North Shore Community College
Board of Trustees
February 11, 2015 – Meeting Minutes
Lynn Campus LE234

Approved April 8, 2015

In Attendance:
Dale Pyatt, Elizabeth Hogan, James Ridley, Joseph Riley, Lesley Peters, Lyn Kaplan, Martha Farmer, Richard Yagjian, Sean Reid, Steven Seeche

Not In Attendance:
Maria Carrasco

1. Call to Order

   Additional meeting attendees:
   President Patricia Gentile, Vice President Janice Forsstrom, Vice President Madeline Wallis, Vice President Karen Hynick, Vice President Mark Reimer, Linda Brantley, David Houle, John Duff, Anne-Marie Fortier, Laurie LaChapelle, Steven Creamer, Patricia Callahan, Mariflor Uva, Cathy Anderson

2. Approval of Minutes December 10, 2014 - Doc:40

   Motion to accept the minutes of December 10, 2014.

   Move: James Ridley  Second: Dale Pyatt  Status: Passed

3. Chair’s Report

   a. Trustee E-mail Account Recommendation

      Chairman Yagjian relayed that our College's Counsel recommended that all Board communications for college business be through college e-mail accounts, not
through personal or business e-mail accounts. A letter to that effect was distributed to Trustees. Clerk Anderson will be requesting confidential info in order to create college accounts through NSCC Pipeline. As soon as we receive all info we will transition to all NSCC communications through these new e-mail accounts.

b. Motion 15:11 2nd Quarter Financials - Doc:41, 41a

Finance Committee - To approve the College's 2nd Quarter Financial Report as presented

Finance Committee moved - to approve the college's 2nd Quarter Financial Report as presented.

Move: Joseph Riley  Second: Dale Pyatt  Status: Passed

c. Multi-Agency Trustee Seminar - Doc: 43

Multi-Agency Trustee Training available on March 4th & 5th - see document. Please inform Clerk Anderson if you are available and will be attending.

4. President's Report, Dr. Patricia Gentile

President Gentile reported that the college has been closed for 6 days due to inclement weather. She expressed thanks to NSCC Facility Staff for yeoman's work on cleaning and removing snow making it as safe as possible for everyone on campus. Also thanks to Vice President Hynick for staying on top of instructional options for missed classes and that the traditional spring Faculty/Staff Professional Day on April 7th has been canceled to allow that day to hold classes. The snow impact on the semester is unprecedented.

There is a Higher Ed Omnibus Bill making its way through the House and Senate that should be brought to the attention of the Board. Clerk Anderson will forward a bill summary, media article, current list of co-sponsors, and contact info for our elected officials. This is an opportunity for the Board of Trustees to request the support of our delegation.
a. FY '15 Strategic Plan Update - Doc: 44, 44a

Laurie J. LaChapelle, Assistant Vice President
Planning, Research & Institutional Assessment

Laurie LaChappelle reported that the rate of accomplishment of the current strategic plan is at 93% and that all activities are in line with the state.

Goal 1 - at 93% complete
Goal 2 - at 100% completion
Goal 3 - 20 out of 21 activities completed.
As well as being closely aligned with the Commonwealth's Vision Project.

Final evaluation of this plan will be at the end of FY15. Any strategies that remain will be worked into FY16 where we will be simultaneously planning for the next strategic plan.

Chairman Yagian inquired if any particular points should be noted. Ms. LaChapelle reported:

Goal 1 - there is mandatory orientation for all new students, the Math Re-Design has been completed, and the utilization of student placement by GPA, not just NSCC placement testing.
Goal 2 - Dual enrollment and Early college has been ramped up due to grant funds as well as the Stem Starter Academy.
Goal 3 - included the move to Middleton of the culinary & cosmetology programs, hiring a new Vice President of Institutional Advancement, the Master Academic Plan and the Strategic Master Plan.

b. Student & Enrollment Services

• Communication Plan for Retention in Student Services

John Duff, Dean of Enrollment Services
Anne-Marie Fortier, NSCC Retention Specialist

John Duff, Dean of Enrollment Services introduced Anne-Marie Fortier, NSCC Retention Specialist.

