The meeting of the Montgomery County Community College Board of Trustees was held on Monday, September 19, 2011 at 4:00 p.m. in the Rotelle Family Board Room, East House, Central Campus.

Board of Trustees – Present:
Michael D’Aniello, Chairperson; Andy Cantor, Vice Chairperson; Trudy Mann, Secretary; Susan Arnhold, Cheryl Lynne Austin, Lea Bramnick, Geoffrey Brandon, Marcel Groen, Eric Kretschman, Lynne Lechter, Ed Mullin, Jim Vlahos

Absent: Regina Lowrie, Treasurer; Michael Paston, Assistant Secretary; Richard Montalbano

Also Present:
Karen Stout, President; Marc Davis, Solicitor; Thomas Freitag, Vice President for Finance and Administration; Steady Moono, Vice President for Student Affairs; Celeste Schwartz, Vice President for Information Technology; Peggy Lee-Clark, Executive Director of Government Relations & Special Projects; Kathrine Swanson, Vice President for Institutional Effectiveness and Enrollment Management; Victoria Bastecki-Perez, Vice President of Academic Affairs/Provost; Sharon Beales, Vice President for Development and External Relations; Elsa Rapp, History Professor, Vice President Faculty Union; Amit Singh, Dean, Business and Computer Science; Diane O’Connor, Executive Director of Human Resources; Rose Makofske, Director of Equity and Diversity Initiatives; Alana Mauger, Director of Communications; Lynn Rothman, Executive Director of Marketing; Deb Rogers, Executive Assistant to the Board of Trustees; Christopher Coia, Director of Student Leadership Initiatives; Jenna Klaus, Coordinator of Civic and Community Engagement; Christine Chiodo, President of Student Government Association (SGA), Central Campus; Authur Mongrande, Vice President of Student Government Association, Central Campus; Alysa Murray, President of the Community Service Club (ACE); Richard Meyers, a liberal studies major who attended the 2011 alternate Spring Break in Michigan; Rebecca McKeendrick, Dental Hygiene student and Malinda Henderson, Dental Hygiene student

Call to Order

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

Pledge of Allegiance

Central Campus Student Government Association President and Vice President Christine Chiodo and Arthur Mongrande along with students Alysa Murray, Richard Meyers, Rebecca McKeendrick and Malinda Henderson led the attendees in reciting the Pledge of Allegiance.

Introduction of Guests

Vice President Schwartz introduced the guests in attendance.
Public Testimony

There was no public testimony.

Presentation of 2010 Honor Roll Award

Chairperson D’Aniello presented students Christine Chiodo, Arthur Mongrande, Alysa Murray, Richard Meyers, Rebecca McKeendrick and Malinda Henderson along with Jenna Klaus, Coordinator of Civic and Community Engagement and Christopher Coia, Director of Student Leadership Initiatives with the 2010 President’s Higher Education Community Service Honor Roll award. This is the highest federal recognition a college or university can receive for its commitment to service-learning and civic engagement.

Consent Agenda

A. Approval of Minutes

The minutes from June 20, 2011 were approved as presented.

B. Treasurer’s Report

For the Two Months Ending August 31, 2011

Through two months, the general fund is significantly ahead of last year’s pace because the College has received three months of the Commonwealth Appropriation as opposed to the expected two. Expenditures are down from last year by about $230,000 resulting from more accurately accruing expenses chargeable against the prior year.

C. Insurance Brokerage Services Update

Willis of Pennsylvania developed a detailed proposal for policy renewals on eight different types of coverage: property, equipment and machinery, crime, general liability, automobile, worker's compensation, umbrella/excess liability and educator's legal liability. Willis achieved premium savings of over $15,000. The College's FY12 premiums are over $40,000 less than what they would have been with a straight renewal of coverage with the College's existing carriers.

D. Unive$t Year-End Performance Review

Investments are on target to meet the blended benchmark return of 1.1% in the current year.

E. Curriculum Committee Agenda for 2011 - 2012

The All-College Curriculum Committee annual schedule was shared with the Board.
F. Construction Updates

Construction updates were provided to the Board of Trustees on the Parkhouse Hall renovations, College Hall renovations and 140 College Drive renovations.

