

**League of Women Voters COD
Observers Report**

Board meeting attended: Regular Board of Trustees Meeting

Date and Location of meeting: THURSDAY, SEPTEMBER 20, 2018
6:30 P.M. ~ ROOM SSC-2200

Meeting started: 6:30 pm Closed Session

7:15 pm Open Session

Meeting adjourned: 9:05 pm

League Observer(s): Jill Sagi, LWV of Roselle-Bloomingtondale, via Audio/Video

Board Members/Trustees present (P) not present (NP) tardy (T):

P Deanne Mazzochi, Board Chairman

P Frank Napolitano, Board Vice Chairman

P Christine Fenne, Board Secretary

P Alan Bennett

P Charles Bernstein

P Daniel Markwell

P Joseph C. Wozniak (for open session only)

P Sonia Paul, Student Trustee

Estimated Number Attending (excluding Board and Staff): Not available

Meetings are Streamed and Archived at:

http://www.cod.edu/multimedia_services/botmedia.aspx

Agenda can be found at:

http://www.cod.edu/about/board_of_trustees/pdf/agendas/2018/2018sept20_agenda.pdf

4. PUBLIC COMMENT: Richard Jarmin (Pres. Faculty Assoc.) – Welcomed Mark Curtis Chavez to the Administration. Discussed collective bargaining agreement of employee health insurance benefits approved in 8D of consent agenda. Noted approved by 88% of CODFA despite the fact that premiums increased for the high deductible plan. Planning was July to August, so there was not a large window of discussion causing some anxiety among faculty. He recalled hearing a 2016 comment from Board/Admin about the “need to bend down cost curve to revenue growth.” Health care expenditures have grown exponentially, and revenues have not, and he hopes maybe more creative ways to bend cost curve of health insurance can be discussed in future.

Jackie McGrath (VP Faculty Assoc.)– Congrats to retirees Reed, Barry, and Tallman. In regards to long term strategic plan, priority to short term and long term growth, and the management / org structures that the College will put into place, she is concerned whether faculty / staff/ administrators input in strategic plan will be included, accepted and manifested in the document. She said, “It is one thing to have a voice at the table; it is another thing entirely to have those voices manifested into reality.”

5. REPORTS (board members, staff, administrators)

a. Chairman’s Report- none

b. Student trustee’s Report- Learning how to juggle responsibility of trustee with her course work. She is going to focus on Coffee Connections, where she meets with students and hands out free coffee, in order to get their input, and she wants to get more involved with Pathways, so she plans to attend bi-weekly Pathways meetings to learn more.

c. President’s Report-

- **Resolved Tax Issues** - Dr. Brian Caputo

Positive outcomes of the following previously deemed taxable, 3 parcels:

Student run hotel and Einstein bagels within, deemed tax exempt

Early Childhood Center (previous) empty portion deemed tax exempt, and Cell Phone Transmitter/Receiver locations within building deemed partially taxable

Bookstore/Starbucks deemed tax exempt

- **FMP Update** - Bruce Schmiedl, Facilities

Data gathering is complete and next steps involve setting goals and priorities. Held a Student Input session with 300 responses and a Trustees Input session with the trustees on Sept 6th and 7th

Students were thoughtful, enthusiastic and eager to share ideas, and the majority of comments were very positive about college. They complimented faculty and staff,

welcoming community, positive atmosphere. In general they were very satisfied with services. Responses broke down into four categories:

- 1) Desire for inclusive culture- more diversity in food and activities, expand services special needs students
- 2) Need for mobility and infrastructure- parking, METRA connections, connecting east and west campus, furnishings indoor/outdoor
- 3) Enhancement of existing campus features- prairie, student lounge expansion
- 4) Desire for experience and opportunity through campus amenities- labs for all programs, expansion of practice facilities, major specific resources and internships.

