The meeting of the Montgomery County Community College Board of Trustees was held on Monday, June 20, 2011 at 4:00 p.m. in the Rotelle Family Board Room, East House, Central Campus.

Board of Trustees – Present:
Michael D’Aniello, Chairperson; Regina Lowrie, Treasurer; Michael Paston, Assistant Secretary; Cheryl Lynne Austin, Lea Bramnick, Geoffrey Brandon, Marcel Groen, Lynne Lechter, Richard Montalbano, Ed Mullin

Absent: Andy Cantor, Vice Chairperson; Trudy Mann, Secretary; Susan Arnhold, Eric Kretschman, Jim Vlahos,

Also Present:
Karen Stout, President; Marc Davis, Solicitor; Thomas Freitag, Vice President for Finance and Administration; Steady Moono, Vice President for Student Affairs; Peggy Lee-Clark, Assistant to the President; Kathrine Swanson, Vice President for Institutional Effectiveness and Enrollment Management; Victoria Bastecki-Perez, Vice President and Provost, Academic Affairs; Sharon Beales, Vice President for Development and External Relations; Rhoda McFadden, History Professor and Faculty Union President; Beverly Welhan, Dean, Health Sciences; Joan Brookshire, Associate Vice President of Academic Affairs; Amit Singh, Dean, Business and Computer Science; Barbara Lefevre, Call Center Manager; Deb Rogers, Office Manager for the President; Christine Chiodo, Student, incoming President of Student Government Association for Central Campus.

Call to Order

Chairperson D’Aniello called the meeting to order at 4:05 p.m.

Pledge of Allegiance

Incoming Central Campus SGA President Christine Chiodo led the meeting attendees in reciting the Pledge of Allegiance.

Introduction of Guests

President Stout introduced the guests in attendance.

Approval of Minutes

The minutes from May 16, 2011 were approved as presented.

Public Testimony

There was no public testimony.
Treasurer’s Report

Ms. Lowrie reported for the Committee.

- For the Eleven Months Ending May 31, 2011

On the revenue side, tuition revenue is benefiting from two separate trends – increases in summer enrollment during the month of May and enhanced collection efforts and management of our tuition receivable. Over 900 additional students have enrolled for more than 3,000 additional credit hours since last month, which has expanded on this year’s improvement in summer registration when compared to last year. Additionally, since bringing on a temporary employee focused on collections, Finance has collected nearly $200,000 in outstanding tuition from Spring 2011 and prior terms and been able to more accurately assess the correct allowance amount for uncollectible accounts.

Due to strong budget management that has focused on cost containment, operating expense as a percentage of budget is running about 0.75% less than in past years.

Ms. Lowrie made the motion to approve the Treasurer’s Report for the eleven months ending May 31, 2011. Mr. Mullin seconded the motion. The Board unanimously approved the Treasurer’s Report.

President’s Report

Dr. Stout reviewed highlights of the President’s Report.

- Student Success Indicators

This month’s student success report looks at progression and completion rates among students who placed into two or more developmental courses and who started at the College in fall 2006.

As of fall 2010, of these developmental students who started at the College in fall 2006, 10.1 percent had graduated; 11.7 percent had transferred; and 12.7 percent were still enrolled. In comparison, for college-ready students who started at the College in fall 2006, 23.1 percent of the cohort had graduated; 28.6 percent had transferred, and 9.6 percent were still persisting at the College.

The cumulative progression and completion rate for students who had placed into two or more developmental courses was 34.5 percent, 27 percentage points lower than those students who were college-ready which was 61.2 percent.

Although reasons for this difference in findings were not part of the study, there may be a number of factors that lead to the lower success rates of those who placed into two or more developmental courses. One reason may be that students are becoming discouraged if they are underprepared and need to take additional courses prior to
taking college-level courses. We also see a larger percentage still enrolled at the College because it takes longer to graduate since they have more courses to complete.

