The 358th meeting of the Holyoke Community College Board of Trustees was held on Tuesday, May 23, 2017, in the John T. Hickey Conference Room, Chair Robert W. Gilbert, Jr. presiding.

| MEMBERS PRESENT          | Robert Gilbert  
|                         | Ted Hebert      
|                         | Yolanda Johnson 
|                         | Teddy McCormick 
|                         | Suzanne Parker  
|                         | Lucy Perez      
|                         | Evan Plotkin    
|                         | Julie Pokela    |
| NOT PRESENT             | Katie Stebbins, John Vaccaro |
| ALSO PRESENT            | Michele Cabral, Dan Campbell, Veena Dhankher, Karen Derouin, Karen Desjeans, Mary Dixey, Amy Dopp, Steve Duffany, Bill Fogarty, Curt Foster, Liz Golen, April Graziano, Jeff Hayden, Kim Hicks, Karen Hines, Jonathan Jasmin, Michael Kowalewski, Olivia Kynard, Nelson Lopez, Judy McGeer, Keith McKittrick, Karin Moyano Camihort, Ed Murch, Monica Perez, JoAnne Rome, Lindsey Rothschild, Christina Royal, Tony Sbalbi, Idelia Smith, Michele Snizek, Linda Szalankiewicz, Judy Turcotte, Yanina Vargas, Chris Yurko, Bonnie Zima Dowd |
| CALL TO ORDER           | Chair Gilbert called the meeting to order at 8:08 a.m. |
| INTRODUCTION OF STUDENT TRUSTEE | Chair Gilbert introduced Jonathan Jasmin as the new Student Trustee for 2017-2018. Mr. Jasmin’s term begins on July 1st, 2017. Chair Gilbert thanked Trustee Teddy McCormick for his service as the current Student Trustee. Trustee McCormick’s term expires on June 30th, 2017. |
| APPROVAL OF THE ANNUAL & APRIL MINUTES | On a motion by Trustee Plotkin and seconded by Trustee Parker, it was VOTED to approve the minutes of the 2017 Annual meeting as presented. |
|                        | On a motion by Trustee Plotkin and seconded by Trustee Parker, it was VOTED to approve the minutes of the April 2017 meeting as presented. |
| APPROVAL OF PERSONNEL ACTIONS | On a motion by Trustee Parker and seconded by Trustee Hebert, it was VOTED to approve the appointments and reappointments for the Non-Unit Professional Staff, MCC Unit Professional Staff and Faculty as presented. |
|                        | On a motion by Trustee McCormick and seconded by Trustee Johnson, it was VOTED to empower the President of the College to approve all personnel actions prior to the next meeting. |
| REPORT OF THE CHAIR    | • On 4/26/17 Chair Gilbert and President Royal met with Marianne Larned, Executive Director of the Stone Soup Leadership |
Institute, to discuss collaboration efforts between the college and the institute. Stone Soup’s mission is to provide educational tools, technical assistance and leadership training to develop young people to become leaders of a sustainable world, as well as providing funding to impoverished youth. Ms. Larned has been working with one of our Gateway to College students, J’Anthony Smith.

- On 4/27/17 Chair Gilbert attended the inauguration of STCC President, Dr. John Cook.
- 5/4/17 - President’s Dinner was well attended
- 5/11/17 – Scholarship Awards Ceremony. Chair Gilbert was impressed with the number of students that have achieved a 4.0 GPA.
- On 5/15/17 Chair Gilbert met with President Royal to set the agenda for the May Board meeting. Chair Gilbert also met with State Senator Eric Lesser to discuss the FY18 budget, as well as the College’s unfunded liability.

PRESIDENT’S REPORT

- On 5/5/17 President Royal attended the annual “29 Who Shine” event at the statehouse. The event is a commencement season awards program to recognize 29 outstanding student graduates from the Commonwealth’s public higher education system. This year’s representative of the college was Jasmine Errico.
- There was a follow-up discussion to the WHY? video that the Trustees watched during the April Board meeting. The Trustees broke into small groups and spent 10 minutes engaging with members of the audience. A portion of the conversation was spent on what we need to “unlearn” as a community college, and how do we use that information to move the college forward.
- The College has taken on an initiative to make Open Educational Resources (OER) available to our students. OER focuses on resources that are free or have varied levels of open access or licensing to be able to use at low-cost or free. The OER Taskforce team created a video to raise awareness amongst students. The video was shown to the Board. The OER Taskforce is also working in creating more courses that are OER in nature. The overall goal is to create a complete open degree path for students. For example, by Fall 2018 the Business Administration Massachusetts transfer option will be offered completely in OER format. President Royal highlighted the following individuals as being instrumental in leading this initiative, they were:

  Karen Hines, Faculty, Business
  Karin Moyano Camihort, Dean of Online Programs

- Construction Updates:
  - The Cubit Building is coming together quickly. Most of the wall dividers and infrastructure are in place, as well as the duct work. By September 18th most of the work shall have been completed. Workforce programs will begin at the Cubit on November 1, 2017. All of the credit program will begin on
January 22, 2018. Staff & Faculty have been meeting regularly to discuss the logistics surrounding the opening of the building such as: enrollment planning, academic scheduling, PVT A bus routes to better serve our students and the area, and all other details as to how we are going to open the building, as well as making sure how best to utilize the building (space). Special thanks to Trustee Plotkin for his role in helping the college by providing Dan Dodge from his staff at NAI Plotkin, and Dan Campbell, Director of Facilities & Engineering, for overseeing the project. There is a weekly construction meeting at 10am on Wednesday’s. The Trustees have been invited to attend.

