The meeting of the Montgomery County Community College Board of Trustees was held on Monday, June 17, 2013 at 4:00 p.m. in the East House Rotelle Family Board Room, Central Campus.

Board of Trustees – Present:
Michael D’Aniello, Chairperson; Andy Cantor, Vice Chairperson; Regina Lowrie, Treasurer; Marcel Groen, Assistant Secretary; Moon Ahn, Susan Arnhold, Geoffrey Brandon, Margot Clark, Sean Kilkenny, Eric Kretschman, Richard Montalbano, Ed Mullin, Ellen Toplin

Absent: Trudy Mann, Secretary; and John Rafferty

Also Present:
Karen Stout, President; Marc Davis, Solicitor; Thomas Freitag, Vice President for Finance and Administration; Steady Moono, Vice President for West Campus; Peggy Lee-Clark, Executive Director of Government Relations & Special Projects; Sharon Beales, Vice President for Development and External Relations; Kathrine Swanson, Vice President for Student Affairs and Enrollment Management; Celeste Schwartz, Vice President of Information Technology; Vicki Bastecki-Perez, Vice President of Academic Affairs and Provost; Rose Makofske, Director of Equity and Diversity Initiatives; Diane O’Connor, Executive Director of Human Resources; Jaime Garrido, Associate Vice President for Facilities and Construction; Aaron Shatzman, Dean of Social Sciences and Interim Dean of Arts and Humanities; Beverly Welhan, Dean of Health Sciences; Philip Needles, Dean of Business and Entrepreneurial Initiatives; Rhoda McFadden, History Professor, President, Faculty Union; Lynn Rothman, Executive Director of Marketing and Communications; Alana Mauger, Director of Communications; Joshua Mitchell, Director of Training and User Support Services; Deborah Rogers, Executive Assistant to the Board of Trustees; Brent Parker, Associate Vice President for Finance and Administration; Ayisha Sereni, Administrative Director for Business Entrepreneurial Initiatives; Francine Marz, Director of the Culinary Arts Institute; Holly Parker, Financial Aid and Enrollment Generalist; Joseph Mancini, Executive Director Technical Services; Patrick Moravec, Grant Writer; H. Leon Hill, Assistant Vice President of Institutional Research & Effectiveness; Pamela Borkowski-Valentin, Research Analyst; Kendall Martin, Computer Science Associate Professor; Denise Nuccio, Financial Aid and Enrollment Generalist

Call to Order

Chairperson D’Aniello called the meeting to order at 4:01 p.m.

Pledge of Allegiance

Chairperson D’Aniello asked Vice President Schwartz to introduce the members of the Next Generation Learning Challenge Grant writing team. He gave a brief overview of this new initiative. The members of the team present were: Celeste Schwartz, Kathrine Swanson, Kendall Martin, Joe Mancini, Leon Hill, Pamela Borkowski-Valentin, Denise Nuccio, Patrick Moravec, Holly Parker, Vicki Bastecki-Perez and Brent Parker. The Team led the Board of Trustees in reciting the Pledge of Allegiance.
Introduction of Guests

Vice President Beales introduced Ayisha Sereni, Administrative Director for Business Entrepreneurial Initiatives and Francine Marz, the new Director of the Culinary Arts Institute.

Public Testimony

There was no public testimony.

Consent Agenda

Trustee Kretschman made the motion to approve Consent Agenda Items A through P for the month of June as presented. Trustee Brandon seconded the motion and the Board unanimously approved Consent Agenda Items A through P.

A. Approval of May 20, 2013 Minutes

B. Treasurer’s Report through May 31, 2013

C. ParenteBeard 2013 Pre-Audit Conference

ParenteBeard began their fieldwork the week of June 10 and will complete fieldwork during the month of September.

D. Fixed Asset Inventory Update

The American Appraisal Fixed Assets Inventory and Reconciliation Report dated March 31, 2013, confirms that assets are being maintained properly. There were no material errors or misstatements of fixed asset balances recorded on the College’s books and records.

E. Financial Aid Verification Quarterly Update

The College continues to review and sees progress in lowering error rates.