- **Enrollment Summary**

  For the fall 2011 semester, total unduplicated headcount is 0.66 percent behind last year, and Total Credit Hours are down 2.02% (71,036) compared to last year (72,497). E-Learning enrollment remains ahead of last year by 2.54 percent.

- **Commencement Recap**

  A total of 1,432 students graduated with the class of 2011, making it the largest class in the College’s history. 510 graduates participated in the Commencement ceremony on May 19 at the Valley Forge Convention Center, and more than 60 staff volunteers supported the event.

  The College received significant press coverage of Commencement from NBC 10, Community College Times, The Times Herald, The Intelligencer, and Patch.com. Video highlights, including the full speeches of Dr. Jill Biden and student speaker Antonio Marrero, are also available on the College’s You-Tube channel.

- **Ensure a Quality, Relevant, Coherent and Innovative curriculum**

  For the fourth consecutive year, the Corporation for National and Community Service has named the College to the 2010 President's Higher Education Community Service Honor Roll. The Honor Roll is the highest federal recognition a college or university can receive for its commitment to volunteering, service-learning and civic engagement. In 2010, 2,385 of the College’s students engaged in over 6,154 hours of curricular and co-curricular service learning initiatives, with 56 students engaged in 20 hours or more of service each.

- **Ensure a Quality, Relevant, Coherent and Innovative Curriculum**

  Five of the College’s faculty participated in NBC’s Philadelphia Town Hall Meeting on June 5 at the National Constitution Center. Moderated by NBC News’ Ann Curry and NBC 10 News’ Aditi Roy, the event marked the third stop on the NBC News Education Nation Tour. Participants from the College included Dr. Deborah Greenspan, Assistant Professor of Psychology; Dr. Ann Marie Donohue, Assistant Professor of Psychology; Jill Beccaris-Pescatore, Instructor of Economics; Barbara Lontz, Assistant Professor of Mathematics; and Debbie Dalrymple, Professor of Nursing. A video of the Town Hall Meeting is available online.

- **Media Outreach**

  On June 8, the College was mentioned on MSNBC’s “Hardball with Chris Matthews,” during a segment with Montgomery County Commissioner Chairman Jim Matthews and former Congressman Patrick Murphy. The trio discussed the role that
education – and community colleges specifically – will play in providing occupational training necessary for economic recovery. The full video can be viewed on MSNBC’s website.

- **Staff Outreach**

Dr. Steady Moono, Vice President of Student Affairs, and Dr. Leonard Bass, Dean of Student Success, gave a presentation during the National Institute for Staff and Organizational Development’s 33rd Annual International Conference on Teaching and Leadership Excellence on May 29-31. The title of their presentation was “Closing a Critical Achievement Gap: African American Makes.”

**Become an Entrepreneurial College**

- **Foundation**

As of May 31, the Foundation has raised a total of gifts and pledges of $924,744. The total at this time last year was $791,953.

The class of 2011 exceeded its Senior Class Challenge campaign goal of $2,500 by raising $3,404 in scholarship dollars. Kudos to 2011 graduate Joshua Schwartz who served as the Chair for this year’s Senior Class Challenge.

The Montgomery County Estate Planning Council hosted its Planned Giving Day on June 6 at the Central Campus. The event was attended by 120 attorneys, CPAs and financial planners, and it helped introduce the Foundation staff to a number of potential giving opportunities.

- **Dr. Stout also reported the following:**

In recognition of its deep commitment to sustainability, the College will be recognized as one of only five institutions in the country to earn a 2011 Award for Institutional Excellence in Climate Leadership from Second Nature. The award will be presented at Second Nature’s fifth annual Climate Leadership Summit of the American College & University Presidents’ Climate Commitment (ACUPCC) on June 23 in Washington, D.C. Institutions were evaluated based on a variety of criteria for climate leadership on campus, including senior leadership, learning experiences and innovative strategies and financing.

The College will also be recognized in July for being recognized by *G.I. Jobs* magazine as a Military Friendly School for 2012.

The College will also be named in *The Chronicle* in July as one of the great places to work.

