



Board of Trustees Meeting Minutes

Holyoke Community College

February 25, 2025 at 8:00 AM EST

Remote and In Person, Frost 309 Conference Room

Attendance

Trustees Present:

Julius Dixon, Ted Hebert, Ivonne Vidal, Todd McGee, Nayrobey Rosa and Interim Chair Vanessa Smith

Trustees Remote:

Sonia Dinnall, Charles Epstein and Yolanda Johnson

Trustees Absent:

Evan Plotkin

In Person Guests:

Jeffrey Hayden, Kim Hicks, Michele Mariani, Sharale Mathis, Julie Phillips, William Reyes-Cubides, Narayan Sampath, Amanda Sbriscia, Renee Tastad, George Timmons, Marlowe Washington, and Chris Yurko

Remote Guests:

Teresa Beaudry, Peshia Black, Beth Breton, Maria Brunelle, Saul Caban, Vanny Chen, Julissa Colon, Karen Desjeans, Veena Dhankher, Mayra Diaz, Mary Dixey, Margaret Downing, Kermit Dunkelberg, Shannon Glenn, Judy Gregoire, Anna Marie Hernandez, Andrea Hojnacki, Mark Hudgik, Jennifer Kerr, Olivia Kynard, Lauren LeClair, Jane Lerner, Vanessa Martinez, Irma Medina, Megan Pereira, Kris Ricker, Michelle Robak, Kim Straceski, Rebecca Townsend, Jane Vottero

MEETING

- I. Call to Order: Interim Chair Smith called the 435th meeting of the Holyoke Community College Board of Trustees to order at 8:05 am.

- II. Roll Call

Roll Call Vote:

YES: Sonia Dinnall, Julius Dixon, Charles Epstein, Ted Hebert, Yolanda Johnson, Todd McGee, Nayrobey Rosa, and Interim Chair Vanessa Smith.

Ivonne Vidal entered at 8:15 am.

Interim Chair Smith welcomed everyone.

- III. Consent Agenda

- A. Consideration of the Minutes for the Board of Trustees Meeting of January 28, 2025.
- B. Report of Personnel Actions dated February 25, 2025 (*See attached*).
- C. To empower the President of the College to approve all personnel actions prior to the next meeting.

Roll Call Vote for Consent Agenda

A motion was made by Trustee Hebert and seconded by Trustee McGee to accept the Consent Agenda as presented.

YES: Sonia Dinnall, Julius Dixon, Charles Epstein, Yolanda Johnson, Todd McGee, Nayroby Rosa, Ivonne Vidal and Interim Chair Vanessa Smith.

IV. Committee Reports

A. Audit and Finance Committee

Trustee Epstein stated that the Audit and Finance Committee have updated the investment policy statements that were outdated for a considerable period of time with both money managers, so that keeps the college in line with being up to date on due diligence. He stated that they had really great meetings back and forth with the managers in terms of their allocation strategy. Vice President Sampath stated they're discussing fees at the March meeting and the other financing.

B. By-Laws and Governance Committee

Trustee Vidal stated that she, along with President Timmons and Trustee Rosa attended the ACCT National Legislative Summit in Washington, DC last week. She gave an update that this Summit was a wonderful opportunity to meet other trustees from other colleges and network with them. Trustee Vidal also stated that the Committee is planning a summer retreat for the Board and everyone will receive more information in the coming weeks.

C. Equity Committee

Trustee Johnson reported that there were no updates. The Committee is in the process of coordinating the next meeting.

D. Foundation Board Update

Trustee Hebert thanked Amanda Sbriscia, Julie Phillips and Laura White for a great luncheon and presentation for donors that was recently held at the Culinary Arts Institute. It was the first time hosting donors and reviewers, and a great opportunity, and encouraged every board trustee member to fuel our students for scholarship. It's a great opportunity to get to know the students and their needs and concerns and to meet everyone.

E. Nominating and Presidential Evaluation Committee

Interim Chair Smith said the process of the nominating and Presidential Evaluation Committee would be starting soon, as the Board has had the departure of two from that committee, and will be reaching out and looking for people to participate in that committee. The whole board does get a chance to participate in Dr. Timmons' evaluation. From the nominating standpoint, Dr. Timmons and Interim Chair Smith continue to meet with potential candidates, as it is a relatively new process in the last year or two, being hybrid, with a statewide format, and having traditionally worked with a consultant in the past, Liz Denney, with the final report being sent to the Commissioner.

