

**BOARD OF TRUSTEES
FREDERICK COMMUNITY COLLEGE**

April 17, 2013

The Board of Trustees of Frederick Community College met in regular session on Wednesday, April 17, 2013 in the Chris T. Matthews Board Room (A201). In attendance: Trustees Dixie J. Miller, Chair; Debra S. Borden, Vice Chair; Marvin E. Ausherman; David F. Bufter; Nick Diaz; Donald C. Linton; and Doris J. White. Also in attendance: President Douglas D. Browning, Secretary/Treasurer of the Board; C. Paul Smith, Commissioner Liaison; Diane Morton, Recording Secretary; Shelby Carmon, Chair, Support Personnel Association; Christopher Jacobson, Chair, Administrative Staff Association; Mary Mogan-Vallon, Chair, Faculty Association; Corwin Parker, Chair, College Senate; Haley Farrie, President, Student Government Association; and other members of the College staff.

CALL TO ORDER

The meeting was called to order by Board Chair Miller at 7:00 p.m. The Chair recognized the Affinity Group representatives and others present.

APPROVAL OF MINUTES

The Chair called for approval of the minutes of the March 27, 2013 regular meeting of the Board. No changes were recommended, so the Chair declared the minutes approved as presented.

REPORTS OF SPECIAL COMMITTEES/PUBLIC PRESENTATIONS

There were no items under this heading for this meeting.

PRESIDENT'S MONTHLY REPORT

President Browning gave highlights from his written report, which the Board members received in their meeting packets. Also included in the President's written report were the following: Human Resources Annual Report, CIP Construction Project Updates and Change Order Log, Monroe Center Report, Monthly Enrollment Update, and College Highlights. Trustee Ausherman requested that the enrollment information be simplified so it is easier to understand. Laura Mears, Associate Vice President for Enrollment Management, stated that she will be preparing a summary sheet to go with the data each month. Trustee Butfer mentioned an article in the recent ACCT Trustee Quarterly, "Creating a Culture of Evidence," that looks at using data to inform decision making. He stated it is an interesting article and on point to where the Board is heading, and it is something the Board should discuss. Trustee Ausherman stated a previous edition of the ACCT Trustee Quarterly contained an article on foundations and fundraising. He stated he would like the Board to talk about the Foundation's programs. President Browning stated that the May Board Conversation will be a joint meeting with the Foundation Executive Committee and Foundation staff.

BOARD DISCUSSION OF STRATEGIC ISSUES/INITIATIVES

Marketing Plan – Mike Pritchard, Executive Director of Marketing and Public Relations, presented this item. The Trustees received a copy of the 2013-2014 Marketing & Public Relations Plan in their meeting packets. Mr. Pritchard started the presentation with a PowerPoint presentation. In his review of the Marketing Plan, Mr. Pritchard discussed: rebranding the institution; developing a new advertising campaign; launching a new website, digital newsletter, blogs, etc.; expanding social media; influencing and

shaping enrollment; and overcoming the negative publicity associated with the 2013 leadership change through positive public relations efforts. Goals for 2013-2014 include: Goal 1 – College Rebranding; Goal 2 – Revise Admissions/Recruitment and Continuing Education Materials; Goal 3 – Improved Campus Signage; Goal 4 – Launch New Website; Goal 5 – Expand and Build Social Media Outreach; Goal 6 – Expand Advertising to Secure and Reach Targeted Markets; Goal 7 – Expand FCC’s Media Reach; Goal 8 – Engage the Community. Trustees praised Mr. Pritchard’s presentation and his work on the plan. A copy of the Marketing Plan is available from the President’s Office.

ACTION ITEMS

There were no action items this month.

INFORMATION/DISCUSSION ITEMS

2014-2015 College Calendar – Corwin Parker, Chair of College Senate, presented this item. He stated the calendar was developed by the Calendar Committee of Senate. It was approved by College Senate on November 26, 2012, President’s Administrative Staff (PAS) on April 9, 2013, and President’s Cabinet on April 10, 2013. Mr. Parker stated the calendar is self-explanatory. He asked for any questions from the Board and there were no questions forthcoming.