On June 17, CBS 3 Health Watch highlighted the College’s Power Program.
- **Legislation**

Dr. Stout noted that PHEAA has extended the current deadline to apply for grants from May 1 to August 1.

Senator Mensch along with others introduced SB1138 to create a Pennsylvania Community College Affordability Task Force.

Dr. Steady Moono and Barbara Lefever gave a brief PowerPoint presentation and overview of the Call Center reviewing the success the center has had since opening.

**Finance Committee**

Chairman D’Aniello noted that there were no action items for the Finance Committee and that the information on the Univest Monthly Performance Review is posted for review as an information item only and requires no action from the Board of Trustees.

**Curriculum Committee**

Ms. Austin reported for the Committee.

- **Curriculum Modification: Management A.A.S.**

Currently, two Management A.A.S. concentrations are available for students to consider – A.A.S. in Management and A.A.S. in Management with Real Estate option. Subsequently, in early 2010, the approval of a four-course/twelve-credit Certificate in Entrepreneurship created an opportunity for the College to offer a third option for Management students with a focus on Entrepreneurship.

**Proposed Curricular Changes**

The proposed curriculum change would offer one Management A.A.S. program with three concentrations - Management, Real Estate, and Entrepreneurship. The base curriculum would give students a solid foundation in management fundamentals, an introduction to the functional areas of business, an understanding of economic systems, and the legal environment of business. It also contains other management areas of interest such as accounting, human resources, and ethical decision-making as well as the knowledge, skills, and values to satisfy the 13 general education core curriculum goals. The concentrations would include four to five courses in each area of specialization with 12 to 13 credits. In addition, the program credit hours will be reduced from 62 to 60-61.

Ms. Austin made the motion to recommend the curricular modification for Management A.A.S. eliminate the Real Estate option and add three concentrations in Management, Real Estate and Entrepreneurship to be approved for Fall 2012. Ms. Bramnick seconded and the Board unanimously approved.
- **Testing and Placement Policy**

   After extensive research and ongoing discussion beginning in 2008-2009, Academic Affairs has put forth this updated Testing and Placement Policy, a revision to the 2004 policy. Research into this policy included an environmental scan of similar policies at Bucks County Community College, Community College of Philadelphia, and Northampton Community College, as well as policies at Sinclair Community College, Austin Community College and, Colorado Northwestern Community College. Extensive discussion has taken place with faculty, administration, and All-College Committees to improve this policy with refinements to advance our student academic success and completion goals and to allow for customized pathways for students entering college at different points (e.g. immediately after high school; while in career transition; etc). A draft of the revised Testing and Placement Policy, renamed *Academic Readiness Policy*, was shared with the Board of Trustees Curriculum Committee at its November 3, 2010 meeting. Based on the Committee feedback, further recasting of the draft occurred among Academic Affairs, Student Affairs, and Enrollment Services. The revisions included completion of an implementation plan and reformating of the policy in a language that is more “reader friendly”. Once retooled, the final version policy was, once again, vetted with key stakeholders and then shared with President’s Leadership Council.

Ms. Austin made the motion that the revised Testing and Placement Policy be renamed *Academic Readiness Policy*, be approved for Spring 2012 implementation. The policy will supersede the current Testing and Placement 3.4. Mr. Paston seconded and the Board unanimously approved.

- **2012-2013 Academic and Administrative Calendar**

   The Academic Calendar includes a Reading Day in fall, spring and summer semesters in an effort to enhance student success. There is also ample opportunity for e-grade entry by the faculty so students may access final grades via WebAdvisor in a timely manner.

   The 2012-2013 calendar also has the administrative office schedule, as proposed by the Human Resources Office.

Ms. Austin made the motion to recommend approval of the 2012-2013 proposed academic and administrative calendars. Ms. Lowrie seconded and the Board unanimously approved.

- **Faculty Promotions**

   Nine candidates applied for promotion. Eight are being recommended for promotion.

