

Approved 3-02-11

Meeting Minutes

Bluegrass Community and Technical College Board of Directors

Wednesday, December 8, 2010 - 6:00 p.m.

Lawrenceburg Campus – Room 117

Members Present:

Florence Huffman, Chair; Annissa Franklin; Donna Heath-Johnson; Bob McNulty; Dr. Jonah Mitchell; Bob Rowland; Janella Spencer; Dudley Taylor; Ron Walker

Absent: Michelle Harris Shields

Guests: Mayor Edwinna Baker, City of Lawrenceburg; Lois Ann Disponett, Disponett Realty; Representative-elect Kim King; Gayle Smith, Legislative Research Commission

Others Present:

Ren Bates, Lisa Bell, Linda Epling, Dr. Dave Hellmich, Dr. Augusta Julian, Vern Kennedy, Mark Manuel, Tri Roberts, Dr. Palisa Williams Rushin, Charlene Walker

I. Welcome/Introductions/Greetings

Chair Florence Huffman formally called the meeting to order at 6:10 p.m. She expressed appreciation from the board for the community reception and tours of the Lawrenceburg Campus that preceded the meeting. She then asked guests to bring greetings, and thanked them on behalf of the board for their presence and participation in tonight's event.

Mayor Baker expressed regret that Campus Director Rhonda Wheeler was unable to attend tonight due to the illness of her father, but she praised Rhonda's work and leadership at the Lawrenceburg Campus. Mayor Baker stated that BCTC supports Lawrenceburg and surrounding areas in many ways, and its presence in the community provides a great benefit to local high school students who will choose BCTC after their graduation. She then reported that the city will present a 1973 fire truck to BCTC to be used for training purposes, since the city has been able to purchase a new fire truck.

Dr. Julian recognized and introduced Lois Ann Disponett of Lois Ann Disponett Realty, and Gayle Smith, from the Legislative Research Commission. Dr. Julian noted that they both serve on the college's foundation board. She remarked that they are energetic supporters of the college who stepped forward to lead the planning for last summer's first gala fundraising event for the college in Lawrenceburg. She thanked them for the many ways they are assisting students in the area to attend college. She also noted that they had planned and hosted tonight's event when Rhonda Wheeler had to be away on a family emergency. Representative-elect Kim King was also recognized and thanked for her attendance tonight, and she brought warm greetings to the board.

II. Business Meeting

A. Approval of Minutes

Minutes from the September 1, 2010 meeting were presented for approval. One correction was noted on page 3 (III. B. Budget Update – 71% tuition revenue). Dudley Taylor moved to approve the minutes, this was seconded by Annissa Franklin and the motion carried.

B. Approval of Strategic Needs Analysis

Lisa Bell presented the Strategic Needs Analysis (SNA) process for 2012-2018 for approval. She explained proposed BCTC prioritized capital requests, indicating these would be submitted to the KCTCS System Office for inclusion in overall system requests. The KCTCS Board of Regents then approves requests to go to the Council on Postsecondary Education for ranking and submission to the governor.

Dr. Mitchell requested information on Item 7, the Training Facility for Equine Program. Dr. Julian explained the Equine Studies program, part of the North American Racing Academy (NARA). Donna Heath-Johnson asked for clarification of Item 9, the Early Childhood Institute of Excellence. Dr. Julian explained about this model program plan from several years ago and discussed hopes for a facility on one of our campuses sometime in the future. Chair Huffman inquired whether any other KCTCS college had a project comparable to BCTC's Newtown Campus project. Dr. Julian replied that perhaps Gateway had a similarly large capital request, but that BCTC is currently well-positioned on the overall system-level rankings.

Bob Rowland proposed a motion to accept the Strategic Needs Analysis for 2012-2018, this was seconded by Dr. Mitchell, and the motion carried.

III. Information – Discussion

A. Fund-Raising Campaign Planning Update

Linda Epling distributed materials describing the feasibility study results dated November 2010 which was completed by the Clements Group. Several strengths were noted: (1) general attitude toward BCTC is favorable; (2) President Julian is known and well-respected; (3) BCTC faculty have an excellent reputation throughout the community.

Challenges for BCTC include the following:

- Need to enhance BCTC's image as a "first choice" for an educational opportunity;
- Need to increase awareness of contributions made to the community by BCTC;
- Other college leadership and faculty need to increase their visibility and advocacy for BCTC;
- Community members who are connected to BCTC need to become more visible as advocates for the college;
- BCTC has no track record upon which to base a campaign;
- Willingness to participate and contribute is still less than 40% among interviewees;

- None of the interviewees place BCTC at a high or medium priority when compared to other philanthropic interests.

Ms. Epling stated that BCTC still has a lot of work to do to build a strong case for support. There is a need to do some major solicitations and build support for the college. She gave several recommendations from the consultants, which include:

- Enhance visibility and awareness of BCTC's contributions to the area economic, workforce, and cultural development, and show the return on the investment.
- Develop additional and new partnerships with area industries, significant leaders, and institutions.
- Initiate fundraising activities to develop a base for a major campaign.

Bob McNulty asked if this was Dr. Julian's responsibility or if the board and other community partners could host awareness sessions. Dr. Julian replied that we need everyone to be involved. Ron Walker asked if this study addressed alumni participation since alumni are very important. Linda Epling replied the feasibility study was related to the community at large, but she realizes that alumni participation is important. This is a long-term goal, and the Regional Opportunity Councils are working to identify and engage alumni in their communities. Dr. Julian noted that the study respondents were key leaders in the community, and we believe their input is fairly representative of current feasibility for a full campaign.

