

STCC Board of Trustees
COMMITTEE ON INTERNAL AND EXTERNAL RELATIONS
Monday, November 2, 2020 at 5:00 p.m.
Zoom Meeting, Live Streamed via STCC YouTube Channel

Present: Committee Chair Jynai McDonald, Trustee Steven Grande, Trustee Bill Johnson, Trustee Betty Sposito, and President John B. Cook

Unable to attend: Trustee Chair Marikate Murren, Student Trustee Alessande Anderson

Presenters: Dr. K.C. Senie, AVP of Human Resources
Darcey Kemp, VP of Student Affairs
Denise Hurst, VP of Advancement and External Affairs

- I. **Call to Order** – Committee Chair Jynai McDonald called the meeting of the Committee on Internal and External Relations to order at 5:01 p.m.
- II. **Roll Call** – Four out of Five Committee members present, constituting a quorum.

As a way to provide perspective, and before moving into presentations, Dr. Cook noted how this Committee meets less frequently than Ways & Means. Also, while the Trustee by-laws are modest, the Committee on Internal and External Relations focuses on programmatic and operational aspects, including personnel (i.e. tenure recommendations when the timing coincides with needed Board votes), and key initiative work like the examples shared today by Human Resources, Student Affairs and Advancement/External Affairs. Going forward, Academic Affairs would be a division that presents operational and strategic priorities. Committee Chair McDonald acknowledged the context and proceeded to introduce the first presentation.

III. Key Updates: Human Resources – Dr. K.C. Senie, Assistant Vice President of Human Resources

Dr. K.C. Senie shared an update on a draft initiative called “STCC Cares.” A draft web page was reviewed, and Dr. Senie described a process where meetings with STCC constituents such as the All Unit Congress, the Hispanic Association in Higher Education (HAHE) chapter, and the Black Professionals Group (BPG) will be engaged, as well as the broader campus community of employees. Particularly during the public health pandemic, the goal with this initiative, championed by Human Resources, is to cultivate a campus culture of health and wellness by supporting all STCC employees through education, resources and health care strategies. Dimensions of health included emotional, financial, physical, occupational, social, and equity. An outline of priorities and resources will be made available in the STCC portal.

IV. Key Updates: Student Affairs – Darcey Kemp, Vice President of Student Affairs

Darcey Kemp presented on AIA@STCC (the STCC Antiracism and Inclusion Alliance). Over the summer President Cook announced the formation of the AIA@STCC and sent out a call for participation. The [Charge](#) includes the following:

STCC must continue to move forward actions that address our own equity gaps, and measure our success at addressing systemic racism. The Alliance will work to promote and integrated and systemic approach across the college specific to diversity, inclusion, and equity, with the stated outcome of ensuring STCC serves as and antiracist institution.

Alongside VP Kemp, facilitators are Mathematics Professor Dr. Vanessa Hill; Trustee Jynai McDonald, and Richard Greco, Dean of the School of Liberal and Professional Studies.

VP Kemp discussed alliance composition including a broadly representative group of nearly thirty faculty, staff, administrators and students who are working to examine how to ensure an integrated approach throughout the college, specific to diversity, inclusion and equity with a stated outcome that STCC serve as an antiracist institution.

The alliance received three proposals for an equity and antiracism consultant. The Alliance selected the Equity and Antiracism Project team led by Pamela Felder Small. VP Kemp shared that Facilitators met with Consultant on October 29, and outlined the sequence of following meetings. Included on the last slide is a list of AIA Resources available through the website and internal portal page and the names of the Equity and Anti-Racism Project Team Members.

Upon Trustee comment in regards to the rationale for hiring a consultant, VP Kemp responded that in an effort to address systemic racism the Alliance has utilized Dr. Ibram X Kendi's definitions of Racist and Antiracist. VP Kemp also shared the example of placement testing which disproportionately places students of color into developmental classes. The placement exam has been changed for everyone. This is just one example of change in the name of equity.