Trustees session- need for flexibility, enhanced offerings and vocational training, connections to National Laboratories, optimization of regional college centers, link to Innovation DuPage, build reputation, increase enrollment, make COD premier higher learning center in area

Also held two focus groups:

Student Life focus group and Learning Environment Focus Group -Assessed:
Admissions, Financial Aid, Records/Registration Efficiency/Effectiveness,
Different classroom sizes
Flexible furniture/rooms
Mobile lab facility
More use of outdoor space
SPACE UTILIZATION

Also met with Pathways Committee and Advisory Committee: Pathways Committee interested in Student Engagement spaces being welcoming and inviting and Faculty Engagement space be accessible to resources and administration. The Advisory Committee shared preliminary results of questionnaire and discussed close correlation with results of Space Utilization Analysis of 2016. Received only 63 student responses to questionnaire, so resent it, but got 467 faculty responses. Advisory Committee also said Learning Common spaces need to be reorganized and Conference and Meeting Users are underserved. Also, want to consider shuttle service expansion for more stops (something that the students suggested also).

Next steps: Committee meetings on Oct 1st and 2nd, meet with Cabinet, continue refining Pathways space response to provide optimal student engagement/services, Advisory Committee (workhorse) begins discussion of data and conduct initial plan goals and direction exercises. Follow-up Facilities focus groups with consultant. Conduct a Regional Focus group.

Q&A-Trustee Bennett asked about a property and maintenance schedule since it wasn't in the presentation, and Mr. Schmiedl replied that in the effort to be brief, he didn't include, but it is definitely part of the overall plan.

• **Marketing Update** - Wendy Parks, Senior Director PR, Communications & Marketing

Began with congratulations to Viktor Antipenkov, Gilda Ross, Ami Chambers, Amy Calhoun who won an award from the Illinois Chapter of the National School Public Relations Association (K-12) for creating a booklet with the GPS (Glenbard Parent Series).

Next, discussed the digital (twitter, Facebook, Instagram) vs. traditional (radio, newspapers) marketing programs to tell COD's story, or BRAND, to the community, staff, faculty, students. Parks recommends Digital as primary advertising, cost effective and hits targeted audiences, directing students to website. Traditional-age students don't use traditional communication (don't open emails, watch TV, read newspapers). Parks gave an example of geo fencing for summer school enrollment that they did. Targeted 6800 homes at cost of <\$1 per home, netted over 50 enrollees and 267 credit hours which equated to \$48,000 return on investment. Also, a college's social media shows potential students what that college is like.

Secondary advertising is traditional, including direct mailing, "free" newspaper, radio, Pandora streaming, you tube, HULU, Chambers of Commerce, Rotary presentations. Community, staff, administrators, students are AMBASSADORS of the College's reputation. Current students' long term success will increase positive perceptions of the programming at COD.

Next steps- Ms. Parks and Lori Jorgenson will be going on a listening tour.

Q&A/Comments: Trustee Bernstein asked how easy, or difficult, was it to be able to tie 267 credit hours in summer school to the marketing method? Parks replied moderate, since recipients clicked on link to sign-up for classes. Trustee Napolitano would like to track Facebook clicks and also target current students, who may have friends or siblings who could be future students. Trustee Fenne asked if Chap News (email to current students about campus events) could have an opt-in feature for other than the target audience (community members?). Lori answered that it is used more for retention purposes, but distribution could possibly be expanded. Chairman Mazzochi concerned about parents' perceptions of "community college" as being affordable, but not "as good" as four year. Asked if plans to target parents to move needle on rigor/programming/internships/job placements? Dr. Rondeau answered that Pathways and Mathways will address some of those concerns. "We're all recruiters and ambassadors for the college." She said PR, communications and marketing under Parks is truly innovative, creative, and data driven. Trustee Maxwell complimented the ads that he had seen on social media.

d. Audit Committee Report – Trustee Bernstein announced the next meeting would be 10/10, and welcomed Student Trustee Sonia Paul, who is joining the Audit Committee.

