

**BOARD OF TRUSTEES  
MAY MEETING**

Minutes of May 28, 2019

The 377<sup>th</sup> meeting of the Holyoke Community College Board of Trustees was held on Tuesday, May 28, 2019, in the John T. Hickey Conference Room, Chair Robert Gilbert presiding.

<b>MEMBERS PRESENT</b>	Robert Gilbert, Chair Suzanne Parker, Vice Chair Charles Epstein Ted Hebert Yolanda Johnson Lucy Perez Evan Plotkin Julie Pokela Ivonne Vidal Haley Wood
<b>MEMBERS ABSENT</b>	Jose Delgado
<b>ALSO PRESENT</b>	Michele Cabral, Patrick Carpenter, Karen Desjeans, Veena Dhankher, Amy Dopp, Clara Elliott, Bill Fogarty, Marley Frederick, Liz Golen, Eric Grigoryan, Jeff Hayden, Kim Hicks, Olivia Kynard, Clare Lamontagne, Moira Maguire, Irma Medina, Marcia Mitchell, Ed Murch, Monica Perez, Kristine Ricker Choleva, JoAnne Rome, Christina Royal, Amanda Sbriscia, Selena Seang, K.C. Senie, Idelia Smith, Michele Snizek, Linda Szalankiewicz, Madeline Torres, Chris Yurko
<b>CALL TO ORDER OF THE ANNUAL MEETING</b>	Chair Gilbert called the meeting to order at 8:08 a.m.
<b>APPROVAL OF THE MINUTES</b>	On a motion by Trustee Pokela and seconded by Trustee Hebert, it was <b>VOTED</b> to approve the meeting minutes of April 23, 2019 as presented at today's meeting.
<b>APPROVAL OF PERSONNEL ACTIONS</b>	<p>President Royal announced the appointment of Dr. Rachel Rubinstein who has been appointed as the new Vice President of Student &amp; Academic Affairs effective October 1, 2019. Monica Perez who has been serving as Interim Vice President of Student &amp; Academic Affairs will transition into a special projects role for the duration of her term. With the vacancy created by the resignation of the Dean of Science, Engineering and Math, Adrienne Smith has been appointed as the Interim Dean of Science, Engineering and Math effective July 1, 2019.</p> <p>On a motion by Trustee Parker and seconded by Trustee Epstein it was <b>VOTED</b> to approve the May 28, 2019 personnel actions reports for Appointments and Reappointments, for Non-Unit Professional Staff, and Faculty.</p> <p><b>MOTION:</b> To approve the May 28, 2019 personnel actions report for Appointments and Reappointments for Non-Unit Professional Staff, Faculty.</p>
	<p>On a motion by Trustee Parker and seconded by Trustee Vidal it was <b>VOTED</b> to empower the President of the College to approve all personnel actions prior to the next meeting.</p> <p><b>MOTION:</b> To empower the President of the College to approve all personnel actions prior to the next meeting.</p>

<p><b>PRESIDENTIAL EVALUATION COMMITTEE</b></p>	<p><u>The Presidential Evaluation Report was presented by Julie Pokela, Chair, Presidential Evaluation Committee.</u></p> <p>Trustee Pokela explained the cycle of the President’s Evaluation. She indicated every third year there is a comprehensive evaluation process, and this year we are in year two. The President’s evaluation will be based on performance with the Strategic Planning goals, and performance benchmarks from Department of Higher Education. A survey link will be emailed to the Board, key stakeholders and direct reports requesting feedback. The President’s Evaluation will be brought back to the Board at the June meeting.</p>
<p><b>REPORT OF THE CHAIR</b></p>	<p>Aside from several phone calls with President Royal, Chair Gilbert also participated on:</p> <ul style="list-style-type: none"> <li>• May 1<sup>st</sup> – Attorney General Maura Healey visited HCC. The Attorney General was provided with a tour led by Trustee Woods. The Attorney General spoke to our students, faculty and staff regarding issues our students are currently facing with regards to homelessness, food insecurities, the opioid crisis, etc.</li> <li>• May 9<sup>th</sup> – HCC Foundation’s Annual Scholarship Reception. Chair Gilbert thanked Amanda Sbriscia and her team for a successful event.</li> <li>• May 17<sup>th</sup> – Met with President Royal to set the agenda for today’s meeting.</li> <li>• May 22<sup>nd</sup> – Attended the Honors &amp; Awards Night Reception.</li> <li>• Reviewed and signed the engagement letter from O’Connor and Drew.</li> </ul>
<p><b>PRESIDENT’S REPORT</b></p>	<p><u>General Updates</u></p> <p>President Royal acknowledged Trustee Woods for her high academic achievement and for graduating this year. She thanked her for her service as the Student Trustee and her work with the Student Senate.</p> <p>President Royal began the Strategic Plan In-Depth topic by talking about the state’s budget and how it allocates funding for community college students and the disparity in state funding.</p> <p><u>Strategic Plan In-Depth Topic was provided by Amanda Sbriscia, Vice President of Institutional Advancement &amp; Executive Director HCC Foundation</u></p> <p>Today’s presentation focused on supporting students through private sources and the role of the HCC Foundation and scholarships.</p> <p>According to HCC Fall 2018 data, 79% of HCC students receive some form of financial aid. An HCC education, by comparison, is one of the most affordable in the Commonwealth, yet, 79% of students must seek out grants and loans. HCC is focused on implementing a Team-Based Case Management model within the Strategic Plan, where every incoming student is assigned a support team to guide them through the student lifecycle, directing them to resources and services.</p> <p>The HCC Foundation mission is to provide financial support for the programs, activities, and students of Holyoke Community College.</p>

The HCC Foundation accomplishes this in three broad areas:

- Facilities: The Kittredge Center for Business & Workforce Development, funded in part by a \$1 million gift from HCC alumnus Michael Kittredge; the Center for Health Education, which was supported in part by a fundraising campaign titled “Building Healthy Communities,” and the HCC MGM Culinary Arts Institute.
- Programs & Activities: Are funded through grant dollars. Resource Development is part of the Advancement operation and works closely with various departments to make grant dollars reality.
- The Foundation: Provides programmatic and equipment support throughout the year for upgraded computers, piano tuning, etc.
- Students: this year, 7 new scholarships were established with the Foundation.