Bob Rowland asked if the current economic situation had a bearing on results. Ms. Epling replied that the economy is definitely a factor. It was suggested that BCTC should be marketed as a major economic value for Central Kentucky. Dr. Mitchell asked what the next step would be, and Ms. Epling replied that we will now address the concerns from the study. Dr. Julian added that public awareness of BCTC and what it provides to the larger community is a major next step.

Dr. Mitchell suggested "putting a face on BCTC," i.e., selecting specific faculty members to represent BCTC in ads. Someone like faculty member Tracy Knowles and an alumnus could become "the faces of BCTC." Charlene Walker suggested highlighting a successful alumnus on community posters as is being done for the February 27 "Super Sunday" event focusing on graduates of color. Dr. Julian agreed BCTC needs to showcase students and faculty, and we need to get our top-level administrators out in the community to become more visible and well known.

Chair Huffman asked if the board would hear more of the plan for the campaign, and Ms. Epling replied that the board would definitely be updated as planning continues.

Chair Huffman thanked Linda Epling for her presentation.

B. Budget Update

Lisa Bell stated she was eager to share good news about BCTC's budget. She explained materials sent to the board members in a pre-board meeting packet. She explained that FY10 is now closed and final audited reports should be available very

soon. She does not anticipate any changes in the figures presented. When referring to FY11, Ms. Bell explained that state appropriations numbers have changed. The goal for FY11 is to meet budget and end with a “0” balance.

Ron Walker asked about bad debt expenses. Ms. Bell explained the “three-year rolling average” and how the system office calculates bad debt expenses. She further stated this has been a challenge for all 16 KCTCS colleges, and in fact, BCTC has not been affected as much as some of the other colleges. Ms. Bell stated that for Fall 2010 both student cancellations for non-payment have been completed.

When referring to the Expenditure Summary, Ms. Bell reminded the board that since February 2008, BCTC has had \$1,952,300 in state-mandated budget cuts. Discussion ensued about possibly abbreviating the span of years on this summary, possibly only a history from three years back. Ms. Bell stated she would produce a summary for the current year, with a three-year history so that the board would have a good picture of summaries from years past.

Chair Huffman thanked Ms. Bell for such an excellent budget report and for her thorough explanations.

C. Fall Enrollment Report

Dr. Palisa Williams Rushin reported there was more good news concerning enrollment. She distributed two items depicting current enrollment, stating BCTC had a 6.4% increase this fall. She reported growth at all campuses, with Lawrenceburg up 28%, Cooper up 4%, Regency up 50%, and Winchester up 28%. Georgetown public classes show a slight decline. Web-based courses continue to grow, and dual enrollment has increased. She reported that Anderson County High School will have a college coach, funded through a grant, and can begin earlier outreach to their students. BCTC has begun a program of outreach to veterans to assist them in getting back into school and then into the workforce. Fall II (second eight-week term) shows an increase of 15.4%. She also noted a partnership with Georgetown Housing Authority to assist students who need higher education.

Chair Huffman thanked Dr. Rushin for an excellent enrollment report.

D. Newtown Campus Update

Dr. Julian made a brief presentation on the status of the Newtown Campus project. She stated that another opportunity will be planned this spring for the community to tour the Newtown site, much like the event held this past October. Dr. Julian explained the architectural design, purpose, and goals for the new campus as well as the phasing highlights. BCTC hopes to achieve a minimum of LEED silver designation for the first building. Questions arose concerning possible demolition of some existing buildings, and Dr. Julian replied that unless funds were raised to restore or update some structures, these would be demolished.

Dr. Julian described Phase 1 which is the new classroom building with demolition of existing buildings and some minor renovations of buildings to be retained. She showed a photo of the new classroom building, of approximately 90,000 gross sq. ft., with planned programming. An application for Section 106 federal historic designation is being pursued as some federal funding may be made available sometime in the future. BCTC was funded \$4 million in the 2008 legislation which funded relocation of the hospital from the site. Partnerships and development opportunities for the new campus and surrounding areas were discussed, as well as a briefing on plans for Phase 2.

E. Plan for Mission/Purpose Review

Dr. Julian reported that by KCTCS policy, the college mission statement must be reviewed every three years. A draft will be presented to the board at the March meeting, and it will then be brought back for approval at the June board meeting. She presented a suggested purpose statement for board consideration, and discussion followed. Dr. Julian explained these suggested purpose statements were written and ranked by the college Administrative and Planning Team. Dr. Julian asked board members to review the suggestions and give input to be considered as the development of the mission statement continues.

IV. Announcements

Chair Huffman reminded members that board committees need to meet before the March board meeting. Ron Walker asked if a date had been decided for a board retreat. Chair Huffman suggested a 4-6 hour training session on board governance, at no cost to the board, as one possibility. Dr. Julian stated that a retreat could still be scheduled if the board wishes to do so.

Tri Roberts expressed appreciation, on behalf of Lawrenceburg Campus Director Rhonda Wheeler and everyone at the campus, to the BCTC Board of Directors for visiting Lawrenceburg this evening.

V. Adjournment

At 8:05 p.m., with no further business to come before the board, Bob McNulty proposed a motion to adjourn, this was seconded by Annissa Franklin, and the motion carried.

The December 8, 2010 meeting of the BCTC Board of Directors was adjourned at 8:06 p.m. The next regularly scheduled meeting of the Board is March 2, 2011, at the Leestown Campus.

Respectfully submitted,

Sylvia Williams,
Office of the President