

MINUTES
Approved 2.25.20

North Shore Community College
Board of Trustees
Tuesday, November 19, 2019, 4:45 pm - 6:30 pm
Danvers Campus Board Room

In Attendance

Alex Stone; Anh Dao Tran-Moseman; Barbara Heinemann; Jamie Perry (left meeting at 6:00pm);
Joseph Riley; Maria Vega-Viera

Not In Attendance

Dharma Cortes; Dr. J.D. LaRock; Nicole Bluefort

Additional Attendees

Janice Forsstrom, Patricia Gentile, Miranda Gualtieri, Bill Hébert, Karen Hynick (arrived at 5:05pm), Tim Johnson, Laurie LaChapelle, Samantha McGilloway and Jenn Aries (left after marketing overview).

1. Call to Order

Vice Chair Joe Riley called the meeting to order.

2. Public Comments

There were no public comments.

3. Motion 20:11 to accept the Minutes of 9/24/19 Doc: 19 FY20

Barbara Heinemann abstained from Motion 20:11 to accept the Minutes of 9/24/19.
Vice Chair Riley asked for a motion to accept the minutes of 9/24/19.

Move: Alex Stone Second: Maria Vega-Viera Status: Passed

4. Motion 20:13 to accept the minutes of 10/22/19 Doc: 28 FY20

Vice Chair Riley asked for a motion to accept the minutes of 10/22/19.

Move: Barbara Heinemann Second: Maria Vega-Viera Status: Passed

5. Board Meeting Showcase

a. Student Trustee Report

Student Trustee Jamie Perry reported on an OER panel in Danvers that students attended and participated as speakers. Another panel is being planned on the Lynn campus. Jamie has also created a Trustee box, that students can put notes into. She also announced that there is a new Assistant to the Student Trustee, Adaeze Amadi.

b. Marketing Overview Doc: 29 FY20

NSCC Vice President of Marketing Samantha McGilloway and Jenn Aries, President and Founder of 25th Hour Communications, presented the Marketing Overview.

25th Hour Communications is a national firm focused on analytics. The presentation included information on focus, audiences and target markets, channels, analytics and examples of social media initiatives.

There was a discussion on the CRM and CMS being linked, as well as eblasts with social media.

6. Chair's Report

a. DHE Conference

Vice Chair Joe Riley asked Maria Vega-Viera to give a report on the Oct. 31st DHE conference.

Maria reported that the conference was focused on the Equity agenda, as it was last Spring. She reported that it was helpful to know what the state is planning and how best to align to those plans and advocate as Trustees.

President Gentile encouraged trustees to attend the upcoming Dec. 9th webinar focused on Advocacy.

7. Committees

a. Presidential Evaluation Committee

Vice Chair Joe Riley commended President Gentile on a job well done and reported that Chair LaRock composed the letter to Commissioner Santiago that references and addresses the equity agenda.

- Collective Goals Doc: 30 FY20
- Letter to Commissioner Santiago Doc: 31 FY20

i. Motion 20:12 to approve letter to Commissioner Santiago

Vice Chair Riley asked for a motion to approve the letter to Commissioner Santiago.

Move: Alex Stone Second: Joseph Riley Status: Passed

b. Finance Committee

- Q1 Review FY20 Doc: 32 FY20

Anh Dao Tran-Moseman reported that finances are tracking well. Jan Forsstrom added tuition is slightly down, but there is an increase in grants.

i. Motion 20:14 to accept the Q1 Review FY20

Vice Chair Riley asked for a motion to accept the Q1 Review FY20.

Move: Alex Stone Second: Maria Vega-Viera Status: Passed

8. President's Report

President Gentile informed the Board that there were two Trustee resignations: Bill DeRosa and Kevin Harron. Both have resigned to allow more time for personal focus. She encouraged recommendations and indicated the process for filling open seats can be lengthy.

a. UMASS Donahue Institute Enrollment Projection for NSCC Discussion until 2030 Doc: 33 FY20

President Gentile asked Asst. Vice President of Planning & Research Laurie LaChapelle to present the UMASS Donahue Institute Enrollment Projection for NSCC.

The 5 year strategic plan starts with an enrollment projection. College enrollment is projected to decline nationally due to many external factors that include smaller families resulting in fewer students, however the number of Hispanic/Latinx and dually enrolled students is increasing at community colleges. State and Federal policy changes could also impact enrollment.

There was discussion about the difficult economic prognosis and the mix of students who are increasingly poorer and how to serve them when the cost per student is higher.

There was also discussion about accelerated options and early college.

Vice Chair Joe Riley asked that the trustees work from a 1-2 page document when it is time to start work on the strategic plan.

b. NECHE Exit Report delivered at visit

President Gentile reported on the NECHE exit report. There were 8 areas of strength and 2 areas of improvement overall. The full report will be out no later than January 2nd.

There was discussion about the Trustee session held on Oct. 28th with the NECHE team.

The NECHE team reported to the trustees that college staff felt administration is not taking full value of shared governance.

c. Discussion Questions Doc: 34 FY20

It was agreed upon that the discussion questions had been touched on throughout the meeting.

9. HR Report Doc: 35 FY20

There were no issues with the HR report.

10. Other Business

There was no other business.

11. Adjournment

Vice Chair Joe Riley asked for a motion to adjourn.

Move: Barbara Heinemann Second: Maria Vega-Viera Status: Passed