COMMUNICATION PLAN FOR RETENTION IN STUDENT SERVICES
BACKGROUND
Challenge to guide and support 900+ first time full time students

Analyzed retention data of previous cohorts
• transfer programs (LAT/LHD/BAT/CRD) greatest attrition
• cohort programs (ZCS/certificate programs) greatest retention
• 60% of cohort are first generation

Researched best practices to support/communicate with community college/first gen students
• Challenges
  o little experience with decoding higher education system
  o believing that they do not belong in college
  o difficulty in negotiating obstacles

  • Assistance needed with developing
    o a growth mindset
    o a path toward goals
    o realistic strategies to address obstacles that will occur
    o feeling of belonging
    o perseverance

Comprehensive reports were developed by Nick Roberts to track students

COMMUNICATION PRACTICES
Required efficient and effective communication based upon student development best practices

Newsletter is part of a web of services
• Link to critical information
• Consistent format
  o 1 supportive article
  o 2 timely informative articles
• Just in time information
• Extended orientation

Communication tone
• Direct
• Honest
• Accessible
• Consistent

Additional communication/outreach
• Intro email
• Probation Letter
• Registration
• Alert notification
Mail Chimp – email tool
• track responses
• number/percent of opened emails
• who opened email/how many times
• create clean looking newsletters and emails

Additional Media
• Facebook
• Twitter
• Pennon articles

IN ADDITION
Scale Up
• Newsletter available on facebook and twitter (current)
• Include first time part time cohort (future)

Follow Up
• Completion project targeted to previous cohorts (current)
  o Encouraged program directors to follow up with students nearing completion
  o Communicated with students nearing completion and encouraged those at a standstill
• Continue targeted retention communication to previous cohorts (future)

President Gentile added that the lessons we are learning will help guide the new Vice President of Student Affairs. This Pilot was started 2.5 years ago, is very effective and we will institutionalize lessons.

• Student Trustee Report - Sean Reid

Trustee Reid reported that there are many activities scheduled in February for Black History Month. Plans for Earth Day with the City of Lynn are being discussed. Students are interested in 'reinventing' the Student Lounge in Danvers. Trustee Reid and the SGA President Daniel Carmenatty are taking the opportunity to participate on the Student Advisory Council for the Department of Higher Ed.

President Gentile updated the Board on MassPirg activities. MassPirg held a press conference on the Danvers Campus unveiling a Massachusetts Transportation Report. They are working closely with NSCC students and collecting signatures regarding the lack of public transportation to the Danvers
Campus. President Gentile and Vice President Forsstrom will be presenting the evidence and a powerpoint supporting the Board of Trustee Resolution of Access to Education to the BHE Finance Committee. If the Finance Committee agrees with the NSCC resolution, President Gentile and Vice President Forsstrom will present in March to the full Board of Higher Education for their support.

Chairman Yagjian inquired if at this time, there was any student costs associated with the intercampus shuttle. President Gentile replied that there is no cost to students at this time. He also inquired when we last surveyed the students on their transportation needs. Laurie LaChappelle responded that we last surveyed students in 2010 with a 10% response of approximately 400 students who noted if there were public transportation to the Danvers Campus, they would use it.

c. Academic Affairs - Vice President Karen Hynick

Vice President Karen Hynick noted that faculty are eager to return to normalcy and are reaching out to students. Faculty have embraced technology as a positive piece that could serve as a solution to missed class time. Also faculty are offering their class sections alternate times to meet. Vice President Hynick updated the board on the following:

College Completion
'15 to Finish' is a collaborative effort of Academic Affairs, Student Affairs, and Institutional Advancement. This prescriptive scheduling initiative will aid in full-time enrollment which is currently loosing traction. Full time status according to Financial Aid is only 12 credits but students need 15 credits per semester to complete the program in a timely manner. We hope to guide the student in picking their classes. This goes back to the older programming sheets for completion that traditional 4 year schools used in the past.