F. Review of Investment Performance for April 30, 2013

Fiscal year 2012 returns finished at 1.14%, outperforming the blended benchmark return of 0.80%. April’s returns also outperformed the benchmark (0.33% against 0.30%).

G. Curriculum Modification: Communications (A.A.)

Although no modifications are required to fulfill the recommended transfer framework for Communications majors, proposed courses ensure that graduates will be prepared for their studies at PASSHE schools.

H. Curriculum Modification: Criminal Justice Studies (A.A.S.)

Curriculum modifications will convert the AAS degree program in Criminal Justice Studies to an AS degree for fall 2014 implementation.
I. **Curriculum Modification: Social Sciences (A.A.) with History Concentration**  
Changes in the curriculum will meet the College’s Core and TAOC’s transfer credit framework. Changes will be implemented for fall 2014.

J. **Academic Calendar for 2014-2015**

K. **Faculty Promotions**  
Nine faculty were approved for promotions: Ms. Patrice Laurent from Instructor to Assistant Professor of History, Dr. Marc Schuster from Assistant Professor to Associate Professor of English, Dr. Peter Scheponik from Associate Professor to Professor of English, Ms. Shauna LaMagna from Instructor to Assistant Professor of Medical Assisting, Dr. James Bretz from Instructor to Assistant Professor of Microbiology, Ms. Luz Gamauf from Instructor to Assistant Professor of Foreign Languages, Dr. Fran Lassiter from Instructor to Assistant Professor of English, Ms. Kristine Ellis from Instructor to Assistant Professor of Nursing, and Ms. Kathleen Kelly from Instructor to Assistant Professor of Computer Science.

L. **New, Modified and Deleted Courses**  
**New Courses:**  
- CJS 107 – Criminal Procedure and Rules of Evidence  
- SPC 203 – Human Communication Theory

**Modified Courses:**  
- ART 135 – Typography  
- ART 139 – Digital Art III  
- ART 148 - Computer Graphics I  
- ART 149 – Page Layout and Design  
- ART 152 – Photo as Self Expression (II)  
- ART 231 – Graphic Design I  
- ART 232 – Graphic Design II  
- ART 237 – Digital Design: Portfolio Workshop  
- PHY 151 – Principals of Physics I

**Deleted Courses:**  
- CJS 106 – Criminal Procedures  
- CJS 115 – Law of Evidence

M. **Faculty Accomplishments**

N. **Firefighter Program Partnership**

O. **World Energy – Natural Gas Auction**

P. **Ratification of June Professional Appointments**

- **Administrative Appointments (4)**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angela Hollis</td>
<td>Career Coach, TAACCCT Grant</td>
<td>4/8/2013</td>
</tr>
<tr>
<td>Michele Cuomo</td>
<td>Dean of Arts and Humanities</td>
<td>7/1/2013</td>
</tr>
<tr>
<td>Angela Smart</td>
<td>Job Developer, TAACCCT Grant</td>
<td>5/28/2013</td>
</tr>
</tbody>
</table>
Francine Marz    Director of the Culinary Arts Institute    7/1/2013

- **Separations**

**Full Time Administrative (2)**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>George Shal</td>
<td>Director of College Services</td>
<td>6/7/2013</td>
</tr>
<tr>
<td>Ronnie Cohen</td>
<td>Assistant Director of Youth Programs</td>
<td>6/30/2013</td>
</tr>
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</table>

**Full time Faculty (3)**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chris Przemieniecki</td>
<td>Criminal Justice Assistant Professor</td>
<td>8/2/2013</td>
</tr>
<tr>
<td>Peter Vetere</td>
<td>Computer Science Assistant Professor</td>
<td>8/9/2013</td>
</tr>
<tr>
<td>Kathleen Shaw</td>
<td>English Assistant Professor, West Campus</td>
<td>8/31/2013</td>
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</tbody>
</table>

- **Retirements (3)**

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<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saul Finkle</td>
<td>Director of Services for Students with Disabilities</td>
<td>6/28/2013</td>
</tr>
<tr>
<td>Tom Moyer</td>
<td>Math Professor</td>
<td>7/1/2013</td>
</tr>
<tr>
<td>J. Allan Lander</td>
<td>Accounting Professor</td>
<td>8/31/2013</td>
</tr>
</tbody>
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**President’s Report**

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

- **Student Success Indicators**
  
  In May, the College submitted its annual reflection report on our student success work with Achieving the Dream. The College has had success increasing the number of students who place into credit bearing classes, yet we still must work to close achievement gaps, particularly for African American students.