Committee Chair Jynai McDonald expressed her appreciation of being a member of this group.

V. Key Updates: Advancement and External Affairs – Denise Hurst, Vice President of Advancement & Internal and External Affairs

VP Hurst updated the Committee on the efforts in regards to Building 20 major capital project. This includes continued advocacy meetings with Legislatures in an effort to continue moving forward funding to assist with the project of moving Health Programs currently located in B/20, to the STCC Tech Park. We continue to advocate with local delegation and community partners such as Baystate and Mercy on the importance of moving B 20 to STCC Tech Park. Besides conversations with elected officials, we also continue to have conversations with DCAMM. VP Hurst noted a presentation at the November 23rd, Board of Trustee meeting alongside Paul Stelzer (of Appleton Corporation which manages the STCC Tech Park) and the STCCAC incoming Board Chair, Russell Denver.

VP Hurst also presented updates to advancement, including conclusion of the major gifts campaign, and moving to an annual giving footing. STCC is wrapping up the first major gifts campaign in the last ten years; as of October 2020, we have raised \$2,110,452.

The final updates pertain to Communications & Marketing. VP Hurst pointed out Key Metrics activity from May 1 to October 23. Included in activities is the addition of 91 new YouTube Videos. VP Hurst encouraged Trustees to look into subscribing to YouTube channel and social media platforms and to

share videos with colleagues. Also included was information on Returning Stop-outs. This was an effort to bring back former students that at one point had stopped attending. In the fall of 2020, this effort brought back 83 former students. VP Hurst concluded with accolades, thanks to the efforts and fantastic job of Keith Paul and his Marketing Team, STCC was awarded four medals by the National Council on Marketing and Public Relations: one silver for STCC Brochure which highlights STCC Facts and how to apply for financial aid, and three bronze medals – one for the 2020 newsletter, one for the Foundation pennant, and one for the 90.7 Radio segments “STCC Around”. Once again this year STCC won the 2021 Masslive Reader Raves. Last year STCC knocked down the institution that had won this award for years. STCC also won the Valley Advocate Best of 2020.

Committee Chair McDonald posted a question in regards to Foundation campaigns: What is the campaign cycle? Denise responded that the campaign runs on a fiscal year cycle, however the efforts of asking and receiving donations is continuous throughout the year.

VI. President’s Perspective – Dr. John B. Cook

Dr. Cook appreciated administrators’ work throughout these challenging times.

Also noted that if this practice is beneficial, we will continue to update on divisions in following meetings.

a) Personnel update:

The personnel report was shared in advance. A few notes. The report shows activity for Full Time and Part Time employees. As difficult as times are, STCC hired six new Full Time faculty in advance of Fall Semester as well as an additional instructional designer, bring the total to three instructional designers which work directly with faculty. We also have one promotion, and nine retirements – five of these via incentives offered as cost savings measures. Dr. Cook also provided information specific to retrenchments and furloughs, and how facilities/maintainer employees have been recalled.

b) Accreditation/NECHE

NECHE survey was moved forward to Trustees to provide feedback. Dr. Cook prompted Trustees to pencil in the dates of April 12 thru 14 for the NECHE Team visit (most likely virtual). As a brief overview of the process, Dr. Cook informed that NECHE named a New England Community College President to Chair the visiting team. The team is composed of 6 to 7 members. Team members will take in our self-study, will review data and supporting documents, and will conduct interviews, which may include meetings with Trustees.

Dr. Cook ended with a note about COVID 19 including the latest Governor’s orders regarding a 10:00 p.m. curfew.

VII. Old Business - None

VIII. New Business - None

IX. Next Meeting Date and Time: Monday, January 4, 2021

- X. **Adjournment:** At 5:45 p.m., Committee Chair Jynai McDonald called for a motion to adjourn the meeting, Trustee Bill Johnson moved to adjourn; Trustee Betty Sposito seconded the motion and unanimously approved through roll call.

Respectfully submitted by Nanette Flores