F. Strategic Planning Committee – No Updates

V. President's Report

President Timmons gave the following updates:

- As stated earlier, during the week of February 10th, he, along Trustees Nayroby Rosa and Ivonne Vidal, attended the American Association of Community Colleges (ACCT) National Legislative Summit in Washington D.C. This summit focuses on the national priorities of community colleges, one of which is rejecting risk sharing, as well as support for Pell Grants, and bolstering the role of community colleges in Workforce Development. He stated that our team also had the opportunity to meet with Congressman Neal and Senator Warren. (Trustee Rosa and Trustee Vidal said a few words about their experience attending this summit).
- The College is requesting a \$100,000 earmark from Senator Velis and Representative Duffy to enhance workforce development initiatives. The investment will target the healthcare, financial/insurance businesses, and manufacturing industries.

- President Timmons stated that on February 3rd, HCC hosted a Legislative Breakfast where he, along with cabinet members, facilitated open conversations around key topics such as enrollment and retention, workforce programming, and legislative priorities. Nine elected officials or their designees participated, as well as Nate McKinnon, the Executive Director for MACC. The conversation was followed up with a tour of the campus.
- The College recently received notification that the college has won a national award from NASPA, an organization for Student Affairs Administrators in Higher Education. It was the NASPA 2025 Excellence Award Category Silver Honoree in the area of assessment, persistence, and data analytics. HCC is one of two community colleges receiving this award among 4-year colleges.
- On February 18, President Timmons, as well as Dr. John Cook, President of Springfield Technical Community College, were interviewed by John Dobbs, from Focus Springfield during the Government Matters segment. They were able to share their outlook on higher education access, affordability, programs, and the value of community colleges in regional economies. Thank you to Stephen Cary for the invitation and the opportunity to share.
- President Timmons also stated that on February 19, there was a Scholarship Luncheon held at HCC/MGM Culinary Arts Institute. It was the College's way of expressing gratitude and thanks to donors and scholarship reviewers for their time. Scholarship recipients were present to allow donors to see the impact of their kindness and support of our students, as well as take part in a wonderful meal prepared by our students.
- President Timmons and the cabinet are continuously monitoring the activities coming out of Washington, DC and how it may impact HCC's operation, and is in regular contact with Interim Board Chair Smith. During the last four weeks, a letter was sent to the campus community stating the commitment to HCC's mission, values, and vision. President Timmons and the Cabinet will continue to give updates as the college receives guidance from the governor's office.
- A Community Forum was held on Thursday, February 13th with a presentation on Know Your Rights Workshop from Susan Church, Chief Operating Officer from the Office of Refugees and Immigration with the State of Massachusetts. This Forum allowed members of the HCC community to express any concerns. President Timmons also stated that he and the Cabinet participated in a webinar from the American Association of Community Colleges, that provided updates on the latest developments, including federal funding, budget reconciliation legislative, executive orders, and other administrative actions.
- President Timmons congratulated Lauren LeClair and Kim Straceski for presenting at the Achieving the Dream National Conference with their presentation entitled, Expanding Access to Financial Support Through Early Alerts, and also congratulated Julie Phillips on completing her Master's in Higher Education, with a focus on Advancement, from Bay Path University.

VI. Presentation

- A. Dr. Amanda Sbriscia and Julie Phillips presented on the TogetherHCC Campaign.



March 4, 2025

One day.

500 donors.

Amazing student support.

hcc.edu/drive

TogetherHCC was created in 2020 during the pandemic. In 2021, Gary Rome partnered with us to launch the

“TogetherHCC: Drive to Change Lives” theme. This year, we invite our community to tell us: *What drives you?*





It's about sending a message to our community: HCC transforms lives.



It's about showing our commitment to HCC students.

TogetherHCC 2020-2024

| | 2020* | 2021 | 2022 | 2023 | 2024 | Total |
|----------------|----------|-----------|-----------|-----------|-----------|-----------|
| Total Donors | 303 | 291 | 418 | 506 | 446 | 1,964 |
| % New** Donors | 18% | 50% | 33% | 22% | 17% | 27% |
| Total Dollars | \$36,302 | \$126,825 | \$192,009 | \$251,859 | \$164,313 | \$771,308 |



*2020 was not a 24-hour giving day; TogetherHCC ran mid-March through June 30

**New Donors = First-time donors or donors whose last gift was before July 1, 2019

| Giving by Constituency | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|------------------------|-------------------|---------|---------|---------|---------|--------|
| | 3/20/20-6/30/2020 | 4/27/21 | 4/26/22 | 4/25/23 | 4/23/24 | 3/4/25 |
| Alumni | 57% | 45% | 53% | 43% | 48% | |
| Faculty & Staff | 25% | 33% | 23% | 27% | 28% | |
| Friends | 18% | 21% | 13% | 18% | 21% | |

