regards to dental hygiene, we have our own clinic. We were challenged in getting patients, but with support of the college and marketing, we readjusted. We offered free services and were able to increase the number of patients treated and students were able to get on track to complete on time.

In June 2020 the SHPS students started to repopulate campus, it was a collaborative effort from all areas of the college. Dean Scott presented a video that illustrates the daily life of students on campus during COVID. Dean Scott also pointed out a few positive outcomes. These relate mostly to the opportunities of exploring new modes of educational delivery such as iHUMAN – Virtual Simulation. In addition, it opened the opportunity to develop new relationships through new clinical placements such as medical assisting sites, health centers, vaccination clinics, and group home rotations.

d. Program Reactivation/Update, by Dr. Geraldine de Berly, VP of Academic Affairs

Dr. de Berly shared that the MA Department of Higher Education approved the reactivation of five programs, and recruitment for a Fall 2021 start is ongoing for Biomedical Engineering Technology, Biotechnology, Civil Engineering Technology, and Landscape Design & Management. Discussed was the approach where Dental Assisting will be positions for a Spring start, with Dean Chris Scott sharing efforts to search and hire new faculty (previous faculty have retired), and use of the calendar year to aid completion.

Dr. de Berly provided information on recruitment strategies and targeted marketing by program; also shared with Trustees was data on expected recruitment goals by program, and these will be reviewed this Fall with the Board. A budget of \$50k was allocated to market these programs in the current fiscal year (\$50,000), with additional discussion regarding the investment in additional marketing funds in next fiscal year (up to an additional \$50,000). Also discussed were registration patterns, including how most registration happens in the summer with a particularly important window two weeks prior to the start of Fall Semester. Marketing campaigns will seek to dovetail with enrollment patterns. Further discussion of marketing funds took place, and Keith Paul, Director of Communications & Marketing noted the four-month blitz begins next week.

VI. Old Business


VII. New Business


VIII. Chair's Report - Trustee Marikate Murren

Thanks again to everyone who participated in the NECHE accreditation process. Appreciate Trustees' participation in the different meetings. As part of the commitments that arose from the report is to work on the Bylaws, Committee Charges and Mission Statement. I will ask Trustee Sposito to set up working groups to work on these pieces in preparation to the Trustee Retreat.

IX. Date of next Board of Trustees meeting – Monday, May 24, 2021

- X. Adjournment** – Meeting called to adjourn at 6:39 p.m. moved by Trustee Bill Johnson, seconded by Trustee Mac Starks. Unanimously approved through roll call. Marikate Murren, Elizabeth Oleksak-Sposito, Maurice Lindsay, Vicky Crouse, William Johnson, Jeff Sattler and MacArthur Starks.


Marikate Murren
Chair, STCC Board of Trustees


Elizabeth Oleksak-Sposito
Secretary, STCC Board of Trustees