The Stem Starter Academy had 70 high school students signed up in the Fall and the spring semester 2015 has increased to 109.

The Early College Committee plans to implement this program into additional Lynn high schools in the fall. We also have 24 other area school districts that want Early College opportunities for their high school students.

Academic Master Planning Committee continues with a draft plan going to faculty. Then there will be a joint meeting with the Master Faculty Planning Group for plan alignment.
d. Administrative Services - Vice President Janice Forsstrom

Vice President Forsstrom reported that the Lynn Expansion is on track to for construction to begin for this spring. NSCC is reviewing the documents from DCAM and the Architect to make sure all details are set to go out to bid for the construction manager. The review should be complete by February 20th with a groundbreaking scheduled for the spring or summer.

Trustee Farmer asked if energy efficiencies are being worked into the new building. Vice President Forsstrom noted that the building design goal is for Silver LEED certification.

Facilities Master Plan Process is ongoing with regular meetings. We are providing documentation to Sasaki and working through space utilization on all campus locations; will have focus groups meeting with the academic master plan committee in February; and we hope to complete this by summer or September. We also have to look at deferred maintenance, HVAC, and all mechanical systems.

Budget issues - we are waiting for a dollar figure for the 1.5% cut by the state. We believe approximate $300,000 will need to be returned to the state by July 1. We will have FY16 scenarios to the Trustee Finance Committee in March and in April have the preliminarily budget.

e. Human Resource Development - Vice President Madeline Wallis

Vice President Wallis noted that the Vice President of Student Affairs search is into the final stage with on-campus interviews & meetings next Wednesday. Bios will be sent out.

• Professional Personnel Action Report - Doc: 42

See Doc 42 for updates.

• Conflict of Interest Law & Training

http://www.stateprog.eth.state.ma.us/
Vice President Wallis informed Trustees that the Conflict of Interest training must be completed by all Trustees every two years. There are two parts to the training that need to be completed - 1) provide signature that you are in receipt of the 12 page summary and 2) participate in the on-line training and receive a certificate of completion. Both need to be forwarded to Clerk Anderson.

f. Institutional Advancement - Vice President Mark Reimer

Vice President Reimer provided a snapshot assessment of how well NSCC has performed historically for charitable giving. He noted that NSCC mirrors the American Philanthropy Giving Survey. He noted that with comparable data, we are in the middle with positive room to grow. These are measured on 2 metrics: size of the endowment per FTE for student enrollment, and Alumni Giving percentage.

He expressed optimism and noted he has a great staff to work with. He is gathering additional data to get a better idea of the NSCC Foundation's impact and relationship with the college. Vice President Reimer wants to set a good foundation of what advancement is and provide a strategic direction to move forward.

He went on to mention the CCS report that was handed out at the joint Foundation and Trustee dinner meeting in October 2014 and that it had some good information to work from. The document will be added to the BoardPaq library in the near future.

5. Other Business

a. BoardPaq update - Cathy Anderson

Clerk Anderson noted that all Trustees and staff had been trained on the paperless ap. She asked the board how comfortable they were in using BoardPaq and if there were a need to continue sending out paper packets from this point on. All present said they are comfortable using it with no need for paper documents. Clerk Anderson will check with Trustee Carrasco who was not present at the meeting. 5 Trustees received loan of an Ipad, and all Trustees and Staff received a stylus.

Clerk Anderson also noted that she would be out of the office from Feb 25th till approximately March 26th with Susan Mulvey as the President's Office contact.
6. Adjournment

Motion to adjourn at 5:42pm.

Move: James Ridley  Second: Dale Pyatt  Status: Passed