6. PRESENTATIONS

Enrollment Update- James Bente, VP Planning & Institutional Effectiveness
Fall 2018 enrollment (FTE-full time equivalent students) from Fall 2017 (year-over-year) down by 6.5%, Head count down 4.8%, Credit hours per student down 2%.

WHY? Since 1993, COD has participated in IAI (Illinois Articulation Initiative) with 100 other schools (public and private) of higher education. IAI is statewide transfer agreement among these schools. They agree to accept a 'package' of IAI general education courses in lieu of their own comparable general education requirements. Total IAI course decline is 490+FTEs (37-41 credit hours). Not all course transfers are IAI. Total course transfer decline is 750 FTE, so the IAI decline is 70% of total. Our 5 year decline in FTEs is less than the state's, -11.7% vs -16.9%, and also head count, -8.6% vs -16.5%.

Three key factors for decline are unemployment, high school enrollment, and out-migration. If unemployment is low, people are working; enrollment increased during recession and high unemployment. Expect 7% decline in HS seniors by 2020. In 2016, IL had net loss of over 19,000 IL residents to neighboring states. 49% of all eligible college students are choosing out of state schools. Other causes for decline: 4 year schools want the students and are incenting them away from 2 year programs based on long term 4 year benefits (locked tuition, lack of transferrable credits, out of state competition)

Earl Dowling, VP Institutional Advancement spoke next on "External Factors are Against Us - How Student Affairs is combating declining enrollments". There is intense competition for students in District 502. Four year schools are getting smarter, and their "failures" are declining – reducing number returning to local community for further education needs. TRANSFERS account for majority of student decline. Tech Programs appear to be holding their own.

College has developed a funnel type system to keep in constant communication with potential students until they become student. Also using a communication tool introduced by Lori Jorgenson called Mongoose, involving text messages. Also talked about success of Spotlight events. Have created a Strategic Enrollment Planning Team to develop a strategic enrollment plan that aligns with the Strategic Long Range Plan.

Q&A and Feedback: Trustee Napolitano – are we synergizing Continuing ed students with regular class offerings (IE: Project management, accounting synergy)- Joe Cassidy answered that was a goal of Adult education programs to get adult students to expand their enrollment in courses beyond the ones they required. Trustee Fenne asked about follow-up to Spotlight events. VP Bente answered that a card is completed, so the attendees contact information is captured.

COD Library Systems – Marianne Hunnicutt, Dean Social/Behavioral Sciences and Library; Jennifer McIntosh, Associate Dean Library

Described five types of library users:

1. STUDY JUNKIE – utilizes all resources at various times in the semester cycle note: anatomical models and silent study rooms as preferred features
2. GRAB AND GO – use resources and assistance from library staff, open computer lab use

3. RESEARCHER – 700 library led classes Library staff work directly with discipline liaisons based on current budgeted strategy to help reduce book costs/affordability. Uses media lab
4. DISTANCE LEARNER – online chat, guides/tutorials
5. Library / Discipline liaison ensures resources match classroom(student) needs in program offerings. Contribute to guided Pathways program

Not referred to as a “Media Center” still a Library. Supporting Community, Families, alumni with a focus on STUDENTS. Next May will present Library Symposium.

NOTE: anyone in Dist 502 is eligible to use any COD library materials

Librarians key to all users in correctly citing resources in documents avoiding plagiarism and copyright infringements.

GOALS:

Inter library programs

IL State Law re: bids/purchases thus creating inherent internal control to the College

COLLEGE SUPPORT of LIBRARY LEARNING/MEDIA CENTER:

Square footage of media lab is TRIPLING

Participation in inaugural symposium with College of Lake County admin/faculty/staff re: library offerings, partnerships for efficiency

Q&A and Follow-up

Chairman Mazzochi – is there enough synergy being created with feeder (K-12) schools? Answer – Outreach is not in model at this time...core mission is to COD students. Contact with local feeder libraries? RAIL partners?