This item was presented for information only. No action was requested. The 2014-2015 College Calendar will be on the May 15, 2013 agenda for Board approval.

Quarterly Financial Report – Period Ending March 31, 2013 – Dana McDonald, Interim Vice President for Administration, presented this item. She stated that the charts and graphs are new to the report for this quarter. Based on Trustee comments from last quarter, changes were made to the operations statement and year-to-date projections. An

attempt has been made to spread revenues and expenditures across 12 months and that process will continue to be refined. It is a step toward a dashboard approach. Trustee Ausherman stated that the way the surplus is depicted is confusing and asked if the College is doing projections. He asked if the Board could get a report on the projections for next month. Ms. McDonald said yes, however, it will be preliminary and estimated. Also, the impact of the retirement incentive program should be known by that time. Ms. McDonald stated the report on the status of construction projects is also new to this report. She explained the time line. She stated miscellaneous renovations are fully funded by the County. Projects are ongoing from FY 2013 through FY 2014. There is no further money in FY 2015. Trustee Ausherman asked if an average balance can be done on the cash and investment accounts and Ms. McDonald said yes. A copy of the Quarterly Financial Report is available from the President's Office.

FY 2014 Budget Update – President Browning presented this item. He distributed a handout showing the current status of the FY 2014 budget. He stated the final revenue from the State went up by \$5,567. The recommended budget from the County included the \$250,000 the College asked for. The Commissioners made a reference in their budget documents that they recognize the College's commitment to reduce or reallocate \$375,000 to be used to improve the faculty/adjunct ratio. The College is looking to reduce an additional \$200,000. New faculty and faculty support positions total \$733,874 and funding for strategic initiatives is \$274,145. President Browning stated the necessary money has come from a combination of difficult choices and the reallocation and redirection of funds to faculty positions. President Browning stated there will be another budget update next month.

This item was presented for information only. No action was required.

TRUSTEE COMMENTS

Trustee Ausherman expressed an interest in assigning buildings on campus actual names rather than using the current letter system of designation. President Browning stated the College has a policy on the level of contribution necessary to name a building. He said he will incorporate this issue into the way-finding process.

Trustee Bufter expressed an interest in rolling out the dual enrollment program to high schools sooner. He added that if FCC wants to capture a larger and larger share of public school graduates, those students need to be engaged early. David Croghan stated the memorandum of understanding between FCC and FCPS will drive how this roles out. The bill in the state legislature will have an impact and it needs to be looked at to make sure the program meets the requirements. Mr. Croghan added that state legislation means that a program will be available at all schools. Jerry Boyd stated the legislation has a lot to do with it, but our program will work with the parameters. He added that demand for the dual enrollment program is strong, but FCPS is a partner and we have to be considerate of them. Mr. Boyd stated that probably in three years all ten high schools will have the program. If it takes five years, then we are dragging our feet. He added that President Browning has been presented with a structure to roll out the program with a minimum of impact on FCC.

ADJOURNMENT TO CLOSED SESSION

The motion was made and seconded to adjourn to Closed Session at 8:38 p.m. The Board, by individual vote, unanimously approved the motion.

This action was taken in accordance with Maryland's Open Meetings Act, Section 10-508(a):

To discuss the appointment, employment, assignment, promotion, discipline, demotion, compensation, removal, resignation, or performance evaluation of appointees, employees, or officials over whom it has jurisdiction; or any other personnel matter that affects one or more specific individuals.

To consult with counsel to obtain legal advice on a legal matter.

CLOSED SESSION

The Board met in Closed Session to discuss pending legal issues, personnel issues, student issues, staffing and programming.

The motion was made and seconded to return to Open Session at 10:16 p.m. The Board, by individual vote, unanimously approved the motion.

ADJOURNMENT

The motion was made and seconded to adjourn immediately at 10:16 p.m. The Board, by individual vote, unanimously approved the motion.

NEXT MEETING

The next regular meeting of the Board will be held on Wednesday, May15, 2013 at 7:00 p.m. in the Chris T. Matthews Board Room (A201).

**Douglas D. Browning
Secretary/Treasurer**

Prepared by Diane Morton
Office of the President
Frederick Community College
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