



# Muskegon Community College

## **BOARD OF TRUSTEES BOARD MEETING MINUTES June 19, 2019 – 12:30 p.m. 400Z – Board Room**

**Present:** Chair Osborn, Vice Chair Mullally, Trustee Frye, Trustee Moore, Trustee Crandall and Trustee Portenga

**Absent:** Trustee Oakes

Chair Osborn called the meeting to order at 12:30 p.m.

1. Agenda – Trustee Crandall moved approval; second. Vote unanimous; motion carried.
2. Minutes – Trustee Mullally moved approval of the Board Meeting Minutes of May 15, 2019; second. Vote unanimous; motion carried.
3. Public Comments and Presentations
  - Biology Presentation – Darren Mattone and students Tyler Garrett and Kaylynne Dennis shared their updates on their Biology 280 course, Applied Research and Biology, where students design their own scientific research project using research as a teaching and learning tool. This program began 11 years ago when MCC got involved with the Community College Undergraduate Research Initiative (CCURI), a National Science Foundation funded project out of Finger Lakes Community College in New York State. This was the final year of our grant and our last presentation/poster session was held at the Hart Senate Office Building in Washington, D.C. In addition to Tyler Garrett and Kaylynne Dennis, two additional students attended, Noel Sheffer and Randy Lewis. MCC faculty and students met with representatives of Sen. Stabenow and Sen. Peters offices to discuss what we are doing at the research level at Community Colleges, funding for the National Science Foundation and Science education.

Because the funding has ended, opportunities to continue this project are being explored. The last four years, MCC has been the direct recipient of about \$75,000. In 2017-18 alone, there were over 300 faculty who participated in student research and over 5,500 students directly involved in research, with over 10% of community colleges in the country who are a part of this in some way. MCC was the only Michigan College involved and is one of the original 20 partners from 2011, when this program went national.

Darren is interested in getting a student's scholar day together and has talked to other departments. While everyone is supportive, nothing seems to happen. Darren believes this would be a really good thing for the college, a full day showcasing student research, the River Voices publication, the Arts & Humanities, etc. This would be one big event with a combination of departments showcasing everything the students are doing.

A strategic planning session was held a few days before the event in Washington, D.C. with stakeholders and key people discussing ideas on how they may keep this going. There were some good ideas generated, analysis on what CCURI does that they really want to keep, which are the poster sessions and professional development, as they benefit the faculty and students directly. Dr. Crandall asked if there are opportunities to partner with other universities that are heavy into research and be a subsidiary partner to some of their work. Darren has met and discussed opportunities to partner with Grand Valley, as many of the funding sources want community colleges involved. Darren has partnered with Grand Valley and Water Resources a couple of times, but so far nothing has been funded. Funding and partnership ideas were shared by the Board and President.

- Marketing Updates & Overview – Trynette Lottie-Harps. The Office of Community Outreach (OCO) began working with a new marketing vendor in October 2018, Grey Matter Group (GMG), and are really excited about what they have been able to do with the OCO team. GMG lead several focus groups on MCC’s campus, gaining insight on what worked, what didn’t work, and what was needed to improve our marketing. After giving OCO the information, GMG gave the team tools, resources and the creative formats needed in order to produce a wonderful marketing campaign. OCO has received very positive feedback from the new campaign and social media has increased by 5000% since last year. Copies of the marketing plan were distributed to the Board.
4. Trustee Mullally moved to accept the Consent Agenda; second. Vote unanimous; motion carried.
    - A. Budget/Finance
      1. Financial Reports – *Ken Long*
    - B. Required Approvals – *Chair Osborn*
  5. Administrative Reports
    - A. Student Success Report – Dr. Selmon highlighted the Summer enrollment report – while we are down slightly (1.71%) with total student count (30 students); contact hours are up 2.23% even with headcount down slightly.

The Strategic Enrollment Management Plan (SEMP) for 2018-19 was just completed and the new SEMP for 2019-20 has begun. The Student Success Initiative for this term is to reduce the achievement gap for students of color and to bridge that gap. MCC will focus on this initiative over the next three years.