Ms. Austin made the motion to recommend that the following promotions be approved: Dr. Anne Livezey from Instructor to Assistant Professor of Exercise Science and Wellness, Mr. Lawrence Green from Instructor to Assistant Professor Librarian, Ms. Marie Cantwell from Instructor to Assistant Professor Exercise Science and Wellness, Dr. Harold William Halbert
from Instructor to Assistant Professor of English, Mr. Samuel Clay Wallace from Instructor to Assistant Professor of Geography, Dr. Thomas P. Abrahams from Instructor to Assistant Professor of Biology, Dr. Ryan Johnson from Instructor to Assistant Professor of History, and Ms. Georgette Howell from Assistant Professor to Associate Professor of Exercise Science and Wellness. Mr. Paston seconded and the Board unanimously approved.

The remaining items, new and modified courses and faculty accomplishments are information items only and require no action from the Board of Trustees.

**Personnel Committee**

President Stout reported on behalf of the Committee.

- **Professional Hires for June, 2011**

  **Appointments**

  Full Time Administrative (4)

  Marie Ryan, Manager of Procurement
  Start Date: 6/21/11

  Megan Sneeringer, Director of Annual Giving
  Start Date: 7/6/11

  Jennifer Scales, Help Desk Coordinator
  Start Date: 6/21/11

  Dr. Victoria Bastecki-Perez, Vice President for Academic Affairs and Provost
  Start Date: 7/1/11

  **Separations (2)**

  Donray Bennett, Upward Bound Coordinator
  7/1/11

  Stephen O’Donnell, Hospitality Management Instructor, West Campus
  6/1/11

Ms. Lechter made a motion to ratify the administrative appointments and separations. Mr. Mullin seconded the motion and the Board unanimously approved.

- **Administrator and Public Safety Officer Salary Increases for 2011-2012**

  Based on a study conducted by the Hay Group to determine how organizations are rewarding their employees and information collected from neighboring community
colleges, most organizations are rewarding employees with increases of approximately 2.5%. Hay has also recommended that the College adjust the underlying administrative salary scales by 2% based on labor market trends. These adjustments enable the College to hire new staff at competitive salaries.

During 2010 – 2011, the College recommended a 1.8% increase for administrators and Public Safety Officers. The College did not make any changes in the underlying position salary ranges.

The proposed salary increase and scale adjustment has been fully incorporated into the 2011 – 2012 operating budget. Five employees will benefit from the change in the base scale (at a cost of $5,000) because they have satisfactory evaluations and their longevity at the College requires an adjustment to bring them to mid-point on the salary scale.

Mr. Brandon made the motion to recommend the annual increase of 2.5% for Administrators and Public Safety Officers effective July 1, 2011. Mr. Groen seconded the motion and the Board unanimously approved.

The remaining items, pre-employment drug testing and Healthcare update are information items only and require no action from the Board of Trustees.

**Foundation Update**

Ms. Lowrie provided the Board of Trustees with a brief update.

Chairman D’Aniello congratulated Trustee Brandon for a job well done while he was Chairman of the Foundation Board and also congratulated Sharon Beales and her team for their impressive and outstanding work with the Foundation Board.

**Bids**

Vice President Freitag reported on the Bids.

- **Solid Waste and Recycling**

Mr. Mullin made the motion to award Ches-Mont Disposal the amount of $42,640.00 as the lowest responsive and responsible bidder. Ms. Lechter seconded the motion and the Board unanimously approved.

**Chair’s Report**

Mr. D’Aniello thanked everyone for their attendance at College events and their extent of engagement at the Board and Committee meetings. The Board has spectacular people with many talents.
Chairman D’Aniello noted that this was the last Board Meeting until September and that the meetings will begin sharply at 4:00 p.m. He asked that everyone hold 4:00 to 6:00 p.m. on their calendars for the strategic conversations after the Board Meeting. He also noted that beginning in September the Board meetings will move toward a consent agenda where some action items will be handled by a single motion.

Chairman D’Aniello also gave special thanks to President Stout and the administration for the great work they do every day at the College.

