

Approved 3-6-13

Meeting Minutes

Bluegrass Community and Technical College Board of Directors

Wednesday, December 5, 2012

Talon Winery, Tasting House, Lexington

Members Present:

Florence Huffman, Chair; Julia Ellis; Annessa Franklin; Marcia Freyman; Donna Heath Johnson; Bob McNulty; Dr. Jonah Mitchell; Bob Rowland; Dudley Taylor; Ron Walker

Others Present:

Ren Bates, Lisa Bell, Mary Forbes, KaRon Grimes, Dr. David Hellmich, Dr. Augusta Julian, Vern Kennedy, Mark Manuel, Tri Roberts, Dr. Palisa Williams Rushin, Charlene Walker

I. Welcome/Introductions/Greetings

Chair Florence Huffman called the meeting to order at 7:00 p.m.

II. Business Meeting

A. Approval of Minutes

Minutes from the September 12, 2012, meeting were presented for approval. Ron Walker moved to approve the minutes, this was seconded by Marcia Freyman, and the motion carried.

B. Approval of Board By-Laws Revision

Chair Huffman presented the revision of the board's by-laws for action by the board. Dr. Augusta Julian reminded the board that this was a technical edit to clean up language due to changes in college structure after consolidation. The revision was moved for approval by Bob McNulty and seconded by Dr. Jonah Mitchell. The motion passed unanimously.

C. Approval of Strategic Needs Analysis (Capital Projects)

The chair called on Lisa Bell to present this item. Ms. Bell described the process for completion and submission of the Strategic Needs Analysis (SNA) every other year. It has been developed to identify the major capital construction needs of the college for submission to the Kentucky Community and Technical College System (KCTCS). College needs are compiled to be included in a KCTCS request to the Council on Postsecondary Education for the 2014 legislative budget session. Ms. Bell noted that the second phase of the Newtown Campus, the Scott County advanced manufacturing building, and renovation of Newtown North are the top three items.

Approval of the SNA was moved by Dr. Mitchell, seconded by Mr. Walker, and passed unanimously.

III. Information – Discussion

A. Public Information and Marketing Update

Vern Kennedy presented information on the Public Information and Marketing department's accomplishments and efforts. She passed around a notebook that had a number of examples of advertising and publications. She stated the purpose of her department is to enhance the image and awareness of the college. She noted they have provided a great deal of support to the North American Racing Academy including revamping the website, new photos, and additional promotion materials.

Other activities included coordinating the visit of the College to Careers bus tour by Dr. Jill Biden and Secretary of Labor Hilda Solis in February. The staff has also supported tours and print materials for the Newtown Campus and the visit to the college of the Indian Ambassador. They support collegewide events and legislative activities. The department works across the college to support specific events and student recruiting. They complete press releases, do media buys, design print ads, keep the website updated, and respond to internal requests. They track requests to ensure timely response.

Department staff members maintain a major presence in social media and interact with students on Facebook and Twitter. Staff assisted the Financial Aid department with information needed by students on standards of academic progress and has supported student activities. Additionally, the department won six annual awards of excellence from the regional public relations association for community colleges. There have also been more than 100 media mentions of BCTC this fall.

Upcoming events include the 75th Anniversary in 2014. Classes were started for adults in 1939 by the Fayette County Schools. This effort transitioned to the vocational and technical programs of Central Kentucky Technical College which consolidated with Lexington Community College to create BCTC.

B. Budget Update, 2012-2013

Lisa Bell referred to budget materials which had been sent to board members in their mailed packets. She reviewed the multi-year fiscal year report and noted the net income of \$843,895 was final for FY2012. She reminded the board that we took measures in March of 2012 to pull back allocations and reduce spending to ensure a positive balance at year end. She noted the negative effects on programs and services and stated that many people worked hard for this result.

Ms. Bell reviewed budget percentages of expenditures and revenues for FY 2013. She noted that we have made Fall budget, but, including Summer, we are behind tuition projections for the year.

C. Enrollment Report

Dr. Palisa Williams Rushin gave the final report for Fall semester with headcount enrollment at 13,284. She also described a set of data that the Enrollment Management and Marketing Committee is reviewing to develop a predictive model of enrollment. This will allow the college to act more quickly as data is compiled and trends are identified for applications, admissions, registration, and retention. She noted the region's feeder high schools to BCTC. Lafayette is the largest, and the top four are in Lexington.

IV. Communications and Announcements

Dr. Julian mentioned several activities at the college. She noted the work of the Bluegrass Higher Education Consortium and the excellent coverage of this cooperative effort between higher education and K-12 districts in the region. She also gave an update on the new electronic communications policy and how the college is trying to give appropriate opportunities to share information but cut down on many email messages. She also mentioned a new partnership with Leestown Middle School as an "adopted" school for BCTC.

V. Adjournment

At 8:25 p.m., with no further business to come before the board, the meeting was adjourned.

The next regularly scheduled meeting of the Board is March 6, 2013, at the Thoroughbred Center in Lexington.

Respectfully submitted,

Augusta Julian
Office of the President