

STCC Board of Trustees
COMMITTEE ON INTERNAL AND EXTERNAL RELATIONS

Monday, September 11, 2023 at 5:00 p.m.
Student Learning Commons / B19 / Forum

Present: Committee Chair Jynai McDonald, Trustee Tonia Butler Pérez, Student Trustee Zoya Plunkett-Brown, Trustee William Johnson, and Trustee Elizabeth Oleksak-Sposito

Also attending: Dr. John B. Cook, President

Presenters: Darcey Kemp, Vice President of Student Affairs
Dr. Chris Thuot, Vice President of Academic Affairs
Dr. Lillian Ortiz, Interim Assistant Vice President of Advancement

- I. **Call to Order:** Committee Chair Jynai McDonald called the meeting of the Committee on Internal and External Relations to order at 5:00 p.m.
- II. **Roll Call:** The following Committee Members were present at Roll Call: Committee Chair Jynai McDonald, Trustee Tonia Butler Pérez, Student Trustee Zoya Plunkett-Brown, Trustee William Johnson, and Trustee Elizabeth Oleksak-Sposito.
- III. **Enrollment Outlook / Update – Darcey Kemp, VP of Student Affairs & Student Affairs Leadership; and Dr. Chris Thuot, Vice President of Academic Affairs.**

Vice President of Student Affairs, Darcey Kemp co-presented an enrollment management perspective. Looking at recruitment and registration, VP Kemp presented comparison data from the daily enrollment report based on registration day 148; as of that day, STCC is up 14.6% in headcount and up 12.6% in registered credits when compared to the fall 2022. At this same point in time, day 148, entering the start of fall 2022, we were down 2.1% in headcount and down .5% in registered credits when compared to fall 2021. Also discussed and reviewed was point-in-time from Fall 2019 (pre-pandemic). Although the current fall 2023 data is not final since we are still recruiting and registering for Fall 2/Flex Term starting in October, we are up in headcount and up in registered credits when compared to freeze/final data from fall 2022, fall 2021, and fall 2020.

VP Kemp highlighted data for First Time First-Year (FTF) enrollment by top sending High Schools, including homeschool, GED/HiSet; she spoke about initiatives and changes in processes that support enrollment. Examples include one-day initiatives, school visits, and simplifying application procedures. VP Kemp connected this work to Goal 3: Clear the Path to Student Success, including Objective 3.1, from the Strategic Plan. Highlighted as well was the implementation of a new Customer Relationship Management (CRM) system. A few key improvements with this new system include a student dashboard that allows student to check on their status and to upload HS diploma and HS transcripts. The system also allows us to keep applications opened for an additional week or so to complete processes. We have revamped

the New Student Orientation to include what's expected and services available. Also discussed were the AIC-STCC Housing, Financial Aid auto-packaging, and others.

Also co-presenting was Dr. Chris Thuot, who focused on programmatic enrollment and program modality. Tied to Goal 2: Elevate our Technical Mission; Objective 2.3, VP Thuot reviewed data showing considerable enrollment increases in Programs (year-over-year), with numbers based on enrollment as of day 148. Attributed to enrollment increases, in addition to the news from MassReconnect, are new advising practices in STEM Transfer as well as Health Science, which now has over 500 students enrolled.

As noted on the next slide, Goal 4, Objective 4.2: "Review, and continue to re-envision, all programs (and develop new ones) for student to transfer or secure good jobs, with delivery modes designed for flexibility," Dr. Thuot proceeded to talk about course sections by modality: 47% online, 40% face-to-face, and 13% Hybrid.

IV. Program Suspensions – Dr. Chris Thuot, Vice President of Academic Affairs

Vice President of Academic Affairs, Dr. Thuot shared with the Committee a recent set of program suspensions: Associate degree in Urban Studies, Associate degree in Secondary Education, Online options in Business Administration and Business Transfer, and Certificate in Computer Aided Design. These program actions carry the support of faculty, and memos provided to the Committee provide a rationale for each action; students will no longer be accepted. It is the intention of Academic Affairs to further formalize program discontinuation for Committee approval at the November meeting, and "teach-outs" for currently enrolled students will be initiated.

V. Advancement (Annual Giving/Annual Fund) – Dr. Lillian Ortiz, Interim Assistant Vice President of Advancement; and Trustee Tonia Butler Perez

a. September 24th Kick-Off Event at *The Big E*

Dr. Ortiz shared with Committee Members the upcoming Annual Giving / Annual Fund launch with an event scheduled on September 24th at The Big E. 50+ people are confirmed to attend the event, which include Foundation Board members and Alumni. This year's goal is to reach \$200,000; Trustee Butler Perez, liaison to the Foundation Board, shared words of appreciation for Trustees' continued support to the STCC Foundation.

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

a. Professional Day/Strategic Plan Launch

Momentum 2023-2028, STCC's Strategic Plan was launched at the Professional Development Day held on August 31. Faculty and Staff invested time on the "how" of implementation.

b. Personnel Report

The quarterly report with hires (full and part-time), as well as promotions, retirements and resignations/separations was shared. Also discussed was the recent posting of the Assistant Vice President of Advancement, and internal conversations regarding the Chief Equity Officer. Also discussed was the hiring of allied health faculty, which is closely tied to accreditation obligations, including faculty/student ratios.

c. Governance (November/NECHE)

On November 16, President Cook has been invited to appear before the New England Commission of Higher Education (NECHE) regarding the status of the college Notice of Concern (governance). It is anticipated that the Board Chair will accompany Dr. Cook.

Other notes: Dr. Cook reminded Trustees of the Welcome reception scheduled on September 13, in B19/Forum, at 4:30 pm for the two new Cabinet members. Regarding MassReconnect, it is early to discuss enrollment outcomes, but is having an impact. Also briefly mentioned: Board Chair Marikate Murren is stepping down, and her last Board meeting is on September 25, 2023; at that meeting Trustees, per the bylaws, will be voting on an Acting Chair (Pro Tempore) because that permanent role is Governor-appointed.

VII. Old Business / New Business

VIII. Next meeting date and time: Monday, November 6, 2023 at 5:00 p.m. (In-person)

IX. Adjournment (Roll Call) – Committee Chair Jynai McDonald called to adjourn the meeting at 6:06 p.m., unanimously approved.

Respectfully submitted by,
Nanette Flores