- There has been a delay in the Campus Center renovations due to an issue with the kind of cooling system to be installed that was originally proposed. This system is not feasible based on its design. Construction will now begin in July & August 2017. Programming is scheduled to begin in the new center in the Fall 2019 semester.

- Construction for the Center for Life Sciences in the Marieb Building will begin mid-summer 2017, with programming to begin in the Spring 2018 semester. Talks have begun with the Marieb Foundation to put forward a proposal to fund the renovation of the entire Marieb Building so that building itself is the Center for Life Sciences, and not just the first level.

- Smaller projects on campus have been scheduled, such as elevator upgrades.

- The college is now seeing savings from the energy conservation projects that have been completed over the past several years. The college was able to cut back on its energy appropriations.

- The college is entering a strategic framework process with the state where the college will put in proposals for a deferred maintenance program. The state wants to work with institutions in regards to providing funding to upgrade and renovate existing facilities, rather than new buildings being built.

- **Vice President of Institutional Advancement:**
  - Job posted nationally on 5/19/17. The college is working with United Personnel. They are handling the recruitment process, initial vetting, screening and background checks. The top ten candidates will be submitted to the search committee.
  - Marcia Mitchell, Comptroller, will be Chairing the search committee.

- **Strategic Planning Themes:** The College will be embarking on a strategic plan. The marketing department was tasked with coming up with several themes that would help guide the strategic planning process. They are:
Envision HCC

An invitation to an exercise in imagination that manifests a vision for a future we are working toward together. We are asked to suspend assumptions about our limitations, and even our identity, to envision what is possible.

- A red, square "viewfinder" draws attention to the individual and allows the viewer to share a perspective with the photographer and subject in a contemplative pose.
- The imagery invites us to imagine the future of HCC through the eyes of our students. What’s ahead? What does their future HCC look like? What can we create or improve for them?
- The visuals further suggest the sharing of an intentional vision.
- Desaturated colors and black and white focus on the central point: envision.

Blueprint HCC

This concept points to the concentrated intellectual activity undertaken in drafting a plan for HCC’s future. It speaks to the thoughtful progress of carefully developing and implementing a detailed course of action.

- "Waxed-in" and hand-drawn typographiccal; graph paper, brown tape
- Shades of blue apply to physical blueprints, reinforcing the themes of planning actions for future dividends. Green and yellow offer contrast and reinforce HCC’s social pillars.
- Photography and graphics related to ongoing campus updates.
- Gray bars framing imagery and bracketing text evolve steel grids, constructing material and proceeds being joined to create a whole, white lines imply physical blueprints.
BUILDING OUR FUTURE

A variant on the blueprint theme, this evokes the kinesthetic, hands-on experience shared by all human beings. It can be as lowly as building a tower out of blocks or as grandiose as filling a city with skyscrapers.

- Gray bars framing imagery and bold, sketch type evoke steel girders, construction materials and pieces being joined to create a whole.
- Orange, yellow, black, and gray colors associated with construction.
- Dense, heavyweight type.
- Action-oriented photography of people building and creating.

FORWARD FURTHER FUTURE

Forward, Further: The Future of HCC

This concept conjures not just physical but cerebral activity, reaching for new concepts and new ways of thinking. It urges us towards our future and invites us to push past boundaries.

- Strong photograph of HCC student engaged in solving a complex equation connects us to our purpose (students) and the work we are about to undertake.
- Angled line elements convey a sense of action and movement.
- Rich colors and gradients from cool to warm suggest progression through time and space.
A survey was sent to staff & faculty and the top 3 selections were:
- Forward, Further, Future
- Envision HCC
- Evolution

A final decision has not been made as to which theme will guide the strategic planning process.

• Volunteer Framework & Accountability (VFA) & Utilizing Data More Effectively:

The College is considering participating in the VFA, which is organized by the American Association of Community Colleges (AACC). Reason being, the data and measurable outcomes for community colleges don’t always align or make sense for our culture because a lot of the data metrics used to collect information are created for 4-year institutions. The VFA has been created by community colleges to identify the metrics that can better align the data for 2-year institutions. Talks for this realignment of data collection began in 2008-2009. Between 2009-2010, 14 institutions were selected to participate and test these metrics. In 2014 web-based data collection was introduced. Currently, Berkshire Community College & Greenfield Community College are the only CC’s in Western Mass that are participating in the VFA.

The data collected can aide HCC in telling its story better, more so on a visual level.
The meeting was adjourned at 9:29 a.m.

Respectfully submitted,

Nelson Lopez
Recording Secretary

Approved: Robert W. Gilbert, Jr., Chair, June 27, 2017