Minutes of the May 19, 2015 Board of Trustees’ meeting – Wellesley Hills Campus

Board members present: Pam Richardson, Sylvia Beville, Ken Der, Tom Dretler, Jamie Hoag, Dan Juliani, Tom Peisch, and Emmett Price.

Via phone: Lyris Bauduy-Liautaud.

Absent: John Brown, Katherine Tonelli.

Staff members present: John O’Donnell, President; Elizabeth Blumberg, Dean of Students; Eileen Gerenz, Controller; Chitra Javdekar, Dean, STEM Division; Kathleen Kirleis, Vice President for Finance & Administrative Services; Lee Koh, Director of Marketing/Communication; Robin Nelson-Bailey, Vice President of Human Resources, Employee Relations and Compliance & Affirmative Action Officer; Robert O’Connell, Associate Professor; Francesca Purcell, Provost/Chief Academic Officer; Yves Salomon-Fernandez, Vice President for Strategic Planning, Institutional Effectiveness & Grants Development; Mary Shia, Assistant Vice President of Institutional Advancement and Alumni Relations; Bonnie Stevenson, Professor Anatomy & Physiology; Deborah Georgopoulos, Staff Associate to the Vice President of Finance & Administrative Services; and Meridith Phillips, Executive Assistant to the President.

CALL TO ORDER AND INTRODUCTIONS – After establishing quorum, Chair Pam Richardson called the meeting to order at 8:00 a.m.

Review and Approval of Minutes – Chair Richardson asked for the review of the prior meeting minutes for March 24, 2015 (Item 1a).

MOTION: Trustee Dan Juliani moved to approve the minutes of the March 24, 2015 Board of Trustees’ meeting as amended and Trustee Jamie Hoag seconded. The motion passed by majority via following roll call vote: Pam Richardson – YES; Tom Peisch – YES; Ken Der – YES; Emmett Price – YES; Sylvia Beville – YES; Tom Dretler – YES; Dan Juliani – YES; Jamie Hoag – YES; Lyris Bauduy-Liautaud – YES.

Chair Richardson asked for the review of the prior meeting minutes for April 28, 2015 (Item 1b).

MOTION: Trustee Sylvia Beville made the motion to approve the minutes of the April 28, 2015 Board of Trustees’ meeting as presented and Trustee Emmet Price seconded.

The motion passed by majority via following roll call vote: Pam Richardson – YES; Tom Peisch – YES; Ken Der – YES; Emmett Price – YES; Sylvia Beville – YES; Tom Dretler – ABSTAIN; Dan Juliani – YES; Jamie Hoag – YES; Lyris Bauduy-Liautaud – ABSTAIN.
Review and Approval of the Consent Agenda (Item 2)

No trustee requested that any items from the Consent Agenda be removed for discussion.

- April 25 2015 Student Accounts Receivable Report (Item 2a)
- Ten-Year Local Funds Cash Position Report (Item 2B)
- May 2015 Personnel Actions Report (Item 2c)

MOTION: Trustee Tom Piesch made the motion to approve the Consent Agenda; Trustee Ken Der seconded.

The motion passed by majority via following roll call vote: Pam Richardson – YES; Tom Piesch – YES; Ken Der – YES; Emmett Price – YES; Sylvia Beville – YES; Tom Dretler – YES; Dan Juliani – YES; Jamie Hoag – YES; Lyris Bauduy-Liautaud – YES.

Trustee Lyris Bauduy-Liautaud left the meeting at 8:50 negating the necessity for further roll call vote.

FOUNDATION BOARD REPORT

Mary Shia, Assistant Vice President of Institutional Advancement and Alumni Relations, reported on Foundation activities.

- The Car Show was held on Sunday, April 17, 2015. A total of $4963.00 was raised, including $3,600 from sponsorships. Owners of the dealerships will be pursued for sponsorships in the future.
- The End of Year Appeal went out on Friday. The Foundation will try to keep the message going.
- We only have about 20% of our alumni addresses, but we are working on increasing the contacts.
- 81 students applied for Summer and Fall scholarships; 44 of whom met the criteria. 20 scholarships were funded.
- To date, 345 students have applied for Fall. The Foundation anticipates funding one-third of the requests.
- Academic Works has been very successful. In addition to allowing our students to apply for scholarships online, this software collects student information and automatically applies students to all relevant scholarships. More information may be found at https://www.academicworks.com
Trustee Sylvia Beville and Ken Der attended the Car Show and felt it was a valuable opportunity to mingle with the community and showcase the automotive program. Internships and enrollment increase could be realized from targeted marketing opportunities.