Old Business

Proposed Montgomery County Culinary Institute

The College has been performing due diligence on the proposal to develop a Culinary Institute as part of its strategic plan to develop new and distinctive ways of providing programs that are relevant and that can be self-sustaining. The College team, consisting of: Dr. Amit Singh, Dr. Bastecki-Perez, Dean Suzanne Holloman, and Vice Presidents Celeste Schwartz, and Tom Freitag, have evaluated the proposed Institute in terms of academic fit, strategic importance, and financial feasibility using both internal and external resources. The concept of the Institute was shared with the Trustees in September 2010 as part of the President’s goals for 10-11. The initiative was further pursued at a Physical Plant Committee meeting in January 2011, where the concept of a joint venture with the Philadelphia Suburban Development Corporation (PSDC) was initially shared with the Board. Since that time, the College has engaged external experts to flesh out the curriculum, staffing, market potential, and financial viability of the proposed Culinary Arts Institute. An expert from the Culinary School at the Art Institute of Philadelphia and the Clarus Corporation assisted the College in its efforts to evaluate the proposed Institute and the viability of the site at Towamencin Town Square (TTS).

Our due diligence reveals that there is a market for a Culinary Institute operated by Montgomery County Community College at the Towamencin (TTS) location, and that the Institute should be financially viable within three to four years. The market analysis indicates that through a combination of: increasing marketing and advertising, working with high schools in the county, improving conversion rates of existing MCCC applicants, and improving retention of existing MCCC students, the program can attract 100 enrollees within two years from inception. The pro forma and business plan, indicate that with an appropriate investment in start-up costs of $500,000 (this includes marketing which will benefit more than the Culinary program), the Institute will be able to achieve a surplus by year four and repay the start up costs by year six. The pro forma is based upon enrollment growth from 50 to 200 over the first five years. This growth is predicated on the Timeline of Activities found in the Business Plan, which identifies the following critical keys to success:

1. Build a brand identity
2. Develop core communications materials
3. Hire a PR firm
4. Generate a Buzz  
5. Build Partnerships with Philadelphia Area Culinary Employers  
6. Target marketing to potential high school/Vo-tech students for enrollment  
7. Hire marketing/media buying company  
8. Bring people/interest groups to the site.  
9. Maximize usage of space and revenues  

The Culinary Institute at TTS is a program that we believe fits our strategic goals and may well be a prototype for future programs and strategic partnerships. The proposed program offers the College the chance to start up this new and exciting, entrepreneurial program under College control and leadership at a very interesting and challenging moment for the College.

College leadership, based on input from the Physical Plant and Finance committees, recommends that the Board of Trustees allow College leadership, with support from College counsel, to enter into lease negotiations with PSDC to establish a Culinary Institute.

Next steps will include: Board review and approval of the lease. If the Board approves the lease, College staff will begin implementing details of the business plan including bringing academic program modifications to the Curriculum Committee of the Board and moving forward with a branding, naming rights and advertising strategy to recruit a class for Fall 2012 or Spring 2013 entry.

Mr. Mullin made the motion to allow the College to enter in lease negotiations with PSDC to establish a Culinary Institute. Ms. Lowrie seconded the motion, Trustees Brandon and Mullin abstained from voting. The motion was carried and approved by the Board of Trustees.

**New Business**

President Stout discussed the new Board of Trustees Handbook which everyone received. She noted that this is theirs to keep and to use as an information source for policies and Board information. When there are revisions, Deb Rogers will be responsible for providing the Trustees with the updated materials for the Handbook.

**Adjournment**

Mr. Mullin made the motion to adjourn the meeting at 5:20 p.m. and Ms. Bramnick seconded. The meeting was unanimously adjourned at 5:20 p.m. The next meeting is scheduled for Monday, September 19, 2011 in the Rotelle Family Board Room, East House at 4:00 p.m.

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Michael Paston  
Assistant Secretary  

Board Minutes, June 20, 2011