Members Present: Maria Carrasco, Martha Farmer, Beth Hogan, Lyn Kaplan, Lesley Peters, Dale Pyatt, Sean Reid, James Ridley, Joe Riley, Steven Seeche (on conference call), Richard Yagjian

College staff and others: Patricia Gentile (on conference call/WebEx), Donna Richemond, Linda Brantley, Patricia Callahan, Janice Forsstrom, Joanne Light, Madeline Wallis, Karen Hynick, David Houle, Cathy Anderson

Call to Order
Chair Yagjian called the meeting to order at 4:04 p.m.

Approval of Minutes
Trustee Carrasco made a motion to accept the minutes of September 10, 2014, seconded by Trustee Peters. Motion passed. Minutes approved by unanimous vote.

CHAIR’S REPORT

Motion
Chair Yagjian introduced Shawn Warren, Engagement Partner/KPMG LLP to report on the results of the Audit.

15:01 Motion to approve the College’s FY2014 Financial Statements, as presented, including designation of net unrestricted assets by Trustee Riley, seconded by Trustee Kaplan. Motion passed by unanimous vote.

Chairman Yagjian addressed the September 13th ACCT Board Retreat and referenced the Trustee Feedback Doc:28 noting that it was a lengthy day.

Some additional comments from the Board:

- A bit worried about the degree of strategy
- Hard to stay focused
- In an effort to identify an ocean of issues, it’s easy to get lost so an effort to have a narrower focus should be made for critical issues.
- The focus was not only students but on how we can serve the College outside of our walls; how do we increase sending the College out in the community.
- Lots of materials to cover in 1 day – could have been a 2 day retreat.
- Great ideas and it was a valuable exercise in working as a team.
• Should consider doing this at least once if not twice a year – possibly in October and February.
• Was informative having other community college president and trustees at the retreat.
• The perception of community colleges in our communities we serve could be elevated
• Combined marketing effort with MassBay and maybe another community college is good idea
• First time interacting with another college board
• Surprised that the other institution was ‘envious’ of our resources
• Came away with 5 points to use as touchstones for meetings throughout this year
• The afternoon portion of the retreat was the best

Chairman Yagjian reminded everyone of how valuable the Governance Institute Leadership book is and that he will be referencing it throughout the year. Notable at this time is Doc 26 & 27. He requested that the Board members score both documents and forward to Clerk Anderson to compile. Also noted that promoting ourselves is big – important and timing is critical. We need to look towards the spring and as college invoices come in, to compare our enrollment numbers. Trustee Peters added that student success stories are critical. Trustee Seeche wants to hone in on 3 issues that the Board should focus on and improve upon. He thanked Chairman Yagjian for the great retreat program. Chairman Yagjian asked if Trustee Seeche would share his 3 issues with others for continued discussion.

Chairman Yagjian reported that a few Board members had the opportunity to attend the Statewide Board Retreat and listen to Governor Patrick. They also had lunch with Foundation Board Chairs, including NSCC Foundation Chair Joe Riley. The day revolved around building consensus around values for college and constituents.

Chairman Yagjian initiated a discussion on the Consent Agenda process. He noted that this type of process would be for routine motions that take up a lot of time and that it was an easy way of getting routine business out of the way. Any motion could be set aside from the consent agenda for discussions as warranted. Trustee Reid asked that they discuss any ‘cons’ to this process as up to now there were only ‘pros’ discussed. Trustee Farmer noted the possibility of stifling one’s points and that some may not be willing to speak up. Her concerns were that it would squash the discussion process. Trustee Pyatt added that it was really an efficiency tool and that most routine items happen with staff, not the board. President Gentile used today’s agenda as an example of non-controversial motions. Trustee Seeche asked if it could be adopted so the board members could see how it ‘feels’ to them than then maybe rescind – a test trial. Chairman Yagjian noted that at this point, board meetings are not being lengthened due to motion discussions and that there was enough doubt in the room to set this aside for now. He added that the board could circle back to the consent agenda discussion at a later date.

President Gentile requested that the Vice Presidents compile a list of ideas as an Education Tool for the Board of Trustees. This would be for 10 minute presentations at Board meetings. She is collecting the ideas and will forward to Chairman Yagjian.

**Motion**
Chair Yagjian noted the next order of business.

15:08 Motion to approve that the Board of Trustees of North Shore Community College affirms that the North Shore Community College Foundation, Inc. is operating in a manner consistent with the goals and policies of the College and that it meets all requirements of the state. Moved by Trustee Farmer, seconded by Trustee Peters. Motion passed by unanimous vote.

Trustee Kaplan requested that along with the Foundation Board of Directors list, she thought their contact info would be a good resource. Clerk Anderson noted that she would get that info to Board members.

PRESIDENT’S REPORT

President Gentile informed the Board that she had a conversation with Representative Speliotis (Danvers & Middleton) about the lack of public transportation at the Danvers Campus. He suggested that due to past efforts, he believed we should address our concerns directly to the Board of Higher Ed and to Senator Tom McGee (Lynn), Chairman of the Transportation Committee. Data was collected and an information video was pulled together that showed the need for public transportation at the Danvers Campus. This report was presented to Senator McGee last week. He noted that the MBTA was clearly not in a good financial position at this time. However it was important to have the Board of Trustees advocate for the needs of our students.

President Gentile presented this powerpoint report to the Board.

President Gentile added that our new Middleton site also did not have public transportation. Trustee Carrasco asked about the Cummings Center and President Gentile responded that it was mostly corporate training at this site. Trustee Reid was still concerned with campus data on racial & income disparity by campus as well as GPA comparison. President Gentile informed him she would see what data was available for further discussion purposes for him.