  The English department has made great strides in increasing the number of students that test into and enroll in gateway English courses. Even with placing more students directly into college level coursework, success rates have remained unchanged. Sixty-Eight (68) percent of students enrolled in English 101 during fall 2011 were successful. That percentage included those who previously would have placed into developmental English (i.e., English 101). The success rates for students who initially tested one level below college level English were consistent before the placement changes in fall 2010. However, since the changes, there was an observed decline in Gateway English success rates for students placing one level below college-level English (a drop from 50 percent success from 2009 to 39 percent in 2010), strongly suggesting a need to address the weaker skills of these students.

  African American students had a lower percentage of earning grades of a “C” or better in college level courses although the percentages did increase in years 2 and 3. Overall, African Americans lag behind their Asian, Hispanic and White counterparts in terms of course completion.
- **Enrollment Summary**
  As of June 12, fall 2013 unduplicated headcount is up 1.08 percent (6,472) compared to last year (6,403). Credits generated are up .41 percent compared to last year. New student enrollment is also up across both campuses. The average credit load per student is up at West Campus, 7.92 compared to 7.71 last year.

  Summer 2013 duplicated headcount across all three summer terms is up 6.11 percent (8,889) compared to last year (8,377). Credits generated are up 4.0 percent compared to last year. Enrollment in e-learning is driving the increase with headcount enrollment up 19.57 percent compared to last year. West Campus summer enrollment continues to decline, down 4.93 percent compared to last year.

- **College Readiness/Access**
  The College has added another partner school district, Upper Dublin, to the Gateway to College program. To date the College has formed partnerships with thirteen school districts which include: Cheltenham, Hatboro-Horsham, Norristown, Perkiomen Valley, Phoenixville, Pottsgrove, Pottstown, Spring-Ford, Upper Dublin, Upper Merion, Upper Moreland, Upper Perkiomen, and Wissahickon. School districts are in the process of signing MOU’s for the partnership and the student selection process for fall 2013 enrollment has begun. Six representatives from our school district partners will be joining the program staff and faculty at the upcoming Gateway to College Peer Learning Conference in July. In additional news, the Gateway to College National Network awarded the College a $40,000 supplemental grant to support capacity building for our partnerships with the school districts. The funds will support travel expenses for partners to join us at the Peer Learning Conference in July, provide stipends and professional development for representatives from our partners, and a portion will be used for emergency student needs during the student selection process.

- **Student Leadership/Service Learning/Co-Curricular Accomplishments**
  Both of the College’s Phi Theta Kappa (PTK) chapters earned Five Star status and were recognized at the recent PTK Annual Convention. The Five Start Chapter Development Plan serves as a blueprint for developing a strong chapter, improves student engagement and recognizes progress in the attainment of goals set by the chapter. The Alpha Kappa Zeta chapter at the Central Campus and the Beta Tau Lambda at the West Campus both progressed through the milestones set out in the Five Star Plan to reach the pinnacle Five Star Level.

- **Build Curricular Relevance, Innovation in Delivery and Supportive Faculty Development Systems**
  At the May meeting of the Council for Standards in Human Services Education (CSHSE), the College’s Human Services Program was officially awarded national accreditation by the organization. This is the first time since the induction of the Human Service Program in the 70's such an award has been received. The Council for Standards in Human Service Education highly praised the many strengths of the program and offered recommendations, not linked to accreditation, for improving the program. Students enrolled in the College’s Human Service Program will now be able to apply for the HS-BCP (Human Service – Board Certified Practitioner) credential while still in school. This credential allows our students a head start in competing for jobs in the human service field.
- **Develop an Engaged Community**
  The College hosted two events to help County residents safely dispose of privacy related paper materials and electronic items in an environmentally friendly way. The County’s Free Community Paper Shredding Event was held at Central Campus, in the Green Lot, on June 8. The event offered residents in the community the opportunity to destroy their confidential documents and avoid the dangers of identity theft. The County’s Electronics Collection Program will be conducted at a number of locations in the County including the Central Campus, on June 29. This event will provide for the responsible recycling of household items like small appliances, cell phones and electronics.