G. Ratification of July, August and September Professional Appointments and Separations

Full Time Administrative (3)

Kathleen McGirr, Controller
Start Date: 9/20/11

Joshua Schwartz, Executive Assistant to the President
Start Date: 7/19/11

Wuanita Rollins, Teacher – Assistant Director Children’s Center
Start Date: 8/24/11

Faculty Appointments (3)

Wendy Fillgrove, Biology Instructor
Start Date: 8/7/11

Lynn Swartley O’Brien, Anthropology Instructor
Start Date: 9/1/11

Theresa Napson-Williams, Faculty Diversity Fellow
Start Date: 9/1/11

- Separations

Full Time Administrative (5)

Gwen Groff, Executive Assistant Foundation
6/3/11

Joanne Behm, Director Life Long Learning Programs
6/15/11

Shantelle Jenkins, Coordinator of Mentoring Services
7/1/11

Igor Parfeniouk, Enrollment Generalist
7/15/11

Margie Cherry, Perkins Advisor
8/5/11
Full Time Faculty (3)

Marie Cantwell, ESW Instructor
8/5/11

Linda Roy, Nursing Associate Professor
8/26/11

Rachel Plews, Hospitality Management Instructor
7/31/11

Full Time Retirements (1)

James Serabian, Education Professor
8/31/11 (employed 37 years: started 9/1/74)

H. Emeritus Status Recommendations

The Personnel Committee recommended granting Emeritus Status to three employees as recommended and in accordance with Board Policy.

Phyllis Dickert
Professor – Dental Hygiene
1973 - 2011

Martin Gelman
Professor – Psychology
1967 - 2011

James Serabian
Professor - Education
1974 - 2011

Trustee Mullin made the motion to approve as presented Consent Agenda items A through H. Ms. Mann seconded the motion and the Board unanimously approved.

Executive Session

Chairman D’Aniello moved that the Board go into an Executive Session at 4:15 p.m. to discuss matters related to Personnel. The Board reconvened at 4:40 p.m.

President’s Report

Dr. Stout reviewed highlights of the President’s Report.
- **Student Success Indicators**

Last October, Barbara Lontz, co-chair of the College’s Student Success initiative and developmental math instructor, presented to the Trustees the re-design of the course “The Fundamentals of Arithmetic” (MAT 010) from teaching with a “Traditional Approach” to using a “Concepts of Numbers pedagogy. The re-design was yielding promising results. These promising results continue as we move the new approach to full scale.

The success of the re-design effort is drawing national attention. The College has been selected by the Community College Research Center (CCRC) at Teacher’s College (Columbia University) to participate in a Hewlett Foundation funded project as an Innovating College.

- **Enrollment Summary**

For the Fall 2011 semester, as of September 19th, total unduplicated headcount is down by .24% (13,901) behind same time last year (13,935). The College’s returning student enrollment is down by .10% (9,946) compared to same time last year (9,956).

*Summer Final Enrollment*

Final total summer headcount was 8,975, .25% behind last year’s final summer headcount of 8,998. Final total credit hours were 36,176, or .85% ahead of last year’s final summer credit hours of 35,871.

- **Events**

The Fall intercollegiate athletic season has kicked off its third year of intercollegiate athletics. The Mustangs will compete in the competitive National Junior College Athletic Association (NJCAA), within Region 19. Visit [http://www.mustangsathletics.com/](http://www.mustangsathletics.com/) to get schedules, rosters, and up-to-date scores.

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

The College is ranked as a 2011 “Top Associate Degree Producer” by *Community College Week*, an independent magazine serving community, technical and junior colleges. The national publication ranked the College among the “Top 50 Associate Degree Producers” in the country in three categories for 2011: Science Technologies and Technicians, Education, and Communication and Journalism.

As Dr. Stout reported to the Trustees this summer, the College is offering dealer training to potential employees of the Valley Forge Casino Resort, which is slated to open in Spring 2012 at the Valley Forge Convention Complex in King of Prussia. Taught in a state-of-the-art mock casino training, courses include Introduction to Table Games, Blackjack/Carnival Games, Craps, Mini Baccarat, Roulette and CPR-AED.
- **Invest in Campus Renewal**

On September 14th, the College earned the Greater Valley Forge (GVF) 2011 Platinum Award for “outstanding achievement in implementing programs that provide and promote commuting alternatives for employees and the community.”

- **Extend Community and Strategic Partnerships**

**Staff Outreach**

Several faculty members were appointed to serve on program committees to support the state; Transfer and Articulation process including: Assistant Professor, Samuel Wallace, Geography; Assistant Professor, Jodi Empol-Schwartz, Government/Political Science; Assistant Professor, Dr. Mustafa Saacti, Sociology/Anthropology; Instructor, Michael Whistler, Drama/Theatre; Professor, Rob Kuhlman, Environmental Science; Associate Professor, Andrew Kosciesza, Music; Professor, Frank Short, Art; and Assistant Professor, Tim Connelly, Modern Language.

