## APPROVED May 21, 2008

Meeting Minutes
Bluegrass Community and Technical College Board of Directors
March 5, 2008
Board Room – Leestown Campus

#### **Members Present:**

Randy Powell, Chair; Becky Critchfield; Florence Huffman; Bob McNulty; Bob Rowland; David Samford; Janella Spencer; Luke Taylor; Reginald Thomas

**Absent**: Jerry Howell

#### **Guests:**

Dr. Augusta Julian, Ren Bates, Lisa Bell, Dr. Sandy Carey, Vern Kennedy, Dr. Dave Hellmich, Joanne Olson-Biglieri, Dr. Palisa Rushin, Tri Roberts, Charlene Walker, Karman Wheeler; Erin Howard; Mickey Jo Jacob, SGA Vice President

### I. Welcome/Introductions

Board Chairman Randy Powell welcomed Janella Spencer as the new faculty representative on the Board of Directors. Janella replaces Eunice Beatty, who has resigned. She will complete the unexpired term of Eunice Beatty, which will be until June 30, 2008.

Chairman Randy Powell called the meeting to order at 6:00 p.m.

# **II.** Business Meeting

## **Approval of Previous Minutes**

Since members had an opportunity to review minutes prior to the meeting, the previous minutes from December 12, 2007 were approved and accepted, with no corrections.

### **III.** Discussion - Announcements

## A. Budget Issues – Reduction of Expenses

Randy Powell asked Dr. Julian to give a report and comments on current budget status. Dr. Julian reported that a collegewide ITV meeting was held approximately two weeks ago to share budget concerns with all faculty and staff. She described the current budget situation and recent actions and implications and expressed thanks to members of the Leadership Executive Team for their willingness and assistance in addressing difficult budget issues. She noted the cuts are affecting everyone throughout the college.

If the Governor's "worst case scenario" occurs, BCTC could have a budget deficit next year in the range of \$6.5 million. Dr. Julian noted that the college is committed to keeping faculty and staff to ensure our students are served. For illustration purposes only, she stated, if the total cut is required that would be equivalent to losing 116 professional staff or teachers or 175 support staff. We are looking at a number of increased efficiencies such as increasing class size and faculty load and reassigning staff. We also need better reporting of no-shows and drop-outs to reduce the obligation to return Federal financial aid. Fewer adjunct faculty will be hired, and fewer tuition waivers will be given. We may need to cut back on dual enrollment or dual credit initiatives. These budget cuts will definitely slow the transition to a fully comprehensive, fully functioning institution.

Other options on the table include closing certain campus buildings or delaying the opening of the Winchester Campus which is scheduled to open in May 2008. Computer hardware and software upgrades will be postponed, resulting in loss of our "cutting edge technology" status. Further reductions in student services and other activities may be necessary.

Certain areas cannot be cut, and there are additional expenses critical to the college. Examples are SACS-COC accreditation costs over the next several years, and the need to fulfill financial obligations related to U.S. Department of Education grants. We need to shift resources to support the growing number of online classes and support for student services. We will attempt to minimize the impact of these budget cuts to students and continue to send a positive message about our commitment.

David Samford asked if any conversations had been held with key legislators. Dr. Julian replied that she and members of the Leadership Executive Team had been to Frankfort rather extensively during the past two weeks and have given them a strong message that BCTC needs help and relief from this budget crisis. Others have assisted from the Georgetown Advisory Council and from this board.

Florence Huffman expressed the thought that marketing should not be reduced, although budget cuts must be made across the board. She felt the community needs to be aware of the budget crisis we are facing. Florence expressed the idea that BCTC needs to reach out to every adult in our region, telling them that BCTC can offer them additional training to better themselves and get a career boost as a result of that higher education.

Becky Critchfield stated that staff layoffs would send a very bad message to both faculty and staff if a new building is built during dire budget times. Janella Spencer pointed out that BCTC is different from UK in that we offer smaller classes and more personal attention. She is concerned about increasing faculty workload, since this is one of the things that makes BCTC different from other institutions.

Luke Taylor asked what would be the biggest impact of the worst case scenario. Dr. Julian indicated that the cut in the Governor's proposed budget of 12% is the worst. Key legislators have worked to find sufficient revenue and reduce the impact. However, even a 6% reduction would not offer a much brighter picture. Randy Powell remarked that the "good news amid all this bad news" is that all KCTCS colleges are facing the same dire situation.

Becky Critchfield asked if a group had been formed to help determine budget alignment proposals and to make recommendations to the president. Dr. Julian replied she was working on forming a Budget Alignment Advisory Group and was close to being able to release names of members. This advisory group will determine the larger underlying principles to be used in making cuts. Lisa Bell, our interim Chief Financial Officer, will chair this group and work with senior leadership.

Reginald Thomas asked if the board could meet at a special session, perhaps in May, to discuss budget issues prior to the June Board meeting when the board is to approve the upcoming year's budget.