Ms. Sbriscia talked about ways we could champion our efforts through our:

- Voice
- Expertise
- Example
- Network

**HOLYOKE**  
**COMMUNITY**  
**COLLEGE**

## Funding a College Education

Financial Aid,  
the HCC Foundation,  
and the impact of scholarship support



## Landscape: What We Know

- State Funding Declines
  - 30-year disinvestment in public higher education
- The HCC Student
  - 57% part-time; 43% full-time
  - From Western Mass. county with lowest median family income (Hampden: \$62,350)
  - More responsible for financially assisting the family (working to supplement household income vs. working to pay out-of-pocket school expenses)

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## How are students funding their education?

Avg. Tuition & Required Fees:

**\$4,902**  
(FTFTDS)

- In 2016-2017, 79% of HCC students received some form of financial aid
- Trends:
  - Increase in external book advances
  - Withdraws due to financial aid reductions

*Success looks like:* Students new to HCC are assigned a support team at the point of admission. This team is responsible for assisting assigned students through the student lifecycle, including major and course selection, financial aid, and referral to appropriate support services. Students receive a personalized approach, feel connected and supported.

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## Evolving Role of Financial Aid: *Counselor*

- Schedules personal appointments for students due to increased need for counseling assistance
- Responds to complex financial situations and family dynamics
- Disburses financial aid earlier to eliminate emergency needs
- Demystifies financial aid with weekly “Loan Chat”

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# The HCC Foundation

Provides financial support for programs and activities that enhance the quality of education; and expands educational opportunities for students at Holyoke Community College.



facilities



programs & activities

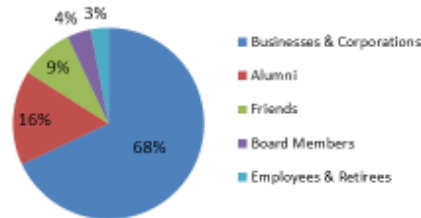


students

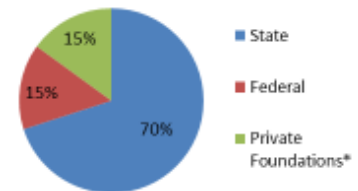
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## Sources of Foundation Support

Dollars from Individuals & Businesses\*  
(3-year average)



Dollars from Grants  
(3-year average)



\*\$1.7 million annual - baseline in Strategic Plan

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## Endowed Scholarships and Immediate Need: the key to *Educate. Inspire. Connect.*

HCC Foundation Endowed Scholarships	
Total Students Awarded, 2019-2020	231 (record high); 3.3% of credit students
Average Award	\$1,002
Range of Awards	\$250 - \$1,200
Likelihood of Award (based on # of applicants)	68%



Peg '58 & Gary Wendlandt, scholarship donors and catalysts for Student Emergency Fund

"This scholarship means a future of possibilities..."

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## Our Charge: HCC Strategic Plan

- Create a Sustainable Model for Long-Term Growth
  - Develop and launch new revenue streams that address strategic priorities and provide new net revenue
  - Increase financial support for the college and decrease dependence upon student fees

How will we  
achieve this?

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## Inspire Engagement and Investment in Holyoke Community College

- Enhanced pipeline of alumni and friends with willingness and capacity to contribute leadership and planned gifts
- Grant funding that aligns with Strategic Plan priorities and that addresses game-changing ideas
- Partnerships across campus (and externally) that educate, inspire, and connect us to new donors and funding opportunities
- Varied, intentional engagement that begins before graduation and continues through donors' lifetime

...and with  
you.

Educate. Inspire. Connect.

## Championing Our Efforts Through Your...

- Voice
- Expertise
- Example
- Network

Educate. Inspire. Connect.

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Provides financial support for programs and activities that enhance the quality of education; and expands educational opportunities for students at Holyoke Community College.

*"Fifty years of inspiration..."*



Educate. Inspire. Connect.

Ms. Sbriscia invited students Selena Seang and Eric Grigoryan who provide their personal stories regarding their challenges with funding their education, and engaged in discussion with the members of the Board.

Ms. Sbriscia closed her presentation by showing a video announcing the \$1M gift from the Elaine Marieb Foundation to the HCC Foundation. This gift will expand HCC's work in supporting adult learners as outlined in the Strategic Plan.

President Royal thanked Ms. Sbriscia and her team for today's presentation.

## STRATEGIC COMMITTEE UPDATE

### Strategic Committee Update provided by Trustee Evan Plotkin

The Strategic Planning Committee met on May 17<sup>th</sup> with Dr. Kathryn Senie, Chief of Staff and Dr. Veena Dhankher, Director of Institutional Research in attendance. Dr. Senie provided the Committee with an overview of the five Strategic Planning Teams and progress to date on Year Zero Actions Items.

Trustee Plotkin thanked Dr. Senie and Dr. Dhankher for their time and work implementing and leading the work of the Strategic Plan.

President Royal informed the Board that at the June Board meeting a more in depth update on the Strategic Plan will be provided.

## ADJOURNMENT

The meeting was adjourned at 9:20 am.

Respectfully submitted,

Haley Woods, Secretary  
Board of Trustees

Approved: Robert Gilbert, Chair, June 25, 2019