On August 28th, Celeste Schwartz, Vice President for Information Technologies, received her Ph.D. in Education with a Specialization in Community College Leadership.

**President’s Outreach**

On September 8, Dr. Stout testified for the House Republican Committee on Workforce Policy about the role community colleges play in workforce development. Her testimony is posted on the portal.

**Become an Entrepreneurial College**

The College’s Center for Entrepreneurial Studies has filled all 10 incubator spaces. Dr. Stout congratulated Dr. Amit Singh for accomplishing his commitment to fill all 10 incubator spaces.

- **Foundation**

As of June 30th, revenue results show a marked increase (38.5%) compared to the prior fiscal year. The increased revenue is the result of external grants awarded to the Foundation (up 46.6% over prior year), additional scholarship and award dollars (up 60.5% over prior year) and market related gains on investments.

**Finance Committee**
Mr. Kretschman reported on a joint action item from the Finance and Physical Plant committees.

- **ESCO – Performance Contracting and Financing Proposal**

  The College proposes to enter into two agreements with Siemens. The first agreement is a Guaranteed Energy Savings Agreement (GESA), with Siemens Building Technologies Division. The GESA has been developed with legal counsel guidance. The GESA contemplates fourteen (14) Energy Conservation Measures (ECMs) at both campuses including: lighting retrofits, building envelope improvements, fuel switch from propane to natural gas, chiller plant optimization, new air handling units, building automation, and renewable energy projects. Siemens and the College have also included renewable energy projects involving solar and wind which serve as active demonstrations of our energy commitment. These, plus learning kiosks, will be visible to our students, and visitors.

  The second agreement is for financing with Siemens Public Inc. This agreement calls for the financing of $4,051,751 at 3.65% for a sixteen (16) year term commencing on October 1, 2012.

  The Energy Service Companies (ESCO) will address capital and deferred maintenance needs while achieving long term energy savings. In line with the President’s Climate Commitment, the ESCO with Siemens also helps us achieve some of our sustainability goals.

  The work performed by Siemens and the College clearly demonstrates that the energy savings provided by the GESA are adequate to fund the debt obligation to Siemens.

Mr. Mullin made the motion to recommend approval of the Guaranteed Energy Savings Agreement (GESA) and the Energy Service Companies (ESCO) financing agreements with Siemens. Ms. Mann seconded and the Board unanimously approved.

**Physical Plant Committee**

Mr. Mullin reported for the Committee.

- **Culinary Institute**

  The College has continued to work on development of a Culinary Arts Institute with Philadelphia Suburban Development Corporation (PSDC) in the Towamencin Town Square (TTS) complex. Pursuant to the presentation and discussion at the January and May Physical Plant and June Finance Committee meetings and the June Board of Trustees action, the College has continued its work on the joint venture with Mark Nicoletti of PSDC. Since June, the College has worked with PSDC and legal counsel to develop a draft lease which is now substantially complete.

  Specific elements of the lease include the following:
  
  - A dedicated 15,000 sq. ft., two floor building planned by the PSDC at TTS,
• Building fronts on Towamencin Avenue,
• College will have dedicated signage on building and lot,
• College will review and approve building design,
• Lease term is for a ten (10) year period commencing in January 2013,
• Annual rent will be $240,000 in years 1 and 2, and $390,000 in years 3-10,
• Two five (5) year renewal terms, rent set based upon CPI capped at 3%/year,
• The $24/sq. ft. lease includes fit out and the purchase and installation of all major kitchen equipment,
• Equipment allowance of $600,000 is guaranteed and is included in the square foot calculation,
• College will own kitchen equipment at lease commencement,
• Dedicated parking of 30 spaces. Adjacent parking to accommodate at least 200 cars,
• Assignable lease with landlord consent,
• $7.50/sq. ft. refurbishment allowance at end of each 5 year term.

Following the signing of the lease, the College will begin to take active steps, as described in the business plan, to establish the Culinary Arts program in the spring of 2013. Marketing efforts, staff recruitment and curriculum planning will all commence upon Board approval.

Mr. Mullin made the motion to authorize the College to enter into a lease with PSDC and to take active steps to implement the business plan to establish the Culinary Arts program of the College at TTS. Mr. Cantor seconded the motion. Mr. Brandon abstained from voting. The Board unanimously approved.

- **Web Design and Digital Marketing Agreement**

In September 2010 the Board of Trustees, upon recommendation of the Plant Committee, approved the engagement of Annodyne, Inc. to review the College’s Website and SharePoint Portal and to develop recommendations and processes for governing and maintaining these sites. Annodyne’s recommendations have driven a 43% increase in traffic to the College’s web site with a resulting increase in online applications.

