

STCC Board of Trustees
COMMITTEE ON INTERNAL AND EXTERNAL RELATIONS

Monday, February 6, 2023 at 5:00 p.m.
Zoom Meeting, Live Streamed via STCC YouTube Channel

Present: Board Chair Marikate Murren, Committee Chair Jynai McDonald, Trustee Tonia Butler Perez, Trustee Bill Johnson, and Betty Sposito.

Unable to attend: Student Trustee Glerisbed Garcia-Figueroa

Also attending: Dr. John B. Cook, President

Presenters: Dr. Geraldine de Berly, Vice President of Academic Affairs
Darcey Kemp, Vice President of Student Affairs
Dr. Shai Butler, Vice President of Advancement & 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:** The following Committee Members were present at Roll Call: Board Chair Marikate Murren, Committee Chair Jynai McDonald, Trustee Tonia Butler Perez and Trustee Betty Sposito. Trustee Bill Johnson joined the meeting at 5:03 p.m.
- III. **Enrollment Outlook/Update**

Darcey Kemp, VP of Student Affairs and Dr. Geraldine de Berly, VP of Academic Affairs presented on the topic of Enrollment Management.

Spring Semester point-in-time

VP Kemp provided an update on Spring 2023 Enrollment using a snapshot of enrollment day 73 as the specific point-in-time, and compared the current count with data from the springs of 2020, 2021, and 2022. This spring's headcount is ahead over 2% and over 4% ahead in credits compared to last year's enrollment on registration day 73. Noted that although this year's headcount and credits are up compared to last year, we have not reached the pre-pandemic numbers – registered credits is down 31.5% from 2018. In regards to COVID-19 vaccination policy compliance, 98.8% overall compliance across all schools (STEM, LAPS, and SHPS). Regarding a question on the continuation of the COVID vaccine policy, Dr. Cook responded that the policy remains in effect for all 15 community colleges.

VP de Berly discussed the enrollment data by schools, and noted that this data is from 1/25 and as of today, numbers have increased. In regards to the comparison between fall 22 and spring 23, 175 students conferred degrees by the end of fall 2022. In program enrollment by School (selected programs), VP de Berly highlighted that Health Science continues to increase and General Studies decreased. Related she noted that through an effort of advisement a number of students have transferred or selected to enroll into Health Sciences. Data/enrollment was also provided specific to a slate of smaller programs: Civil Engineering Technology, Landscape Design

& Management Technology, as well as Photonics. She spoke about the challenges in these programs; students matriculated, but not taking program/concentration-specific courses; small course-level enrollments (e.g. avg. classes of 5 students); lack of program completion, including the seasonality element of the Landscape program; and in the case of Photonics, the decision by PROPEL to no longer support early college/pre-enrollment.

Dental Assisting Examples

VP de Berly provided an outlook of the recently reinstated and repositioned Dental Assistant Certificate Program. Now run on the calendar year, as opposed to academic year, and now utilizing afternoon/evenings, shared numbers/retention of the program from 2015-2020 before being discontinued. VP de Berly noted that with the change in curriculum, there is better “Dental Sciences” integration between Dental Assisting and Dental Hygiene. At the point-in time of the data presented, there are 20 students enrolled in the spring 2023, which is the largest incoming student cohort in quite some time.

VP Kemp spoke about the last slide in regards to Dental Assisting: Marketing to Matriculation. This particular campaign is an example of a collaborative effort between Student Affairs, Academic Affairs and Marketing. The slide includes an image of the campaign post card that includes information such as length of the program, potential earnings and job opportunities. The card also includes a QR Code. We can monitor the hits from this QR Code to identify if the campaign generated enrollment. The sample campaign was sent to 1000 households and partnered this with a digital campaign. This works for us and we will continue with this type of collaborative efforts.

IV. Strategic Planning Update

Preview: Draft Strategic Goals Dr. Butler updated the Committee on the progress of the Strategic Planning process and presented the synthesized draft of the strategic goals. The goals have been discussed and reviewed by different stakeholders, including the Task Force and Cabinet. Important to note is that equity is framed as the lens, with each goal, including metrics and objectives, aligned with the MA Board of Higher Education and DHE equity framework.

Timetable: Dr. Butler updated the Committee with the goal to have a draft of the Strategic Plan for Board of Trustee endorsement at the April meeting. A question arose in regards to the state of progress, and how it seemed to not be close to completion. The work is picking up pace, and next steps including objective development and KPIs/Metrics will move things forward.

V. Advancement & External Affairs – Dr. Shai Butler

Alumni Trustee Election (3 candidates)

Bios of three candidates are included in today’s meeting packet. The ballot for voting was sent to Alumni on January 27th and voting will close on February 10. The Alumni Nomination Committee is meeting on February 16 to review the results; closing in on identification of the next Alumni Trustee for appointment by the Governor.

TBD/WTCC General Manager Hiring

The search committee is looking to conclude this search. For context, this will formalize a part-time, but paid WTCC General Manager position, given that the radio station, including FCC

license, is “of” the college. Question arose regarding WTCC’s operation/governance and Boards. Dr. Butler shared that that WTCC has had both an Advisory Board, and a Station Board. President Cook reiterated: the WTCC license is held by the college, and a key reason for the hiring of a Manager is due to the lack of operational clarity. Further, while an Advisory Group might be re-established, governance has been unclear over the years, and because the station is the college, will need to function like any other component of STCC, including administrative oversight of budget, operations, etc..

New STCC Foundation Board Members

Dr. Butler announced the names of three new Foundation Board of Directors.

Damion Harper '05 – First Sargent, U.S. Army Reserve

Sara Smith '97 – Property Manager, Springfield Tower Square

Joanne Ollson, Vice President of Human Resources, Trinity Health of New England

Trustee Tonia Butler Perez volunteered to be the Trustee liaison to the STCC Foundation Board.

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

Dr. Cook circled back to the topic of enrollment, noting the importance of keeping a close eye on enrollment management and understanding the implications of low enrollment.

Personnel Report

Dr. Cook provided a few highlights in regards to Personnel. Not much activity. Many of the new hires are underwritten through SUCCESS funds.

Governance

A two person NECHE team is coming to campus on March 6-7. We will debrief on the NECHE visit at the March 27th Board meeting, which will be held in-person.

VII. Old Business

VIII. New Business

IX. Next meeting date and time: Monday, April 3, 2023, at 5:00 p.m. (in-person)

- X. Adjournment (Roll Call) –** At 6:04 pm, Committee Chair Jynai McDonald called for a motion to adjourn the meeting. Trustee Tonia Butler Perez moved to adjourn, seconded by Trustees Betty Oleksak-Sposito, and Bill Johnson, and unanimously approved via roll call.

Respectfully submitted by,
Nanette Flores