      1. Enrollment
      2. Student Success Completion Agenda
    - B. Personnel Report – *Kristine Anderson*
  6. Business Non Operational
    - A. MCCA Report – *Trustee Oakes & Trustee Frye* – Dr. Nesbary noted the Governor’s budget is still in process. Per the Governor, she is looking at sometime between the end of June to the beginning of October to finish that budget. We continue to track MI Opportunity and MI Reconnect – Free community college initiatives that the Governor has put together.

- B. Foundation Update – Amy Swope reported the FMCC continues building their Board and working on a case statement. We are at 88% of goal for funding our new Jayhawk mascot.

7. Old Business

A. Construction Project Committees – *Dan Rinsema-Sybenga*

❖ Steering Committee

1. Arts & Humanities Center – The Grand Opening is planned for August 23. Furniture has been ordered and is expected to arrive over the next couple of weeks. Internal staff are moving stuff into the new facility.
2. Grand Haven – September 11 is the tentative grand opening from 11 AM to 1 PM. The center has been renamed to the Muskegon Community College Ottawa Center to be more inclusive of the county. Demolition is complete and construction has begun. We are still counting on a start date of August 26.

8. New Business

- A. Permission to Complete Sturris Technology Center Repairs and Maintenance – This is budget neutral, as funds from donations to the STC will be used. This information has also been forwarded to legal, so they know the cost and what is being done. Trustee Moore moved approval; second. Vote unanimous; motion carried.
- B. Permission to Purchase Learning Management Software as a Service (SAS) from Blackboard Inc. – Trustee Crandall moved approval; second. Mike Alstrom indicated this proposes moving Blackboard into the Cloud, so it operates as a service and is no longer in-house, it would be moved offsite and Blackboard would manage it. When MCC began with Blackboard in 1999, we had one server and managed enrollments manually; today we have five servers and a database server supporting Blackboard and enrollments are automatic. MCC has previously moved email, Maxient, and text message alerts to the cloud. There is a shift in higher education to move more services to Software as a Service or Cloud hosted. Colleges are getting out of the Data Center business. Vote unanimous; motion carried.
- C. Permission to Seek Bids and Purchase Backup Software and Hardware – Trustee Mullally moved approval; second. Vote unanimous; motion carried.
- D. Permission to Seek Bids for Printing and Multifunction Copying Services – Trustee Portenga moved approval; second. Vote unanimous; motion carried.
- E. Certification of Appointment 2019-2020 MCCA Board of Directors – Trustee Mullally nominated Dr. Crandall to serve as the Trustee Director to the MCCA Board of Directors; second. Vote unanimous; motion carried. Trustee Portenga moved that Nancy Frye continue to serve as the Alternate Trustee Director to the MCCA Board of Directors; second. Vote unanimous; motion carried.

9. Board of Trustees Policy Governance – *Chair Osborn*

A. [Policy Updates](#)

- B. Future Agenda Items – The Board will be scheduling a retreat regarding policy governance and a review for the Board; to discuss where we are and what we are doing with the Lakeshore Fitness Center; and to review the Bylaws.

The Board would like updates on the changes to the Stevenson Center – what’s happening, what’s there and where are we going. Kelley Conrad will provide updates at the July 17, 2019 meeting.

10. Announcements

- A. President’s Report – Dr. Nesbary reported over the next few years the MCCA Summer Conference, which has traditionally been held in Traverse City, is looking to expand options for the conference location. Beginning in 2021 or 2022, the location will be up for bid. A colleague commented that Muskegon would be a nice location. With the new convention center coming to Muskegon, Dr. Nesbary will do the best he can to have the conference hosted in Muskegon.
- B. Board Comments
- Dr. Crandall thanked the Board for the appointment to the MCCA; he is looking forward to it.
  - Trustee Portenga thanked Amy Swope for the wonderful tour she hosted for his brother-in-law who works for a technology center and really enjoyed the Sturris Technology Center and his sister, a psychologist and artist, who enjoyed the Art Center very much.

With no further business, the meeting was adjourned at 2:12 p.m.

Minutes submitted by Nancy Frye, Secretary

/csd