

HARFORD COMMUNITY COLLEGE

Minutes of Open Meeting

November 10, 2015

The Board of Trustees of Harford Community College met on Tuesday, November 10, 2015, at 6:00 p.m. in the Chesapeake Center Board Room.

Trustees present: Mrs. Doris G. Carey; Mr. John F. Haggerty; Mrs. Laura L. Henninger; Rev. Cordell E. Hunter, Sr.; Dr. James W. McCauley; Mr. Richard D. Norling; Dr. Richard P. Streett, III; Dr. James J. Valdes, and Dr. Dennis Golladay as Secretary-Treasurer

Trustees absent: Mrs. Jan P. Stinchcomb

Staff present: A. Adams, C. Allen, K. Callan, V. Dodson, N. Dysard, T. Franza, S. Garey, A. Haggerty, M. Hamilton, C. Henderson, R. Johnson, P. Karwowski, H. Kunert, P. Labe, J. Mayhorne, B. Morrison, B. Napfel, Z. Parker, S. Phillips, L. Preston, K. Rege, D. Resides, S. Schaeffer, C. Sherman, C. Swain, V. Swain, A. Ward, and D. Wrobel

Others: M. Jackson and E. Scarborough-Johnson, Simpson and Scarborough; D. Anderson, *The Aegis*

I. CALL TO ORDER

J. Valdes called the meeting to order.

The following is noted for the record:

The business of the Harford Community College Board of Trustees, as empowered by Maryland law, is to oversee all personnel, programs and facilities. The Board employs its president to implement and to interpret its policies. The Board directs the president to establish guidelines, procedures, and practices that flow from and support the policies of the Board of Trustees as contained in the Board Manual for By-laws and Policies. The Board meets the second Tuesday each month (except July) to consider and transact public business.

II. ROLL CALL

C. Sherman called the roll. Quorum was present.

III. CONSENT AGENDA

By consensus the Board approved the consent agenda. Items included:

- Agenda of the November 10, 2015 meeting
- Minutes of the October 13, 2015 meeting

IV. PUBLIC COMMENT

There was no public comment.

V. BOARD REPORTS

A. Chair's Report

J. Valdes announced upcoming events:

- November 20 – Board Work Session – 8:30 a.m. (*originally scheduled for 9 a.m.; time changed to 8:30 a.m.*)
- December 8 – Board of Trustees meeting – 6:00 p.m.
- December 17 – Holiday Party – 5:00 p.m.
- December 22 – Nursing Pinning – 6:30 p.m.

J. Valdes also provided an update on the presidential search. Eighty-two applications were received. Search Committee will interview semi-finalist at an off-campus site on November 13 and 14 and recommend three to four finalists to the Board. Each finalist will be scheduled for a day on campus during which time the candidate will participate in a campus tour, open forums with campus constituencies and community members, and interview with the Board of Trustees. It is anticipated that finalist interviews will be scheduled during the first week of December. The Board will select the finalist and negotiate the offer.

B. Finance and Audit Committee Report

R. Norling reported the Finance and Audit Committee met on October 28 and reviewed financials to date and reviewed the quarterly report on auxiliary accounts.

R. Norling also reported that a team from Harford presented a session on Harford's budget modeling tool at the Association of Community College Trustees (ACCT) 2015 Leadership Congress

C. Member Reports

D. Carey, C. Hunter and R. Norling commented on the various workshops they attended at the ACCT 2015 Leadership Congress. Session topics included year round registration, student default and ways to promote financial stability, alliances that help change the future, reauthorization of higher education, questions trustees should be asking, and diversity,

VI. PRESIDENT'S REPORT

A. Information Items

The Board information packet included a report on the president's meetings and activities over the last month. D. Golladay noted specifically:

- Dr. Jamie Karmel, professor of history, was a guest on National Public Radio WYPR's "Midday with Dan Rodricks." His interview focused on the status of Maryland casinos. Dr. Karmel is an expert in the history, policy, sociology, and economic impacts of gaming.

- The College's support for military and veteran students was featured in "Education Spotlight: Harford Community College," published in the September 18 issue of *MD Department of Veterans Affairs News*.
- The National Council for Marketing & Public Relations, District 1, recently awarded six Medallion Awards to Harford Community College's Office of Marketing and Public Relations staff. Medallion Awards recognize excellence in design work and publications.