## **B.** Legislative Session

Dr. Julian indicated that in her meetings with key legislators several other issues have been discussed. Bills dealing with KEES funding, the Corrections education budget, and staggered appointments for college board members have been introduced. Dr. Julian reported that Carrie Johnson, chair of the Georgetown Advisory Council, as well as Christie Hockensmith and Rob Knight, also on the Georgetown Advisory Council, had met with legislators about the funding for the building project there.

Randy Powell called board members' attention to the list of legislators and the sample letter Dr. Julian had sent out, stating that members could contact key legislators, write letters, or make personal visits, to emphasize our concerns.

### C. SACS Reaffirmation Update – QEP

Dr. Sandy Carey distributed a sheet outlining the SACS reaffirmation process, including a tentative timeline. She indicated that a Steering Committee had been organized and was already meeting regularly, and she explained how the compliance certification process will work, with a draft compliance certification report due in September 2008. A lengthy and detailed process is involved, and the steering team members were already reviewing sections to ascertain how the college is doing in each area.

Faculty member Joanne Olson-Biglieri, who serves as chair for the Quality Enhancement Plan (QEP) Topic Selection & Development Team, reported that a "brainstorming" session had been held following the collegewide ITV meeting on January 25, 2008. At least 125 possible topics have been identified, and a final topic will be selected by May 2008. Our QEP topic will focus on a plan to improve student learning, and must have well-defined, measurable goals. It must be based on researchable best practices and be viable and sustainable. The entire college must focus on this plan and must concentrate on improving the particular area chosen.

Joanne reported that three major areas have been selected at this time, which include (a) building a strong foundation (identifying at-risk students, study skills, computational skills, verbal communication, life skills and critical thinking/research skills); (b) using technology (online education, assessment of student learning, orientation and preparation of first-time students, creating standards for courses, quality controls, improving our web site); and (c) bridging college to community (ethics, values, respect, appropriate behavior, student involvement in community, citizenship at all levels, diversity and sustainability, and linking BCTC to community partnerships.)

Randy Powell inquired about need for SACS accreditation and if all colleges within Kentucky needed this particular accreditation. Sandy Carey explained that there are other accrediting bodies, but colleges typically work with the regional association, thus we are accredited by the Commission on Colleges of the Southern Association for Colleges and Schools (SACS). Accreditation affects the awarding of federal financial aid to students and their ability to transfer. SACS reviews a college's compliance with core requirements, comprehensive standards, and federal regulations.

#### **D.** Mission Statement Review Process

Karman Wheeler distributed materials explaining the college mission statement review process. The mission statement is reviewed and submitted to the KCTCS Board of Regents for approval every three years. This includes a review by BCTC faculty, staff and administration; endorsement by the Board of Directors; review by the KCTCS Chancellor; and review and final approval by the KCTCS President and Board of Regents.

It is anticipated that during the April Strategic Planning Retreat, final revisions will be made, and the mission statement will be submitted to the Board of Directors for endorsement at the June Board meeting. Randy Powell asked that the draft mission statement be sent to the Board of Directors 30 days prior to the June board date, in order that board members might have input. He asked that this be sent separately from the June board packet to board members.

#### E. President's Performance Plan

Dr. Julian called the board's attention to her draft President's Performance Plan document, since it was part of the board's responsibility to evaluate the president's performance. The idea of a retreat with Dr. Julian was again discussed. Dr. Michael McCall had made this recommendation to the board when Dr. Julian was hired. Randy Powell expressed his thought that when a new board is appointed by the governor, the new board should then meet with Dr. Julian in a retreat setting in order to evaluate and set goals. Hope was expressed that the Governor's Office will move quickly to make new board appointments with staggered terms of office. It was pointed out that Governor Beshear had recently appointed members to the college's Nominating Commission. Thus it is anticipated that appointments will be made in the near future.

### F. Enrollment Update

Dr. Palisa Williams Rushin distributed information on initiatives undertaken this year in the area of Student Development and Enrollment. She reported a current enrollment of 10,259, an increase over last year at this time. She also reported tremendous growth in numbers for Spring II enrollment, and this is definitely a cause for celebration. Dr. Rushin distributed an update on recruitment and distributed samples of recruitment publications. Almost all are available online. These publications are very valuable in reaching students. They are distributed at college fairs, community events, etc. She also reported online enrollment is up 47% over last year.

## G. Recruiting and Marketing Update

Vern Kennedy distributed materials related to the Strategic Marketing Plan. Vern commented that the majority of advertising is directed at non-traditional students, those in the 25-54 year range. BCTC has ads in all area Chambers of Commerce and in the UK Kernel and sponsors events in the community. The President's Newsletter has been instrumental in getting news out, and we try to get some sort of promotional material into the hands of every student who visits BCTC.