Trustee Pyatt wanted to know how the board could get some traction from the MBTA. President Gentile responded that she drafted a resolution that could possibly be used. She asked that the Board review for next meeting discussion. Chairman Yagjian said that along with Board review of the document, it would be vetted through Community College Legal Counsel Ken Tashjy.

Chairman Yagjian asked about other campuses that have this same issue and President Gentile noted that some satellite locations of other community colleges had this issue but not a main campus location. Trustee Pyatt added that the resolution is a good idea but that he felt that it is strictly an economics issue. If we could take the data, and develop a financial model and show the MBTA the numbers that it would optimize the economic sales pitch. President Gentile said she would explore consulting a transportation expert. Trustee Hogan noted that she experienced a similar issue in Peabody. They did get the ridership rate up but it was difficult to sustain. She suggested heavy marketing in a variety of ways if we want something like this to work. Trustee Farmer added that if students are willing to pay to take public transportation then maybe they would pay if we had a shuttle to pick them up at certain locations. President Gentile responded
that if public efforts fail then we may have to invite in additional shuttle services from Liberty Tree Mall and maybe the train stations. She thanked the Trustees as their feedback is helpful.

Chairman Yagjian said this was a good segway to Doc: 20 regarding Advocacy to Legislators on budget issues. He asked the Board to review info from Legal Counsel Tashjy. He added that the gas index question on the November ballot will affect the Boards’ strategy.

Middleton Site Opening update included the floor plan. Faculty & staff are setting up supplies and equipment. Cosmetology Program starts Oct 15th with Culinary soon after. We will notify Board of a grand opening as soon as a date is determined.

A summary of the Feasibility Study for a major gifts campaign was presented. The potential goal is $3m. We have a positive reputation but strong leadership is essential for cultivation. Our donor pool is shallow and it’s critical to present a good case statement with personalized stories for cultivation. The next step is the hiring of a new Vice President of Institutional Advancement. The full Feasibility Study Report is available on request.

Trustee Riley added that the commentary at last night’s joint dinner meeting with the Foundation Board and the Board of Trustees was mixed to the extent that most were concerned with the depth of the Feasibility Study and the role of the consultants moving forward. It was determined that a selected fundraising committee meet with President Gentile to go deeper into the Feasibility Study and get the President’s reaction to components of what NSCC needs to get up and running. The meeting had a serious tone of change with the serious task at hand. The Foundation Board went deep into the role of the Foundation members and saw this as an opportunity.

Trustee comments included being impressed with the presentation of the new mission statement, an impression that the board seemed daunted by the goal and that there wasn’t full by-in at this time. Trustee Riley added that it’s a pivotal moment for the Foundation Board, setting the bar high and that those daunted were those with the longest tenure on the board. He noted that the Foundation Board Nominating Committee is led by Mary Sarris and that networking capacity is the key. It was noted that the ‘job description’ of a Foundation Board member could bring in a great core of new members with the ability to raise funds. President Gentile reminded the Board that even though the goal of $1m/year, it is only $400K more than annually raised at this time.

ACADEMIC AFFAIRS

VP Hynick informed the Board that NSCC received confirmation of the NEASC Substantial Change for the Middleton site and programs.

ADMINISTRATION AND FINANCE

VP Forsstrom informed Board that the Strategic Plan Major Accomplishments was a high level list. She pointed out the 2-3 summary pages in the Audit report were important to review as well as the pg 9-10 graphs showing the difference in revenue from expenditures of last year. The first few pages are an important snapshot.
The Jeanne Cleary Disclosure and information has been distributed to all faculty, students, and staff. This year there are new requirements regarding sexual assault & violence prevention with lots of training. The e-mail of the full document will be forwarded to all Board members.

STUDENT AND ENROLLMENT SERVICES
STUDENT REPORT

Trustee Reid reported October events/meetings that are on the Student Life Calendar. He said that students are working on improving communications in all areas, supporting the faculty & staff as needed, and working on ways to bring the community and needed services directly onto campus – for our students.

INSTITUTIONAL ADVANCEMENT

Madeline Wallis invited Linda Brantley to present 50th PR info to the Board.

Linda Brantley showed a powerpoint of the many opportunities and initiatives of the 50th and how we are being seen in the community.

HUMAN RESOURCES

VP Madeline Wallis provided the Personnel Action Report. She also noted that we hope to bring the Vice President of Advancement candidates on campus the last week in October.

OTHER BUSINESS

Chairman Yagjian requested feedback on the BoardPaq software. Trustee Kaplan participated in the demo on users while Clerk Anderson and Jeff Wardwell of IT demo’d the administrator’s role. The cost would be approximately $1600-$1700/year and can be used on a desktop, Ipad or laptop. No long term commitment so we could try it and if for some reason it does not work out, we can discontinue use. Clerk Anderson noted some of its capabilities and that it would be a very efficient tool to use for board meetings. Testimonials & recommendations were from Westfield State University and Springfield Tech Community College. It was determined in discussion that it would be well worth implementing

Motion to register and sign up with BoardPaq was made by Trustee Kaplan, seconded by Trustee Peters. Motion passed by unanimous vote.

Chair Yagjian requested the board go into Executive Session. Roll call vote for the session: Maria Carrasco - yes, Martha Farmer - yes, Lyn Kaplan - yes, Lesley Peters - yes, Dale Pyatt - yes, Sean Reid- yes, James Ridley (left meeting early), Joe Riley (left meeting early), Richard Yagjian – yes.

ADJOURNMENT of Open Meeting.
Trustee Peters made a motion to adjourn the open meeting, seconded by Trustee Reid. **Motion passed.**

**Open meeting closed at 5:58pm.**

Executive Session recorded.