

**SPRINGFIELD TECHNICAL COMMUNITY COLLEGE
BOARD OF TRUSTEES**

REGULAR MEETING
Monday, October 29, 2018
Scibelli Hall, Building 2, 7th Floor
5:00 p.m.

Minutes of Meeting

Present: Christopher Johnson, Chair
Franklin Quigley, Vice Chair
Marikate Murren, Secretary
William Johnson, Trustee
Vicky Crouse, Trustee
Elizabeth Oleksak-Sposito, Trustee
MacArthur Starks, Jr., Trustee
Karolyn Burgos-Toribio, Student Trustee

Excused Absences: Steven Grande, Trustee
Eric Hagopian, Trustee
Jeffrey Sattler, Trustee

Also Present: Dr. John Cook, President

Guests: Joan Gravel, STCC Director of Marketing and Communications
Matt Noyes, Director of Trustee and Governmental Relations

I. Call to Order

Chair, Christopher Johnson called the meeting to order at 5:01 p.m.

II. Roll Call

The roll was taken with the following STCC Board of Trustees members present: Chair, Christopher Johnson; Vice Chair, Franklin Quigley; Secretary, Marikate Murren; Trustees: William Johnson, Vicky Crouse, Elizabeth Oleksak-Sposito, MacArthur Starks, Jr., and Karolyn Burgos Toribio. Eight members were present constituting a quorum.

- III. Building Tour – Physics Lab, Building 17/609 – led by Professor Barbara Washburn, Physics Department Chair**
Secretary, Marikate Murren, asked for a motion to move the tour to the end of the meeting. The motion was unanimously approved after confirming Professor Barbara Washburn’s availability to move the tour to the end of the meeting.
- IV. Approval of Minutes – Regular Meeting – June 25, 2018**
Trustee MacArthur Starks, Jr. moved to approve the minutes from the June 25, 2018 meeting, seconded by Trustee William Johnson and unanimously approved.
- V. Trustee Committee Reports**
- a. Committee on Ways and Means – Meeting held on Monday, September 17.
Chair of Ways and Means Committee, MacArthur Starks, Jr., did not attend the Committee on Ways and Mean meeting held on September 17, but made reference to the September 17 meeting minutes included in today’s meeting packet and updated the Board of Trustees on preliminary cash flow projection FY19 revenue and spending reports through August 2018.
- b. Audit Committee Meeting – Meeting held on Thursday, October 11.
Chair Christopher Johnson updated the Board of Trustees on Auditors’ report and presentation by Michael Cosgrove, Partner from O’Connor and Drew PC. Chair Johnson mentioned the recent implementation of GASB 75 Statement, which measures the liability of other postemployment benefits other than pensions and of the upcoming implementation of GASB 87, which relates to capitalization of leases. Chair Johnson added that out of all Community Colleges audited by O’Connor and Drew PC, STCC is one of two Community Colleges with positive balance sheets.
- Based on FY 2018 Required Communication and Financial Statements, Auditors issued an unmodified opinion on STCC’s financial statements and noted there are no material weaknesses nor significant deficiencies.
- c. Committee on Ways and Means – Meeting held on Thursday, October 17.
Chair of Ways and Means Committee, MacArthur Starks, Jr., reported that VP/CFO DaSilva noted that it was a clean audit with no material weaknesses, significant deficiencies or findings. A motion was made at the Ways and Means meeting to approve the FY 2018 financial statement and audit report as presented. The motion was approved unanimously.

President Cook added his perspective on headwinds affecting the budget such as declining enrollment, facilities emergencies, and IT complications.

A single motion to approve all Committee minutes by William Johnson, seconded by MacArthur Starks, and approved unanimously.

- VI. Old Business – None
- VII. New Business – None
- VIII. President’s Perspective – Dr. John Cook
 - a. STCC Marketing, Brand Management and Related Initiatives: Presentation by Joan Gravel, Director of Marketing and Communication
Joan shared an overview of the total budget amounts throughout the past four years compared to FY06, and provided percentages and details on each of the top three marketing expense categories.

Targeted marketing in partnership with Academic Affairs is focused on the need and capacity of advanced manufacturing. Also included in the presentation is the “Start Smart” chart which provides potential students, and families with information on comparative cost saving benefits of starting at STCC before entering a four year college. Trustees agreed on the impact of this information and advice on having the cost chart as the center or focal point in marketing campaigns. Included also in the presentation was a video and a story of over 115 success stories highlighted throughout FY18.

Branding management: The seal continues to be part of STCC’s brand with its still prevalent message, translated from Latin – *Preparing today for tomorrow*. The new STCC logo on the go was designed to create a graphic/contemporary brand to promote STCC’s recognition and brand awareness throughout Western Mass and neighboring states.
- IX. Chair’s Report – Christopher Johnson
Encouraged all to attend the December 11th, B19 Ribbon Cutting event.

There is hope – as we lose students, we are still gaining market shares. We should look into enhancing efforts into marketing.

- X. Date of next Board of Trustees meeting – Monday, November 26th, 2018
- XI. Adjournment – Meeting adjourned at 6:20 p.m. (group left to building tour at 5:45pm)



Christopher C. Johnson
Chair, STCC Board of Trustees