

MINUTES
Bluegrass Community and Technical College
Board of Directors and Foundation Board Joint Meeting
Leestown Campus, Conference Room
December 3, 2014

Members Present:

Board of Directors: Annis Franklin, Chair; Pamela Brough; Josh Hoekstra; Florence Huffman; Robert McNulty; Luv'Tesha Robertson; Bob Rowland; S. Dudley Taylor, Ron Walker, Jr.

Foundation Board: Mel Camenisch, Chair, Larry Cowgill, Lois Ann Disponett, Michael Hockensmith, Jeff Hohmann, Jim Jacobus, Steve Rinehart, Gayle Smith, Alan Stein, Martha Tarrant, Alan Turbyfill, Richard Wehrle

Others Present: Lisa Bell, Dr. David Hellmich, Dr. Augusta Julian, Dr. Laurel Martin, Mark Manuel, JoEllen Reed, Dr. Palisa Williams Rushin

I. Welcome/Introductions

Board of Directors Chair Annis Franklin, with Foundation Board Chair Mel Camenisch, called the meeting to order at 4:10 p.m. and welcomed those in attendance. Each attendee introduced himself or herself to the group.

II. Overview of BuildSmart Campaign, Plans and Status

Dr. Augusta Julian thanked members of both boards for attending and for all of the good work everyone does for Bluegrass Community and Technical College (BCTC) all year long. She provided an overview and history of the campaign. The 2014 legislative session provided all sixteen Kentucky Community and Technical System (KCTCS) colleges with the opportunity to have a capital project.

To fund those projects, a strategy was created to allow agency bonding for KCTCS with an attached revenue stream generated by a per credit hour fee for registered students. This fee, when fully implemented, adds about \$150 per semester to a student's bill. BCTC's project is a \$24 million expansion of the Newtown Campus, and the college is moving forward with this opportunity. BCTC must raise \$6 million of the total and the other \$18 million will be bonded. If the full amount is not raised, we have the flexibility to use any funds generated to be bonded at a one to three ratio as long as funds are used for expansion of the Newtown Campus. Things are moving ahead quickly, but raising the \$6 million is our challenge and goal.

BCTC leadership and science faculty have been engaged in programming and the decision has been made that the new building will be focused on sciences. It is an opportunity for the college to create up-to-date lab facilities for the STEM disciplines. The design work was funded with \$300,000 in non-recurring reserves.

Dr. Laurel Martin directed attendees to the BuildSmart brochure and pledge card in the packet. The brochure has a detailed case statement, which explains the project and campaign effort. Naming opportunities are detailed on the back of the brochure, as well as a gift chart. All materials can be customized for a specific donor's needs.

Dr. Martin noted that once a donor is prepared to make a gift, there is a template to follow that describes how the gift will be recognized. There are currently four outstanding proposals. She described the process for cultivating gifts from various prospects though the point where the gift is finalized. BCTC leadership meets weekly to talk about the process while conducting research and working with KCTCS.

At present, students are involved at 100% because of the student fee. There is a faculty and staff campaign underway as well. Other potential gifts may come from alumni, board, industry and business, and community leaders. It is important to remember why this matters, and that everyone can play their own, unique role in the process. Dr. Martin encouraged everyone to think broadly about this issue, as there are many ways for this to work. She thanked everyone for their assistance both now and in the future.

III. Discussion

All participants were assigned to groups to brainstorm and discuss. Following the group discussions, these were some themes that emerged:

- Need elevator speech that board members can use to advocate.
- Create bullet points and ask board members to tweak for their "industry"
- Need to understand workforce, economic development impact of college
- Partner foundation board members with college board members
- Do tax planning seminars
- Success stories – students telling stories
- Businesses that hire students – telling testimonials
- Graduates that have achieved national recognition
- BCTC not fully state funded / current budget realities
- 7 out of 10 new jobs need less than a 4 year degree

The meeting was adjourned at 5:30 p.m.

Respectfully submitted,

Tammi O'Neill
Office of the President