Randy Powell asked what the budget for Public Relations/Marketing has been, and Vern replied it was \$200,000 prior to recent cuts. Obviously it will be lower this coming year. Bob Rowland asked about use of billboards and cinemas for such advertising. Vern replied this had been done in the past, but with budget cuts, these methods will be trimmed down.

Florence Huffman mentioned attempting to target state employees who will be retiring at the prime of their careers and who may want to go into a new area of work or interest. BCTC could be that stepping stone for these former state employees to get into a new career.

### H. Minority Enrollment & Recruitment Update

Charlene Walker began her update by explaining that the word "minority" is no longer appropriate, but that "multicultural" is a better word to describe a fast-growing population of African Americans and Latino/Hispanics. She distributed two handouts which show increases from 2003 to 2007 in African-American enrollment in the range of 12.6%.

Erin Howard presented a snapshot of Hispanic/Latino initiatives and reported a 25% increase in Latino enrollment since Fall 2006. Her area outreach touches all area high schools and middle schools and is now going into high schools in other communities. On-campus visits and college fairs are planned for both high school and middle school students. Erin reported that BCTC has the only Latino/Hispanic Outreach program in the state. Recruitment is done through media such as La Voz de Kentucky, Radio Vida 1440 AM, and Radio La Pantera 1580 AM. Other recruitment tools include College Experience Camp, the Enlace High School Mentoring Project for Bryan Station and Dunbar High Schools, the "Acting on Our Dreams" initiative, Hispanic Heritage Month, Bluegrass Cup Soccer Tournament and Youth Leadership Workshops, and the Lexington Hispanic Association Leadership Academy.

Randy Powell thanked all those who presented for bringing such relevant and upto-date information to the board of directors. He commented that all were well prepared and brought excellent information to the board to keep members informed about these critical areas.

## I. Board Appointments/Reappointments/Term Expiration Update

Dr. Julian reported the Bluegrass Community and Technical College Board of Directors Nominating Commission met last week, so they are working on sending names forward to the Governor's Office. We can anticipate appointments to the board soon.

#### IV. Announcements – Other Business

Randy Powell asked if there was any old business to come before the board.

Reginald Thomas inquired about the security breach issue that occurred in December 2007, and asked what precipitated this problem. Dr. Julian explained that a process had been in place to contact students in the nursing program, to make certain all admissions procedures had been completed. However, with the introduction of new technology, staff inadvertently released some student social security numbers. This was not intentional, and as soon as the breach was realized, students were notifed via phone calls, email, and certified letters.

Students whose information had been compromised were asked to contact the President's Office or the Vice President of Student Development and Enrollment Services. Very few phone calls were received, and we are not aware of any further problems. Those involved were given information about credit checks and were asked to keep a watch on their credit reports. Further, after an audit of the process and addressing these issues, personal information is no longer shown on those particular screens, so the error should not occur again.

Reginald Thomas asked for a report on campus security and evacuation plan to be brought to the June board meeting.

Luke Taylor initiated discussion concerning news of the new campus plan for BCTC. Chairman Randy Powell asked for comments from others present at the meeting and what feedback had been received from faculty, staff and students. Karman Wheeler expressed the thought that this was a positive move and would support our college mission. It would allow the college room for growth, and bring everyone together at one location. Dr. Sandy Carey expressed the fact that faculty were concerned that

such a major decision was made and announced without any obvious input from the college. Faculty had expressed to her that their feelings and opinions had not been considered.

There was considerable discussion about the new campus plan, how it had evolved, and how it would be implemented. Concerns were raised about the safety and security in the Newtown Pike/West 4<sup>th</sup> Street area, since it has historically been a high crime area of Lexington. Further concerns were raised about news that there were a number of graves on the property, and these would have to be relocated. Questions were raised about the feasibility of such an undertaking, and further questions were raised about whether historic buildings on the site would be demolished or kept.

Additional questions were raised about the current budget cuts and how these would be handled by the college. Questions were posed about current salaries, the administrative structure, and the possibility of closing programs and/or layoffs for faculty and staff. Dr. Julian assured the group that all considerations were on the table at this point, but in view of the fact that the General Assembly was still in session, and no budget had been approved as yet, college administration would be watching the situation closely before making any definite decisions. Board members were encouraged to visit with or communicate with local legislators and make their case to the legislators who would be able to make final state budget decisions.

Reginald Thomas proposed a motion to have the Board of Directors request a meeting with Dr. Michael McCall, and also with Mayor Jim Newberry of Lexington, together if possible. This motion was amended, for the Board to meet primarily with Dr. McCall, and secondarily with Mayor Jim Newberry, in an effort to understand the overall new campus plan for Bluegrass Community and Technical College. The motion carried.

## V. Adjournment

The Board of Directors session was adjourned at 9:00 p.m. by unanimous consent.

The next meeting of the Bluegrass Board of Directors is scheduled for June 4, 2008 at the Leestown Campus Board Room.

Respectfully submitted,

Sylvia Williams
Office of the President