The College seeks to engage Annodyne, Inc. to further support the re-design of the College’s website and to work with College staff to develop a digital marketing presence and strategy to modernize our enrollment management efforts to track all marketing efforts to analyze return-on-investment, and to achieve better market penetration within Montgomery County.

The extent of the proposed relationship with Annodyne is governed by three separate agreements. The first of these incorporates the College’s existing marketing budget into a $600,000 contract which assigns Annodyne the responsibility for strategic management of the College’s various marketing initiatives. This agreement also
provides $200,000 for developing an infrastructure to market the new Culinary Institute.

The second agreement is a $50,000 usage license for Annotrak™. Aside from supporting the College’s philosophy of data-driven decision-making, this will enable the College to more effectively cultivate leads, marketing to candidates on a more individualized, personalized basis.

The third agreement in the amount of $148,500, involves a complete redesign of the College’s web site as a component of the integrated marketing strategies undertaken in the first agreement.

Mr. Mullin made the motion to recommend approval of engaging Annodyne, Inc. for digital marketing services to support enrollment development and web re-design and data tracking services through the reallocation of existing marketing dollars, the Technology fee, and start-up dollars budgeted for the Culinary Institute. Ms. Mann seconded and the Board unanimously approved.

**Personnel Committee**

Mr. Cantor reported for the Personnel Committee in Mr. Montalbano’s absence.

**Health Care Re-Opener**

Mr. Cantor noted that the Administration has been in negotiations with the Faculty and Support Staff Unions to discuss health care re-design. To date, the Faculty Union has approved the proposals and the proposals are still under consideration by the Support Staff.

In 2012 cost sharing will be introduced for all employees based upon percentages of 2% to 10% by salary level. Also, a wellness program will be introduced. In 2013, cost sharing will remain the same, a deductible will be introduced and incentives will be introduced for participation in the wellness program. In 2014, cost sharing will remain the same, deductibles will increase and a pharmacy formulary will be introduced.

Mr. Cantor made the motion to authorize administration to work with college legal counsel to develop contractual language that incorporates these health care changes into the labor relations contracts. Ms. Mann seconded and the Board unanimously approved.

**Bids**

Vice President Freitag reported on the bids.
Mr. Mullin made the motion to approve the emergency purchases of asphalt repair services from S. A. Macanga, Inc. and the chiller plant repairs from Paradigm Mechanical, LLC. in the amounts of $40,182 and $30,935 respectively. Ms. Lechter seconded the motion and the Board unanimously approved.

- **Advanced Technology Center (ATC) Parking Lot Expansion Project**

Ms. Lechter made the motion to approve the recommendation for the ATC parking lot project of:
- S&H Landscaping Contractor, of Chalfont, PA, be awarded the General Construction contract in the amount of $590,862.00.
- A.N. Lynch Co., Inc. of Spring City, PA, be awarded the Electrical contract in the amount of $87,035.00.

Mr. Kretschman seconded and the Board unanimously approved.

- **Rental: Dust Control Mats**

Mr. Cantor made the motion to award Health Mats Company, in the amount of $13,664.42, for dust control mat rental. Mr. Mullin seconded and the Board unanimously approved.

- **Bus Transportation for Athletes**

Mr. Mullin made the motion to split the award to First Student of Colmar, PA for the school bus contract in the amount of $8,790.00 and to David Thomas Tours of Philadelphia, PA for the coach bus contract in the amount of $37,750.00. Ms. Mann seconded the motion and the Board unanimously approved.

**Chair’s Report**

Mr. D’Aniello thanked everyone for their attendance. He requested that committee chairs work with their committees and the President to develop agendas that collaboratively advance the College’s strategic plan.

Chairman D’Aniello also noted that the Personnel Committee led the completion of the President’s evaluation for 2010-2011. He thanked the Board members for their participation and reported that the results of the evaluation were exceptional. He congratulated the President for her exemplary work.

Chairman D’Aniello also noted that the Personnel Committee Chairman and Dr. Stout will work together to create an improved evaluation process for the future that includes a more modern evaluation tool and an opportunity for more collaborative dialogue between Dr. Stout and the Board.

**Old Business**

There was no old business to report.
New Business

There was no new business to report.

Adjournment

Chair D’Aniello made the motion to adjourn the meeting at 5:20 p.m. The next meeting is scheduled for Monday, October 24, 2011 in the North Hall, Room 106, Pottstown at 4:00 p.m.

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Trudy Mann
Secretary

Board Minutes, September 19, 2011