Boardroom Usage and Redecoration

President O'Donnell proposed reconsidering the usage of the Board Room. Recognizing that we want to grow Alumni participation in the process, we have an opportunity to emphasize the accomplishments of our former students. Use of the room for Trustee functions would remain a priority, but Alumni may be encouraged to attend events and activities that are held at a location designated for them.

**MOTION:** Trustee Tom Piech moved that the Board authorize a change of the name of the board room located at the Wellesley Hills Campus to the Alumni Board Room. Mr. Peisch further moved that the Board authorize the College’s administration to re-design and re-decorate the board room in accordance with this change, which is designed to feature and celebrate the accomplishments of Massachusetts Bay Community College alumni. The Office of the President shall remain responsible for scheduling events in the newly-named board room, with meetings of trustees to be given priority. Trustee Tom Dretler seconded the motion. The motion passed unanimously.

The College has been researching naming rights. Given the discussions that have begun at the Department of Higher Education regarding room naming and associated monetary considerations, the College will begin a review of current named spaces at the College in order to confirm and preserve or reconsider.

**MOTION:** Trustee Tom Peisch moved to approve a new policy related to room dedications. All dedications of rooms and facilities at any of the campuses within Massachusetts Bay Community College shall require an affirmative vote of the Board of Trustees. Trustee Dan Juliani seconded the motion. The motion passed unanimously.
ACADEMIC PROGRAM OVERVIEW

Associate in Sciences - Life Sciences.

Provost Purcell introduced Dean Chitra Javdekar and Department Chair Professor Bonnie Stevenson.

The Life Sciences Program provides a foundation in biological sciences and liberal arts. Historically, the program has served as a feeder program to many of the science programs, preparing students to transfer to four-year programs in health sciences, biological sciences and pre-med. Following the 2014 Program Review, some fundamental changes were made to the program to increase retention and strengthen transfer opportunities.

In the revised program, number of credits required for graduation were reduced. Anatomy and Physiology and other advanced courses such as physics sequence are offered as electives. Many science courses have been reviewed and to ensure consistency in offerings detailed course outcomes have been developed and shared with adjunct faculty along with best practices. Common final exams have been proposed for the anatomy and physiology course and college is considering strategies to successfully implement the common final exam across sections of this course. The Department consists of outstanding faculty with excellent academic preparation.

Upon completion of the revised program, students will have completed the coursework common to the first two years of a baccalaureate biology or pre-med major. Dean Javdekar noted that advising will be critical to ensure students are following the appropriate path for their goals. Students will have the skills necessary to perform routine laboratory tasks and scientific thinking and problem solving skills.

There is significant concern regarding the completion rate of the program which is currently low. This is expected to change with the revisions to the program. Students will now be advised into the program rather than using it as a “feeder” program. Industry connections will be expanded and transfer fairs are being planned. However, this is a change to a twenty-year practice and it is anticipated that the process will take time.

COMMENCEMENT

Provost Francesca Purcell distributed the list of 721 candidates for graduation. Final grades are still coming in, and academic awards are being determined.

**MOTION:** Trustee Sylvia Beville moved to approve the list of students scheduled for graduation on May 21, 2015, contingent upon final approval by the College's faculty on May 20, 2014. Trustee Dan Juliani seconded the motion. Motion carried unanimously.
BOARD COMMITTEE REPORTS

Finance, Compliance, Personnel & Audit Committee

Trustee Peisch requested President O’Donnell and Vice President Kirleis report on the FCP&A Meeting which was held on May 12, 2015. The Committee unanimously agreed to recommend approval of all motions to the full Board of Trustees.

Referencing the May 7, 2015 correspondence to the Board of Trustees, President O’Donnell explained the need to request a 7.5% increase to the All College Fee. Increased funding provided by the state has been offset by low enrollment and unanticipated expenses. In order to remain financially stable, a fee increase is required. An increase to $140 per credit for the All College Fee would not exceed the maximum Pell Grant. Trustee Dretler noted that increase would be in keeping with the level of inflation. The administration is favorably disposed to a reasonable fee increase.

**MOTION:** Trustee Tom Dretler made the motion to approve a $10 per credit increase in the All College Fee to $140 per credit. Trustee Emmett Price seconded the motion. The motion carried unanimously.

Draft revenue for FY16

Vice President Kirleis presented the Draft Revenue Budget for FY16, noting that the Operating Budget would be presented at the next meeting. The Draft revenue budget shows where we are anticipating revenues for next year, reflecting the 7.5% increase of the All College Fee and the 4% decrease in enrollment. Essentially, the budget will be level funded. The Senate Budget has been presented at a higher level than what is presently in the draft budget, however, it includes the MCCC increase that is already within the base funding. The College will adjust pursuant to the final budget. A balanced budget will be presented at the June meeting.