On June 6, the West Campus hosted a graduation ceremony for 16 employees from VideoRay who completed our Quality and Process Improvement Program through our Work-Force Development and Continuing Education. VideoRay is a high-tech company that recently moved to Pottstown, specializing in under-water robotics.

- **Legislative Outreach**
  On June 7, the College hosted our annual Legislative Breakfast. At the breakfast, there were discussions of the need for operating and capital investment in community colleges as well as support of important legislative initiatives such as the formation of a task force to study community college funding, the possibility of allowing community colleges to offer bachelor’s degrees in selected areas, and additional changes to PHEAA to improve community college student access to these resources. Presentations from Dr. Beverly Welhan, Dean of Health Sciences, Exercise and Wellness, Dr. Maria Toth, Director of Nursing and Mr. Phil Needles, Dean of Business and Entrepreneurial Initiatives focused on our workforce related programs. In attendance were Senator Stewart Greenleaf and Representatives Matt Bradford, Madeleine Dean, Steve McCarter, Kate Harper, Mary Jo Daly, Thomas Murt, Mark Painter, Todd Stephens, Marcy Toepel, Mike Vereb, and Warren Kampf.

- **Sense of Place to Support Learning**
  The College’s shuttle service between West and Central campuses for students and employees ended for the semester on May 15. This year, the shuttle ridership was 14 percent higher than last year with over 9,400 completed rides for the year. The shuttle was also used for routine mail and small package runs between campuses.

On June 11, the Whitpain Township Planning Commission approved our proposal to install a set of solar panels near the green lot. The solar panels are part of our ESCO efforts as well as our sustainability work and will offer a demonstration site to support instruction and the building of community awareness around sustainability.

On June 14 the College’s Public Safety Office, in collaboration with Montgomery County and Whitpain Township, participated in an emergency response drill at Central Campus. The drill focused on an active shooter incident on campus and tested the College’s emergency operations and communications plans as well as coordination with local emergency responders.

- **Adopt an Entrepreneurial Approach**
  Foundation/Alumni Highlights
Two alumni are new members of the Gwynllan Society. The Gwynllan Society is made up of donors who have included the Foundation in their estate plans. One graduate named the College in her will and the other made the College the beneficiary of a life insurance policy.

The 9th annual Leading Women Symposium and Golf Experience took place on June 3 at Talamore Country Club. This was the highest attended event with 175+ guests (25 percent ahead of last year). In addition, budget projections predict net revenue to be around $44,000, a 63 percent increase over last year. The keynote speaker who is a national figure on Women’s Giving Circles was Martha Taylor, Vice President for the University of Wisconsin Foundation. Martha’s talk focused on the power of women philanthropists. The Leading Women Award honoree was Barbara Kahn who was recognized for her dedicated support of the College and for being a leading woman philanthropist in the greater Philadelphia area.

The Leading Women in Philanthropy giving circle was officially launched at the golf outing on June 3. Leading Women in Philanthropy is a collective formed to encourage women to pool their philanthropic resources to positively impact our students and College programs. In doing so, they enrich their own lives as well as the health and well-being of others. To date, fifteen women had committed to become voting members of the giving circle with a gift of $1,000. Several other donors have made gifts, and follow up and solicitation efforts will continue.

Both the Major Gifts Committee and the full Foundation Board heard the early results of our Capital Campaign feasibility study which included interviews with close to 50 friends and donors of the College to test the capacity for the Foundation to enter into a comprehensive capital campaign. The final results are being shared on June 18 with study participants and interested members of the College’s Board of Trustees.