#TogetherHCC is an essential component of our annual fundraising efforts:
48% of annual gifts (gifts under \$5,000) are part of this campaign.

| HCC Giving Day Compared to other Institutions | | | | Participation | |
|---|---|-----------|----------|---------------|-----------|
| College | Date | Amount | # Donors | Alumni | Employees |
| Western New England | 2/12/25 | \$346,919 | 1,587 | 40% | 6% |
| Springfield College | 3/24/23 | \$548,392 | 1,954 | 52% | 9% |
| Westfield State | 3/29/24 | \$63,020 | 410 | 41% | 16% |
| STCC | 6/12/19 | \$10,000 | | | |
| GCC | 5/1/19 | \$13,644 | 92 | 4% | 74% |
| Northern Essex CC | 4/4/24 | \$31,000 | 215 | | |
| Middlesex CC | Does a variety of small giving campaigns, but not a giving day per se | | | | |
| HCC | 4/23/24 | \$164,313 | 446 | 48% | 28% |

| Cost Per Dollar Raised | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|-------------------------------|-------------------|------------------|------------------|--------------------|--------------------|--------------------|
| | 3/20/20-6/30/2020 | 4/27/21 | 4/26/22 | 4/25/23 | 4/23/24 | 3/4/25 |
| Total Raised | \$36,302 | \$126,825 | \$192,009 | \$251,859 | \$164,313 | |
| Expenses | | | | | | |
| Direct Mail | \$3,951 | -- | \$6,351 | \$6,057.00 | \$4,175.96 | \$5,630.01 |
| Postage | \$1,595 | -- | \$2,000 | \$2,880.00 | \$1,387.00 | \$2,100.00 |
| Event, Printing, Giveaways | \$400 | \$400 | \$5,541 | 4,229 | \$4,775 | \$4,605 |
| Give Campus Portal* | \$4,530 | \$4,530 | \$5,330 | \$5,330 | \$5,330 | \$6,870 |
| Total Expenses | \$10,476 | \$4,930 | \$19,222 | \$18,496.00 | \$15,667.96 | \$19,205.01 |
| Net | \$25,826 | \$121,895 | \$172,787 | \$233,363 | \$148,645 | |
| Cost Per Dollar Raised | 0.29 | 0.04 | 0.10 | 0.07 | 0.10 | |

| Average Gift* | | | | | | |
|-----------------|----------|----------|----------|----------|----------|--|
| TogetherHCC | \$107.00 | \$144.00 | \$93.55 | \$119.38 | \$117.34 | |
| Annual Campaign | -- | \$90.55 | \$241.63 | \$125.69 | \$92.67 | |

*Gifts \$10 to <\$5k

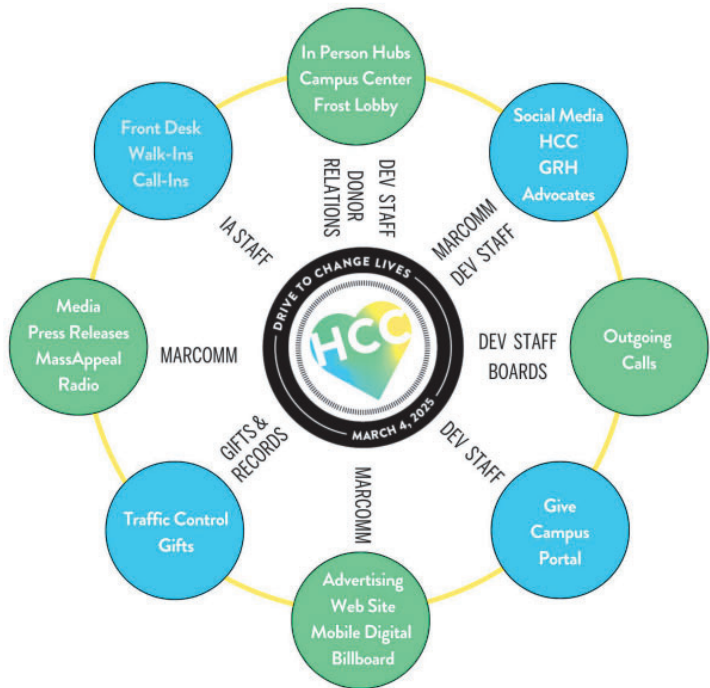
Every Gift Matters.

