

STCC Board of Trustees
COMMITTEE ON INTERNAL AND EXTERNAL RELATIONS

Monday, August 29, 2022 at 5:00 p.m.
Zoom Meeting, Live Streamed via STCC YouTube Channel

Present: Trustee Chair Marikate Murren, Committee Chair Jynai McDonald, Trustees Tonia Butler Perez, Glerisbed Garcia-Figueroa, and Betty Sposito.

Also attending: Dr. John B. Cook, President

Presenters: Dr. Vanessa Hill, Professor of Mathematics & Special Assistant to the President
Dr. Geraldine de Berly, Vice President of Academic Affairs
Darcey Kemp, Vice President of Student Affairs
Dr. Shai Butler, Vice President of Advancement & External Affairs

- I. **Call to Order:** Committee Chair Jynai McDonald called the meeting of the Committee on Internal and External Relations to order at 5:01 p.m.
- II. **Roll Call:** The following Committee Members were present at Roll Call: Trustee Chair Marikate Murren, Committee Chair Jynai McDonald, Student Trustee Glerisbed Garcia-Figueroa, Trustee Tonia Butler Perez, and Trustee Betty Sposito.
- III. **Welcome to New Trustees:** Committee Chair Jynai McDonald welcomed Student Trustee Glerisbed Garcia-Figueroa and Trustee Tonia Butler Perez to the STCC Board of Trustees and to the Committee on Internal and External Relations.
- IV. **Innovation Fellowship**
 - a. **Developmental Math Reform & Implementation** – Presented by Dr. Vanessa Hill, Mathematics Professor & Special Assistant to the President.

Dr. Vanessa Hill presented on the Implementation of the development math reform. Dr. Hill recapped the goals which are to improve persistence, retention, reducing time to enter pathways, and graduation rates. Dr. Hill outlined the steps taken throughout the process of implementation and was glad to announce that the new course is currently live. As noted in the presentation, the implementation process includes “monitoring new classes, are students getting through, are they successful when they get to their college level course.” The team will continue building out the curriculum and making it available for distribution to Springfield Public Schools, Adult basic education, etc.

- V. **Enrollment Perspective** – Presented by Darcey Kemp, VP of Student Affairs; Dr. Geraldine de Berly, VP of Academic Affairs; and Dr. Shai Butler, VP of Advancement & External Affairs

VP Kemp, Dr. de Berly, and VP Butler presented on the topic of enrollment management based on perspectives from each of their areas.

From the perspective of Student Affairs, VP Kemp presented on recruitment and registration. Her presentation included a daily enrollment report using a specific period in time, which in this report is *Registration Day 132* to compare head count and registered credits of new and continuing student for Fall2020, Fall2021, and current Fall2022. The report shows that on day 132/Fall2021, we were down 5.1% - headcount and 8.8% in registered credits when compared to the fall2020. On day 132 for the fall2022, we are down 2.1% - headcount and 1.8% in registered credits when compared to the fall2021. Also included was a slide number of students registered & number of registered credits by new students and continuing students, from fall2017 through fall2022 (data from the fall of 2022 is not yet final – pertains to registration day 132). VP Kemp also shared data from the top sending high schools for “First time, First Year students.” To conclude VP Kemp presented data for COVID19 vaccination policy compliance, comparing Sp22% vs F22% of compliance. (Data compared is from 2 weeks prior to the start of the spring 2022 semester and 2 weeks prior to the start of the fall semester) The percentage are overall higher in the fall 2022 compared to the spring 2022.

VP de Berly presented enrollment from the perspective of Academic Affairs. Her presentation compared enrollment data by school day 132 for the Fall21 and Fall22. STEM is up; whereas LAPS (School of Liberal and Professional Studies) and SHPS (School of Health and Patient Simulation) numbers for the fall22 are lower than in fall21. Dr. de Berly also spoke about the number of faculty and adjuncts by schools. Also included is the data for the highest enrolled programs by school. Dr. de Berly spoke about the decline in the Nursing programs in regards to students and faculty. It’s been challenging to hire faculty due to salaries. A Nursing faculty can make much more working in the health field rather than teaching. Students are facing many personal challenges such as child care and work.

Dr. Cook offered a few notes in regards to enrolment management in Academic Affairs. Noted that per average, students are taking 10 credits, denoting that there is a high number of part time students. Faculty load is also being discussed with Deans, as the number of students enroll decline.