- **Create a High Performance Culture**
  The inaugural cohort of the President’s Leadership Academy graduated on June 7. The cohort included: Dilek Arig, Associate Director of International & ESL Student Support Services; Tracey Brown, Psychology Regular Lecturer; Christopher Coia, Director of Student Leadership and Involvement; Stefanie Crouse, STA Advisor/Instructor; Denise Davidson, Nursing Assistant Professor; Lianne Hartman, Interim Assistant Director of Libraries; Nicole Henderson, Director of Testing and Placement; Kathryn Ishler, Instructional Technology Specialist; Elinore Leonards, Director of First Year Initiatives; Anne Livezey, Exercise Science and Wellness Assistant Professor; Kathleen McGirr, Controller; Patrick Moravec, Grant Writer; Deborah Rogers, Executive Assistant to the College's Board of Trustees; Brett Schorle, Manager of Compensation and Benefits; Kelly Sharkey, Assistant Controller Student Service & Financial Reporting; Megan Sneeringer, Director of Annual Giving and Advancement Services; Summer Trout, Coordinator of Tutorial Services West Campus; Luke Weber, HVAC Mechanic B with Welding; Erin White-Mincarelli, Surgical Technology Assistant Professor West Campus; and Brent Woods, Theater Manager. The Academy is a 10-month program, designed and facilitated by the President, to support the development of a leadership pipeline to ensure the viability of the College into the future. This year’s cohort divided into two groups, the Underdogs and the Transformers, and they presented on their collaborative group projects at the Academy’s last session on June 7. The Underdogs created a plan to launch a new mentoring program for African American female students and the Transformers created a plan to launch an Ambassadors program to help the College improve the awareness of our strengths with key stakeholder groups in the community.
Next year’s President’s Academy cohort has also been accepted. Like last year, there were more applicants than slots making the selection process challenging. The 2013-2014 Academy Cohort includes: Jill Beccaris-Pescatore, Economics Assistant Professor; Timothy Connelly, English Assistant Professor; Kelly Dunbar, Coordinator of PE Center and Campus Recreation; Jodi Empol-Schwartz, Political Science Assistant Professor; Ingrid Fisher, Director of KEYS Program Services; Nina Geisler, Student Accounting and Enrollment Services Supervisor W.C.; Wendell Griffith, Coordinator of Mentoring Services; Harold Halbert, English Assistant Professor; Erin Jellesma, Coordinator of Publications & Web; Jenna Klaus, Assistant Director of Civic & Community Engagement W.C.; Linda Kristekas, Associate Controller; Lynn O'Brien, Anthropology Instructor; Tracey Richards, Director Financial Aid; Michael Rivera, Assistant Vice President of Academic Affairs; Charles Roberts, Enrollment Services Generalist; Bill Rosenbaum, Director of Information Technology; Shannon Schmidt, Human Resource Generalist/Recruitment; Ayisha Sereni, Administrative Director for Business Entrepreneurial Initiatives; Diane VanDyke, Public Relations Coordinator; and Carolyn White, Assistant Director of Admissions.

On June 11, 160 College Administrators participated in the 2013 Administrative Staff Retreat hosted at our West Campus. The objective of the day was to allow administrators to network with colleagues while gaining a deeper understanding of the practical application of competencies at the College. The Performance Management Process is a continuous cycle and is important to the College because it helps individuals see how their role links to the overall College vision and mission. Additional training sessions on the process will be available for all administrators throughout the summer.

As part of the President’s Report, Dr. Stout asked Mr. Phil Needles to give a brief update on the progress of the Virtual Campus. He noted that the new website for the Virtual Campus will launch on June 18th.

**Finance Committee**

Trustee Kretschman reported for the Committee.

- **Investment Management Services**
  The College issued an RFP for Investment Management Services to which twenty-five organizations responded. Five firms were selected from the twenty-five for consideration by the Finance Committee: Graystone Consulting, PNC Institutional Investments, Univesit Bank & Trust, Valley Forge Investment Consultants, and Wilmington Trust Investment Advisors. Out of the five firms, the Finance Committee, after due diligence recommend that Wilmington Trust Investment Advisors be the provider of Investment management services for three (3) years.

Trustee Kretschman made the motion that the Board of Trustees approve the recommendation that Wilmington Trust Investment Advisors be the provider of investment management services for three (3) years. Trustee Cantor seconded and the Board unanimously approved. It was noted that Trustee Groen abstained from voting due to a conflict of interest.