TogetherHCC is for everyone. Every gift matters, and this year, our goal is to reach 500 donors in one day.



What the day looks like:

- Entire IA division engaged
- Boards and Advocates
- Communication
- Ready to pivot





Choose Your Impact.

1. Where the Need is Greatest 📖
2. Academic Excellence and Innovation Fund 🏛️
3. Student Scholarships 🎓
4. President's Student Emergency Fund 🏠
5. President's Fund for Opportunity 🌍
6. Thrive Center and Food Pantry 🍏



Multi-Channel Approach

- Direct Mail
- Eblasts
- Social Media
- Phone Calls
- Personal Solicitations



TV, Radio, Publicity

- Radio PSAs
- [TV spots](#)
- MassAppeal
- Press Releases (HCC & GRH)
- Stand Out Truck Mobile Billboard



Campus Hubs

- Campus Center
- Frost Lobby
- Giving Pit Stops
- Let's Drive [Spotify Playlist](#)
- Giveaways, Balloons, Tshirts, Sunglasses





Advocates

- WCCH 103.5
- Alumni
- Faculty and Staff
- Leadership Boards



How Can You Help?

1. Make a gift or pledge
2. Make your gift a Match or Challenge Gift
3. Share with your network

TogetherHCC is peer-driven. The more people you tell about #TogetherHCC, the more successful the campaign will be!



March 4, 2025

One day.

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hcc.edu/drive

VII. Report of the Interim Chair

Interim Chair Smith stated she would love 100% participation from the Board for Giving Day. She stated that former trustee Eleanor Williams resigned and she has moved to the Cape. She thanked everyone who attended the forum and presentation on Know your Rights by Susan Church, and stated that it was very helpful to have the updated information on the website.

VIII. Board Engagement Opportunities (*See attached*).

IX. Adjournment

Roll Call Vote for Adjournment

A motion to adjourn was made by Trustee Rosa and seconded by Trustee Dixon to adjourn the 435th meeting of the Holyoke Community College Board of Trustees at 9:12 am.

YES: Sonia Dinnall, Julius Dixon, Charles Epstein, Ted Hebert, Yolanda Johnson, Todd McGee, Nayrobby Rosa, Ivonne Vidal, and Interim Chair Vanessa Smith.



**HOLYOKE COMMUNITY COLLEGE
OFFICE OF THE PRESIDENT**

MEMORANDUM

TO: Board of Trustees

FROM: Dr. George Timmons, President

DATE: February 25, 2025

SUBJECT: Personnel Updates

Non-Unit Professional Appointments

| Name | Title/Area/Funding | Date of Hire |
|----------------------|--|--------------|
| Oscar Lanza-Galindo | Dean of Library Services/Library/State Funded | 2/02/25 |
| Lindsay Hernandez | Classroom Coordinator/Early Childhood Initiative/Child Watch State Funded | 2/02/25 |
| Leynisha Shoemaker | Director of Labor Relations/People, Culture and Equity State Funded | 2/9/25 |
| Timothy Andrew Myers | Staff Assistant Gifts & Records/Institutional Advancement/ State Funded | 2/18/25 |

MCCC Professional Appointments

| Name | Title/Area/Funding | Date of Hire |
|----------------|--|--------------|
| Michael Blasco | Career Development Counselor/Workforce Development Grant Funded | 2/12/25 |
| Lauren Woodard | Academic Advisor/ Advising Services/State Funded | 2/2/25 |

SUGGESTED MOTION: To approve the personnel actions listed above for the Non-Unit Professional and MCCC Staff.

BOARD OF TRUSTEES BOARD ENGAGEMENT OPPORTUNITIES - FY 2024/2025

MARCH 2025

- March 4, 2025 TogetherHCC Day of Giving
- March 17 - 22, 2025 Spring Break

APRIL 2025

- April 2, 2025 Assessment Day (8:30am-Details TBD)

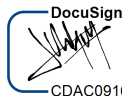
MAY 2025

- May 21, 2025 Celebration of Faculty & Staff (am) and Honors & Awards Night (pm)
- **May 31, 2025 HCC Commencement at MassMutual Center 10-12 pm**

JUNE/AUGUST 2025

- Potential Board Retreat (Details TBD)

Respectfully submitted,

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4/22/2025

Ivonne Vidal
Secretary, Board of Trustees

Signed by:
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Approved: Vanessa L. Smith
Interim Board Chair, Board of Trustees