Dr. Butler started her presentation with departmental updates. Marketing is currently finalizing a contract to partner with agency of record to assist with developing strategies, branding, creative collaboration, and others services. In regards to staffing, Dr. Butler spoke about the current searches for positions listed in the presentation.

As part of the marketing update, Dr. Butler spoke about current messaging campaigns. The presentation included samples of post cards used to promote affordability; target marketing such as the M.I.L.E. initiative; and academic program marketing. Dr. Butler noted that each post cards include a QR code. This helps with tracking how many are responding to our messages.

The Marketing and Communications department uses “interact” a tool that measures Facebook, Instagram, and YouTube marketing performances and the cost. It also compares STCC’s performance with the industry standard. STCC’s market activity percentages are all showing above the industry standards.

VI. Strategic Planning Outlook – Trustee Betty Oleksak-Sposito; and Dr. Shai Butler, VP of Advancement & External Affairs.

Dr. Cook asked Trustee Sposito as the Trustee Liaison for the Strategic Planning Task Force to share her outlook with the board on summer engagement. The Task Force is wrapping up their summer work. They did extensive research throughout several meetings. The campus works team is coming to campus on August 31 through September 1 to meet with several groups of stakeholders and to present on “Trends in Higher Ed” in sessions on PD Day (9/1). Trustee Sposito expressed that it has been an interesting experience; CampusWorks is really digging deep into each area. With this, Trustee Sposito passed it on to Dr. Butler. Dr. Butler added that we are looking forward to the “Student Experience” workshop in the fall. An interactive session with a representative group including the student voice that will assist with defining the ideal student experience. We will also have a SWOT analysis discourse, focus groups, a future summit, and lastly CampusWorks working with the Board in regards to the Vision and Mission reaffirmation workshop.

VII. President’s Perspective – Dr. John B. Cook

To wrap up the Strategic Planning topic, Dr. Cook noted that some time in the spring, the Board, as the policy body, will vote to endorse a Strategic Plan, with subsequent approval from the Mass Board of Higher Education. Dr. Cook also noted that our current Strategic Plan is out of date, but we waited for the NECHE accreditation process (in 2021) which helped us reflect on next steps on strategic planning, and utilize Self Study projections. Dr. Cook also appreciated the talented administrators given the depth and breadth of the presentation this evening, and reaffirmed our good fortune for their talents.

Dr. Cook referred to his email sent campus wide and shared with Trustees to note that following: STCC 55th anniversary, and tied to this is the Resilience Award Gala event on October 6 (invitation link to be shared with Trustees). Dr. Cook spoke about an article included in the packet titled “The Shrinking of Higher Education” and invited Trustees to read it to get a sense of what are the general trends in Higher Education. Dr. Cook pointed out that one of the key takeaways is how “Growth is Elusive.”

a. College/COVID Operations

Continuing with a hybrid footing for operations; students are given the opportunity to select the modality of in-person, online, or hybrid. We will know more once we get all of the enrollment data.

b. Governance: (NECHE Visit, Trustee By-Law Review, Shared Governance Council)

In June Trustees voted and endorsed a new Shared Governance model. The first meeting of the Shared Governance Council is in September. Looking forward to building a recommendation process and the potential of bringing to the board policies for voting, as well as informing the Board of practice/protocols changes in operations. We will have a facilitator at the September Retreat to support review of the Trustee By-Laws. On the Governance front, NECHE will come for a visit in March specific to the Notice of Concern. The report will be presented to the Board for approval. In this report we will have progress to show: 1) we hired a Consultant, 2) the Consultant made constructive recommendations, 3) Trustees voted to endorse the recommendations.

c. Personnel Updates

Included in the packet is the quarterly report. Dr. Cook pointed out a few important notes included in the report, including the formal appointment, from Interim, of Gladys Franco, Assistant Vice President of Workforce Development.

d. School of Health Relocation/DCAMM Capital Project

DCAMM awarded us funding to relocate the School of Health. Next week (9/7) the Design Selection Board is selecting an Architect for this project.

VIII. Old Business

IX. New Business

X. Next meeting date and time: Monday, November 7, 2022, at 5:00 p.m.

XI. Adjournment (Roll Call) – Committee Chair Jynai McDonald called to adjourn the meeting at 6:13 p.m., unanimously approved via roll call.

Respectfully submitted by,
Nanette Flores