B. Program Presentation – Campus Safety

Mr. Christopher Swain, director for public safety, provided an overview of the department. He shared information on staffing, areas of responsibility, and department functions. These functions include incident response, investigative services, safety and security, customer service and crime prevention and training.

C. Enrollment Report

Enrollment reports for winter and spring were reviewed. It is very early in the registration cycle and the numbers will change. Updates will be provided monthly.

D. Golladay noted that the November 7 open house was successful with 202 prospective students and family members attending.

D. Capital Projects Update

R. Johnson shared information on capital projects:

- Hickory Center moves are about 99% complete.
- Fiber cable along Maryland Route 22 is being relocated in preparation for summer projects affecting Route 22. One project is an extra lane that was required by the County as part of the Darlington Hall project. The other is a State project widening Maryland Route 22 from Prospect Mill Road through the Thomas Run Road intersection.

VII. ACTION ITEMS

A. Contract Authorization: Comprehensive Market and Research Analysis

RFP 16P-02 was issued and advertised to perform in-depth market research and analysis to help the College maximize its strategic initiatives, marketing efforts, and to increase enrollment, retention, and revenues.

The research objectives are to include:

- An understanding of the image and reputation of Harford Community College (HCC) and how this impacts the College's ability to recruit, enroll, and retain students.
- An understanding of the demand for degrees, programs, and certificates in a rapidly changing market.

- An understanding of distinctive programs or offerings that are most likely to increase enrollment/retention and strengthen yield from the high school and adult markets.
- Recommendations for changes in the College's strategic enrollment management and marketing plans to maximize enrollment and retention.
- An analysis of the elasticity of the College's tuition.
- An analysis of opportunities to further penetrate existing markets and establish new markets.
- Recommendations for the College's upcoming strategic plan.

Five responsive proposals were received and evaluated by a seven member team including R. Johnson, B. Morrison, D. Cruise, D. Mack, A. Adams, N. Dysard and V. Dodson. Simpson Scarborough was evaluated as the best value proposal and received the highest overall score combining technical and cost considerations.

An oral presentation was held with Simpson Scarborough and the evaluating team on October 21. A full discussion of their proposal took place and the HCC team clarified research priorities including maximizing credit and noncredit enrollments, program demand, workforce development needs, student retention, branding, and the elasticity of the College's tuition.

Simpson Scarborough submitted their answers, clarifications, and best and final pricing by the end of day on October 23.

The final proposal includes:

- Discovery/Kick-off phase
- Primary Market Research phase which will use a combination of online surveys, telephone surveys, and in-depth interviews to address the following audiences:
 - Internal audiences (current and former students)
 - High school age prospective students
 - Non-returning credit and noncredit students
 - Harford County adult residents (credit and noncredit)
 - High school counselors
 - Business leaders/major employers
- Tuition Analysis (via Discrete Choice Modeling)
- Brand and Market Strategy Analysis and Road Map
- Sample Purchase Cost

The evaluating team reviewed the Simpson Scarborough response and finds it acceptable. The firm's best and final price is \$194,200. The team recommends Simpson Scarborough as the best value for this project for the College. The president supports the recommendation.

Motion was made by R. Norling, seconded by R. Streett:

The Board of Trustees of Harford Community College approves the award of a contract to Simpson Scarborough of Alexandria, Virginia, to perform an in-depth market research and analysis to help Harford Community College maximize its strategic enrollment plan, marketing efforts, and to increase enrollment and revenues. The firm cost is \$194,200. The work will start immediately and complete by June 30, 2016.

Vote: Unanimously adopted.

VIII. PERSONNEL

A. Personnel Update

Staffing changes are reported to the Board as an information item. The Board approves personnel activity related to administrators and tenure-track faculty. No personnel items reported this month require Board action.

Appointments

- Jennifer L. Spencer Heilman, academic advisor – one-year appointment, effective December 5, 2015
- Sheila W. Siebert, administrative assistant II – library and e-learning, effective November 7, 2015

Separations

- Roger T. Voter, Maryland SBTDC counselor, effective September 30, 2015
- Julie E. Rund, benefits specialist, effective October 20, 2015

IX. BOARD REVIEW

A. Policies – Investment Policy

Each month the Board reviews a policy to reaffirm currency as written or to identify changes/revisions that need to be made. For the November meeting, the “Investment” policy was considered. Following the review, the Board agreed that no change was needed to the policy as currently written.

X. ADJOURNMENT

The Board meeting adjourned at 7:10 p.m.

Dennis Golladay
Secretary-Treasurer

James J. Valdes
Chair