Trustee Bennett: would like utilization statistics, internet use impact on library resources

Trustee Napolitano: are we communicating to the community their access to the COD resources? Fenne answered- 43K card holders, 7K = community not students.

7.INFORMATION ITEMS

a. Personnel Items

b. Financial Statements

c. Gifts & Grants Report

d. Construction Change Orders

e. Monthly Construction Update

f. In-Kind Donations Report

No discussion

8. CONSENT AGENDA

- a. Second Extension of the Lease of Office Space at 2525 Cabot Drive, Lisle, IL
- b. Educational Executive Office Renovation Conference Glass Partition – Bid Rejection
- c. Microsoft Enrollment for Education Solutions
- d. 2019 Employee Benefits Plan Renewals see public comment
- e. Student Resource Center Education Office (Project Hire-Ed) and Planning Conference Area – Bid Rejection
- f. Advertising on PACE Buses – referred to in marketing presentation
- g. Apple Equipment for Graphic Design
- h. RTI/HP Computer Partnership
- i. Educators Liability Coverage
- j. Metal Stock for Welding
- k. Plaza Deck Rehab BIC
- l. Sodexo Contract Renewal Option
- m. Reimbursable Expenses for Dr. Ann Rondeau
- n. Minutes of the August 14, 2018 Committee of the Whole Meeting
- o. Minutes of the August 16, 2018 Regular Board Meeting
- p. Personnel Action Items
- q. Financial Reports

No consent agenda items were pulled for discussion. They were approved unanimously.

9. Strategic Long Range Plan – 1st Reading and Discussion

Chairman Mazzochi, in response to Professor McGrath's public comment, wanted to emphasize that Board values faculty input in SLRP. Realized earlier this year that there were a lot of proposed changes, and it was getting closer to overhaul than update, so the major update will be accelerated. Trying to address issues in the SWAT analysis, remove weaknesses (Item 10). Tonight time to provide further feedback. Asked Trustee Bennett about his concerns about SWAT revisions (9,11,13,16,17 threats not addressed). He submitted his suggestions in a 9/13/18 memo regarding Item 10 (remove weaknesses) and Items 9,11,13,16,17 (threats not addressed). There was discussion about free speech, whether it should be in SLRP or somewhere else (Board Policy or Mission Statement). Mazzochi wondered about long term affordability of COD being an advantage. Want to include plan to address threat of out of state schools targeting our high school students. SWAT plan critical to future because HLC would be looking at. Important that everyone in college knows what goals are. Will take feedback from this meeting to have final document approved at October Board meeting.

10. TRUSTEE DISCUSSION – No discussion

11. CALENDAR DATES / Campus Events

· Thursday, October 18, 2018: Regular Board Meeting @ 6:00 p.m. – SSC-2200

Comments/Concerns: The SLRP discussion was a little difficult to follow as observer, since the actual plan was not available to read and refer to.

General Features

	Yes	No	Comments
Did the meeting start on time?	X		
Were members attentive and prepared?	X		
Were members courteous to each other?	X		
Were members attentive to the publics' comments?	X		
Was the facility adequate?	X		
Could the audience see and hear?	X		
Were visual aids easily visible to the audience	X		
Were the meeting facilities handicapped accessible	X		

FOIA (Complete once, unless information changes.)

Illinois Open Meetings Act requirements

	Yes	No	Comments
Was the agenda posted 48 hours before the meeting? If yes, note where	X		

Did the agenda items clearly describe what was to be discussed?	X		
Were background materials made available to the public?	X		
Was there adequate discussion of the issues?	X		
Was there a closed session before, during or after the meeting?	X		Before open meeting only.
If there was a closed meeting, was any action taken after the closed session? If so, what action?	X		Consent agenda items approved after closed session.

Date Submitted: September 30, 2018*

By: Jill Sagi

*Edited by Di Niesman, forwarded to League Presidents on October 10, 2018