- **Solicitor Service for 2013-14**
  Each year the College solicits a proposal for the continuation of legal services, including an itemized breakdown of matters covered and not covered by the quarterly retainer. Fox Rothschild’s retainer fee will remain at $5,100 per quarter, items not covered under the retainer
for the hourly rate of $210 will increase $5 or 3\% over 2012/13 rates and miscellaneous matters will see a $5 increase or 2\%. Other matters that are unique or non-customary litigation will be calculated based on a 20\% discount compared to the customary hourly rates charged. In addition to the reasonable pricing structure, all Trustees are highly satisfied with the quality of work Fox Rothschild has provided. New hourly rates will become effective on July 1, 2013.

Trustee Kretschman made a motion to approve the recommendation of retaining the services of Fox Rothschild as the College’s Legal Counsel for 2013 - 2014 at the quarterly retainer fee of $5,100, the hourly rate of $210.00 and miscellaneous hourly rates up to $255.00 or calculated at a 20\% discount compared to the customary hourly rates. Trustee Mullin seconded and the Board unanimously approved. It was noted that Trustee Groen abstained from voting due to a conflict of interest.

**Curriculum Committee**

Trustee Groen Reported for the Committee

- **Curriculum Deletion: Digital Design (AAS) with Options in Computer Graphics and Multimedia**
  - **Computer Design**
    Beginning students typically have a much broader understanding of technology than was the case two decades ago when this program was first offered. The program goals and course distribution are out of date. Over the same period, the graphic design industry has also changed. While not impossible, it is very unusual to find employment in any field related to graphic design without a four-year degree. The program does not have sufficient depth in foundation art courses. The program does not comply with the College’s General Education Core Curriculum.

- **Multimedia**
  The Multimedia Program does not have sufficient depth in Art or Communication. Multimedia Design students will be better served as majors in Communication (A.A.) or Electronic Game and Simulation Design (A.A.S.). The program deletion is also necessary because the program does not fully comply with the College’s General Education Core Curriculum.

Both program option deletions are the result of a collaborative process over several years that has included the Interim Dean of Arts and Humanities, the Program Coordinator, and full-time and adjunct faculty members of the Art Department and the Digital Design Advisory Committee.

Students currently in the programs will be allowed to complete the required coursework until Spring, 2014.

Trustee Groen made the motion that the recommended Digital Design (A.A.S.) with option in Computer Graphics and Multimedia be deleted effective immediately. Trustee Arnhold seconded and the Board unanimously approved.

- **Middle States Self-Study 2015**
  As part of the report, Dr. Steady Moono provided the Board of Trustees with a brief overview of the Self-Study Design.
The College is scheduled for its 10-year reaccreditation visit from the Middle States Commission on Higher Education (MSCHE) in Spring 2015. The process of self-study, which culminates in the Spring 2015 visit, takes 18-24 months and is led by a forty-member Steering Committee, with broad College representation, which is co-chaired by Dr. Steady Moono, Vice President of West Campus, and Dr. Catherine Carsley, Associate Professor of English. A key milestone for the Spring 2013 semester is the completion of the 2015 Self-Study Design. The Self-Study Design must be reviewed and accepted by our Middle States liaison, Dr. Debra Klinman, before the College can fully immerse itself in the Self-Study process in AY13-14.

Dr. Klinman visited the College on May 2, 2013. She met with the Co-Chairs, the President, the Steering Committee, many Board members, the Provost, and the College community as a whole during a well-attended Open Forum. Following her visit, she sent a letter summarizing her observations to Dr. Stout, in which she commended the College on its excellent design and indicated that the College was well positioned to move forward with the Self-Study process. She suggested very few changes for the Steering Committee to consider, all of which have been accepted.

Trustee Groen made the motion to accept the final version of the 2015 Self-Study design for its formal submission to Middle States in June. Trustee Arnhold seconded and the Board unanimously approved.

Physical Plant Committee

Trustee Mullin reported for the Committee.

