

CHESAPEAKE COLLEGE
Wye Mills, MD
BOARD OF TRUSTEES
December 15, 2021

CALL TO ORDER

A meeting of the Chesapeake College Board of Trustees was held on Wednesday, December 15, 2021 at 3:00 p.m. in the Board Room at the Chesapeake College Wye Mills Campus, Wye Mills, Maryland, and via Zoom video conference. Chair Chris Garvey called the meeting to order.

ATTENDANCE

Mr. Chris Garvey, Mr. Bob Grace, Dr. Blenda Armistead, Ms. Victoria Jackson-Stanley, Mr. Reza Jafari, Mr. Mike Mulligan, Mr. Milton Nagel, Ms. Brenda Shorter, and Ms. Mary Dennard-Turner were present. Mr. Nash McMahan was absent. Dr. Clifford Coppersmith and Ms. Kate Maxwell were also present.

ADDITIONS/CHANGES TO THE AGENDA

None.

PUBLIC COMMENTS

None.

CONSENT AGENDA

On a **MOTION** by Mr. Grace, seconded by Ms. Jackson-Stanley, and carried unanimously, the Board approved the following consent agenda items:

- a. Approval of Minutes – November 18, 2021
- b. 2022-2023 Academic Calendar
- c. 2022-2023 Administrative Calendar

ADULT EDUCATION PROGRAM UPDATE

Ms. Brenda Horrocks, Director of Adult Education, introduced Ms. Denise Kline and her other team members. She presented an overview of Adult Education, a grant-funded program at the College. The program works with American students and ESL students to earn their high school diploma/GED. The program is also mandated to help the students enter the workforce. Since 2010, 855 graduates have received their GED; and 1,230 students have taken credit classes. Ms. Denise Kline, Instructional Specialist, reported that prior to COVID, classes were 100% face-to-face. The team went out to where students were, with 31 instructors at 20 sites. In FY20, they shifted from instruction to engagement. They reached out to students via phone, and classes resumed in April 2020. Remote testing and registration were conducted via Zoom. FY21 and FY22 were building years, and classes were 100% virtual. Currently, 388 students are enrolled, with a 22% increase from FY21 to FY22. The program has seen a shift of more students from Guatemala (40%). They hired student navigators, and classes are taught in Spanish and English. Students can use a QR codes to register for classes. The program saw a 74% retention rate in FY21. Ms. Horrocks thanked the College for its assistance in online registration and for continuing the program. It was noted that a majority of students access the internet via their phones. More technology for students would be the top wish for the program.

PRESIDENT'S REPORT

Dr. Coppersmith offered the following report:

COVID: The College continues to maintain safety protocols, including wearing facemasks indoors, social distancing, and encouraging vaccination. Contact tracers will monitor the inbox over winter break for COVID reports. The College has received no advice from the state or local health department to do anything differently. Athletes are still being tested/screened before they travel anywhere. Ms. Jackson-Stanley thanked Dr. Coppersmith for his leadership during these difficult times.

Men's Basketball: The team's record is currently 10-1, and they are ranked #13 amongst all U.S. community college basketball teams.

Foundation: An anonymous \$500,000 gift to the Foundation to support the Skilled Trades program has been finalized. It is believed to be the largest donation for skilled trades in the history of the College. Many thanks to all who helped in this effort. Matching donations will now be sought.

FY23 Budget: The Budget Committee has developed a balanced budget for FY23. The formal document will be delivered to the Board at the January budget workshop and Board meeting. The College is in good fiscal shape this year, in large part due to federal HEERF funds, but this funding is coming to an end, and enrollment shortfalls will need to be addressed. A variety of initiatives are under way, including expansion of online services, strategic management of classes and a shift to more workforce programming, investment in IT operations, grant applications, and a major capital campaign.

Holiday Reception and Workforce Programs: A reception for Board of Trustees and Foundation members will be held in the TPAC lobby when this meeting concludes. On display as part of the reception will be the RV with the CDL truck simulator, and the TPAC lab for construction technology classes. Mr. Garvey noted that Workforce Development is being talked about more by the legislature.

STUDENT GOVERNMENT ASSOCIATION REPORT

Mr. Mark Berry reported that Student Government held a virtual holiday movie event on December 1. The SGA will soon be finalizing a full schedule of events for 2022, including a community service project.

FINANCE AND FACILITIES

Dr. Armistead reported that the items presented for action were vetted at the committee meeting held via Zoom on Wednesday, December 8, 2021 at 8:00 a.m. The full committee attended the Zoom meeting. She noted that the College is doing well financially due to grants such as HEERF. She is pleased to see great progress being made on several IT projects.

Action Item

Award of Contract for Strategic Branding & Repositioning Services

Dr. Armistead said rebranding has been a need for the College for several years. Approval had previously been given to use fund balance for this work. Ms. Danielle Darling and her RFP selection committee went out to bid, they received 13 proposals, and the top four companies were interviewed. The committee recommends Vision Point Marketing, which was selected for highest qualitative score rather than lowest bid. Ms. Darling said the committee finalized its recommendation of this company after careful review of its references and reputation. With this strategic rebranding, Vision Point will help Chesapeake College create a distinct identity and culture. Mr. Jafari said he is glad to hear this project is expected to be transformational and directional. This is the first time the college will go through a strategic branding process. Limited branding was done in the past, but no continuity was created. It is the hope of the selection committee that this process provides a foundation at the College that will last.