**MOTION:** Trustee Tom Piesch made the motion to approve the Revenue Budget as recommended by the Finance, Compliance, Personnel and Audit Committee. Trustee Ken Der seconded the motion. The motion carried unanimously.
Compliance Items

Surgical Technology Update - Provost Francesca Purcell provided an update on the Surgical Technology Program. Seven students still require placement. Four students have elected to withdraw from the program and the College is working to appropriately refund these students and make them whole. The Provost, Dean Lynne Davis, Program Chair and faculty are working diligently to secure placement opportunities and put contracts in place.

The position for a second full-time faculty member will be re-posted as the initial candidate declined. The Division anticipates having the position filled for Fall semester.

The Provost noted the College has been in contact with the national accrediting body to keep them aware of the situation.

CAMPUS REPORTS

Brookings Report - Vice President Salomon-Fernandez reported on the most recent edition of the Brookings Report. The Brookings Institute has the reputation of leaning conservative, and is very focused on value added. The Institute has been lauded by industry experts for being fair and responsive to criticisms.

The April 2015 report ranked Massachusetts Bay Community College as number one in the state of Massachusetts, number two in New England, and number fifteen nationally for value added.

The metric looks at the success, based on income, 10 years post graduate. The announcement led to a discussion regarding the marketing opportunities this report presents. A recommendation was put forth to re-brand the College, capitalizing on the reputation the state has as a leader in cutting edge technology, and the fact that MassBay is the only Community College to have Massachusetts in the name, to make it more nationally/globally recognizable.

MOTION: Trustee Tom Peisch motioned that the sense of the board is that every effort should be made to market the College as The Massachusetts Bay rather than MassBay. Pam Richardson seconded. Motion passed unanimously.

The College will begin to research the implications of a new logo and any financial considerations of rebranding to ensure the College correctly branded. Dr. Salomon-Fernandez will distribute the Brookings Report to everyone on the Board.
DISCUSSION ITEM

Board Meeting Schedule

A tentative schedule for next year’s meeting has been developed for consideration. The Trustees are encouraged to review and advise Chair Richardson of any major conflicts. Typically a retreat is done on a Saturday during the Fall. Schedule will be finalized at the June 9, 2015 meeting.

ENROLLMENT REPORT

Provost Purcell reported in Vice President Sullivan’s absence.

Three sessions will run this summer. Headcount is down by 4% as compared to last year, equating to 2% FTE. There is a small window of opportunity to increase enrollment for the July session. The College is considering additional courses to help increase the numbers.

Headcount for the Fall is down 27% equating to 32% FTE. The College is working diligently to improve the numbers. Deans are holding advising sessions, assigning faculty earlier. Specific marketing materials are being produced. Everyone across the College understands the urgency and is making efforts to improve.

The President stated that the College anticipates the addition of Lisa Slavin as Director of Admissions and Lee Koh as Director of Marketing and Institutional Communications will greatly contribute to the success of enrollment efforts.

Concerns regarding the effect of enrollment on the budget were voiced, and Vice President Kirleis responded that the budget would be recalculated at the August Board Meeting.

EXECUTIVE REPORTS

Board Chair – Chair Richardson noted that the Student Trustee is graduating with plans to move on to medical school. John Brown would be an excellent profile to include in the Alumni Board Room. MassBay students have received prestigious scholarships including Wellesley and Dartmouth.

Richard Freeland will be joining us at commencement. Dr. Freeland has been an unwavering supporter of community colleges and will be recognized at commencement.

MOTION: Trustee Tom Dretler moved to acknowledge Richard Freeland for his contributions to public higher education and in recognition of the overall transformative effect Richard Freeland has had on the Higher Education System in Massachusetts. Pam Richardson seconded the motion. The motion carried unanimously.
Chair Richardson expressed pride that President John O'Donnell is one of three finalists for the position of Commissioner of Higher Education. Mixed feelings were expressed, with Dr. O'Donnell being wished the best whatever the outcome may be. Decision will be made on May 20, 2015.

President

Dr. O'Donnell reported that Coach Bill Raynor will be the keynote speaker at commencement. Coach Raynor is a true renaissance man and so committed to the mission of MassBay Community College.

The Alumni Award will be presented to Professor Eugene McCarthy from Middlesex Community College.

Virginus Thornton will be presented with the Distinguished Service Award. Professor Thorton was very close to Dr. King in early civil rights movement and has been personally involved in social sciences for decades. The College wishes to acknowledge Professor Thornton for his service upon his retirement.

NEW BUSINESS

No New Business.

ADJOURNMENT

The meeting was adjourned at 9:54 a.m.

Respectfully Submitted,

[Signatures]

Thomas Peisch  
Vice Chairman  
Board of Trustees

[Signatures]

John O'Donnell, Ph.D.  
President  
MassBay Community College