- Information Technology Plan to 2016
  The development of the Information Technology Strategic Plan was an 18 month process conducted by the Information Technology All-College Committee (ITACC). The committee reviewed and updated the College’s IT mission, vision, and values, and assessed the accomplishments from the College’s previous IT Strategic Plan. The committee then reviewed the results of an internal environmental IT scan completed by a consultant and conducted an external environmental scan by analyzing IT strengths, weaknesses, opportunities, and threats (SWOT). This work resulted in the development of six IT goals and several critical success factors for each goal. The goals directly aligned to the College’s Strategic Goals. Throughout the development of the College’s Information Technology Strategic Plan to 2016 there were many opportunities for input and feedback from College faculty, staff, administrators, and students.

Trustee Mullin made the motion to approve the Information Technology Plan to 2016 as presented. Trustee Montalbano seconded and the Board unanimously approved.

- Annodyne Consulting Agreement
  In September 2010, the Board of Trustees approved the engagement of Annodyne, Inc. to review the College’s Website and SharePoint Portal. Annodyne’s recommendations drove a 43% increase in traffic to the College’s web site with a resulting increase in online applications. In 2011-2012, the College engaged Annodyne, Inc. to provide a broader, more comprehensive marketing approach where, working in conjunction with College staff, Annodyne would reinvigorate the MCCC brand and refresh its positioning in the marketplace, develop and implement strategic targeted marketing, track all marketing efforts to analyze return-on-
investment, and achieve better penetration within Montgomery County. The proposed relationship with Annodyne is governed by three separate annual agreements.

The first of these is a $1,000,000 agreement, which provides the College with regular marketing and media services ($850,000) as well as dedicated support personnel who will be allocated to a strategic program focusing on enrollment communication and the completion management program ($150,000).

The second agreement is $40,000 directed at marketing and media placements for the College’s Culinary Arts Institute. The approved Culinary Arts pro forma included a $50,000 marketing line for fiscal year 2014.

The third agreement in the amount of $100,000, involves marketing and online media supporting the College’s Virtual Campus initiative. The approved Virtual Campus pro forma included a $150,000 marketing line for fiscal year 2014.

Trustee Mullin motioned to approve engaging Annodyne, Inc. as the College’s marketing agency of record, responsible for strategy, creative execution, and management of integrated marketing initiatives at the agreed-upon cost of $1,140,000 for Fiscal 2014. Trustee Montalbano seconded and the Committee unanimously approved.

- **Bond Counsel RFP**
  The College posted a Request for Proposals (RFP) for Bond Counsel Services in support of the planned Health Sciences Center $34.6 million bond issue. In addition to posting the RFP for the required 10 days, the College reached out to five firms who were contacted as part of the 2008 bond issue to notify them of the RFP (Buchanan, Ingersoll & Rooney PC, Blank Rome LLP, Cozen O’Connor, Saul Ewing LLP, and Fox Rothschild LLP). Responses were received from three of those firms (Cozen O’Connor, Fox Rothschild and Saul Ewing) and a fourth firm, Dilworth Paxson LLP.

Trustee Mulin motioned to approve Saul Ewing LLP as bond counsel for the Health Sciences Center project bond issuance. Trustee Brandon seconded and the Committee unanimously approved. It was noted that Trustee Groen abstained from voting due to a conflict of interest.

**Bids**

Vice President Freitag reported on the Bids.

- **Communications Infrastructure Upgrade**
  Trustee Mullin made the motion to approve Sunesys proposal at a monthly cost of $13,500 for providing resilient communications between campuses and to the internet while also supporting the existing partnerships with Montgomery County IT and the Intermediate Unit. Trustee Toplin seconded and the Board unanimously approved.
Chair’s Report

As part of the Chair’s report, Chairperson D’Aniello asked that everyone mark their calendars with the upcoming Board and Committee meetings based on the matrix provided in the Board packet. He also reviewed the accomplishments of each of the Committee’s work throughout the 2012-13 academic year. He thanked everyone for their accomplishments, hard work and dedication throughout the year.

Old Business

There was no old business to report.

New Business

There was no new business to report.

Adjournment

The meeting was adjourned at 5:06 p.m.

The next meeting is scheduled for Monday, September 16, 2013 at 4:00 p.m. at the Central Campus.

_________________________
Marcel Groen
Assistant Secretary

Board Minutes, June 17, 2013