On a **MOTION** by Dr. Armistead, seconded by Mr. Jafari and carried unanimously, the Board approved the award of contract for strategic branding and repositioning to Vision Point Marketing of Raleigh, North Carolina, in an amount not to exceed \$200,000.

Action Item

Award of Contract for Rugged Whole Body Phantom

Dr. Armistead said this request is for a life-sized piece of equipment for use in the Radiologic Sciences program that students can use for realistic hands-on training, providing an enriched lab experience. This is a sole source purchase.

On a **MOTION** by Dr. Armistead, seconded by Mr. Nagel and carried unanimously the Board approved the award of contract to Supertech of Elkhart, Indiana, for the Rugged Whole Body Phantom (PBU-90) in an amount not to exceed \$31,400.

Action Item

FY 2021 Auxiliary Enterprise Fund Balance Transfers

Dr. Armistead said that a fund balance transfer is done every year to balance auxiliary enterprises. Three areas had deficits – Athletics, Grants, and Events Management. Funds will be transferred from the Bookstore and Food Services to cover the deficits. Mr. Nagel noted that Auxiliary management is in a much better place now.

On a **MOTION** by Dr. Armistead, seconded by Ms. Jackson-Stanley and carried unanimously, the Board approved the Auxiliary Enterprise fund balance transfers as presented and totaling \$94,086.

Dr. Armistead thanked Ms. Karen Smith and her team for managing so many complex responsibilities.

GOVERNANCE & HUMAN RESOURCES

Ms. Jackson-Stanley said the committee met via Zoom on Wednesday, December 8, 2021 at 9:30 a.m.

Action Item

Tuition Waiver/Reimbursement/Certification Policy Revision

Ms. Jackson-Stanley said this change allows employees' dependents to take the equivalent of 18 credits of Continuing Education per semester. It provides a benefit and more equity to employees and their families.

On a **MOTION** by Ms. Jackson-Stanley, seconded by Ms. Shorter and carried unanimously, the Board approved the revised Tuition Waiver/Reimbursement/Certification policy as presented.

PROGRAMS, PLANNING AND OUTREACH

Mr. Jafari reported the December meeting of the Programs, Planning and Outreach Committee was not held due to a lack of agenda items. One action item was reviewed by the committee via email.

Action Item

Program Addition – Pre-Veterinary Technician Certificate

Mr. Jafari said faculty have approved this new program for submission to MHEC. It allows students seeking a degree in Veterinary Medicine or Animal Sciences to transfer to a college or university to continue their studies. Mr. David Harper said there is a demand for this in the community. Advising and faculty are aware of the path students can take with this certificate. The College will help get the student to the next level and open those doors with articulation agreements.

On a **MOTION** by Mr. Jafari, seconded by Ms. Shorter and carried unanimously, the Board approved the Pre-Veterinary Technician Certificate Program (CT 225).

COLLEGE REPORTS

Faculty Assembly

Mr. Nevin Crouse reported the English and Math faculty are preparing for changes to developmental courses to better meet the needs of students taking those courses.

Staff Assembly (StARs)

Ms. Sharon Dove, Accounting Specialist and Staff Assembly rep, reported that staff received the Telework policy for review. StARs hosted a Holiday Door Decorating Contest for employees and the winners were announced at the Holiday Breakfast event on December 9. In first place was WIB, who won a pizza party; second place was the LRC, who won a cookie tray; and in third place was Registration, who won a candy basket. Staff Assembly reps will soon begin planning activities for 2022.

TRUSTEES REPORT

Mr. Garvey thanked everyone for their hard work this semester. He said he is hoping for an in-person commencement in May. He encouraged everyone to reach out to their legislators to inform them of what is happening at the College and what is needed. He wished everyone Happy Holidays and a Merry Christmas.

An agenda for the mid-year Board Retreat will be finalized soon. It will focus on three strategic topics: the Middle States self-study and the Board's role, an IT update and projects status, and enrollment trends and strategies. The College is planning for three responses to enrollment, depending on whether it is flat, down 4% or down 8%. There may also be an update on the COVID situation at that point. The retreat is scheduled for February 4 from 9:00 a.m. to 12:30 p.m. at the Easton YMCA. Materials will be sent out to the Board ahead of time for review. Lunch will be held at another location afterwards for those who are able to attend.

CLOSED SESSION

On a **MOTION** by Mr. Grace, seconded by Dr. Armistead and carried unanimously, the Board entered into a closed session in accordance with Md. Code, General Provisions Article § 3-305(b)(1), to discuss a personnel matter.

OUT OF CLOSED SESSION

On a **MOTION** by Ms. Jackson-Stanley, seconded by Mr. Nagel and carried unanimously, the Board adjourned closed session at 4:40 p.m.

ACTION FROM CLOSED SESSION

In closed session, the Board of Trustees discussed and approved sabbaticals for two faculty members.

ADJOURNMENT

On a **MOTION** by Mr. Jafari, seconded by Ms. Jackson-Stanley and carried unanimously, the meeting was adjourned at 4:41 p.m.

Kate Maxwell, Assistant Secretary to the Board

APPROVED: _____
Chris Garvey, Chair

DATE: 1/27/2022