

BERKSHIRE COMMUNITY COLLEGE  
PITTSFIELD, MASSACHUSETTS

MINUTES OF TRUSTEES MEETING  
November 29, 2016

1. CONVENING

A meeting of the Board of Trustees of Berkshire Community College was held on Tuesday, November 29, 2016, in the General Bartlett Room of the Susan B. Anthony Building. Chair Rodowicz called the meeting to order at 4:30 pm.

PRESENT: Chair Rodowicz; Trustees Rodowicz, Gagne, Dindia, Wilkold, Lawrence

[REDACTED]

McCormick and Mirante

ABSENT: Trustees Caccaviello and Supranowicz

ALSO PRESENT: From BCC's Executive Council: President Kennedy; Vice Presidents Cote, Delaney, Law, Mulholland, and Smith; Deans Klepetar and Wallace;

Cote asked that all trustees in attendance sign the acknowledgment statement and return them to her at the end of the meeting.

c. EAB Presentation

Adam Klepetar, Dean of Enrollment Management & Student Success, gave a brief report on student success initiatives. Klepetar spoke about the newly purchased EAB software and how

[REDACTED]

happy he was with this choice.

Enrollment is problematic, with some of the battles being:

- Declining numbers of high school graduates
- Declining regional population

[REDACTED]

The elevator speech developed:

"We joined the SSC because we want to empower students in decision-making, educate the

[REDACTED]

The process included:

- 1. ~~Secret shopping~~
- Technology audit
- Communications audit
- Process mapping
- Cohort identification
- SIS extraction and implementation
  - Registration build
  - Metamajor mapping

2. ~~Testing early on~~

e. New Marketing Campaign Presentation

Christina Wynn, Doug Albano, Heidi Weber, Eric Murphy presented DCO's new marketing

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Advantages:

- Affordable & accessible  
A familiar starting point  
Excellent transfer options
- Academic quality
- Strong support

Challenges:

• Berkeley County socioeconomic challenges

- Older age of area residents
- Misconceptions- high school students & the community

Goal:

Create messaging that is:

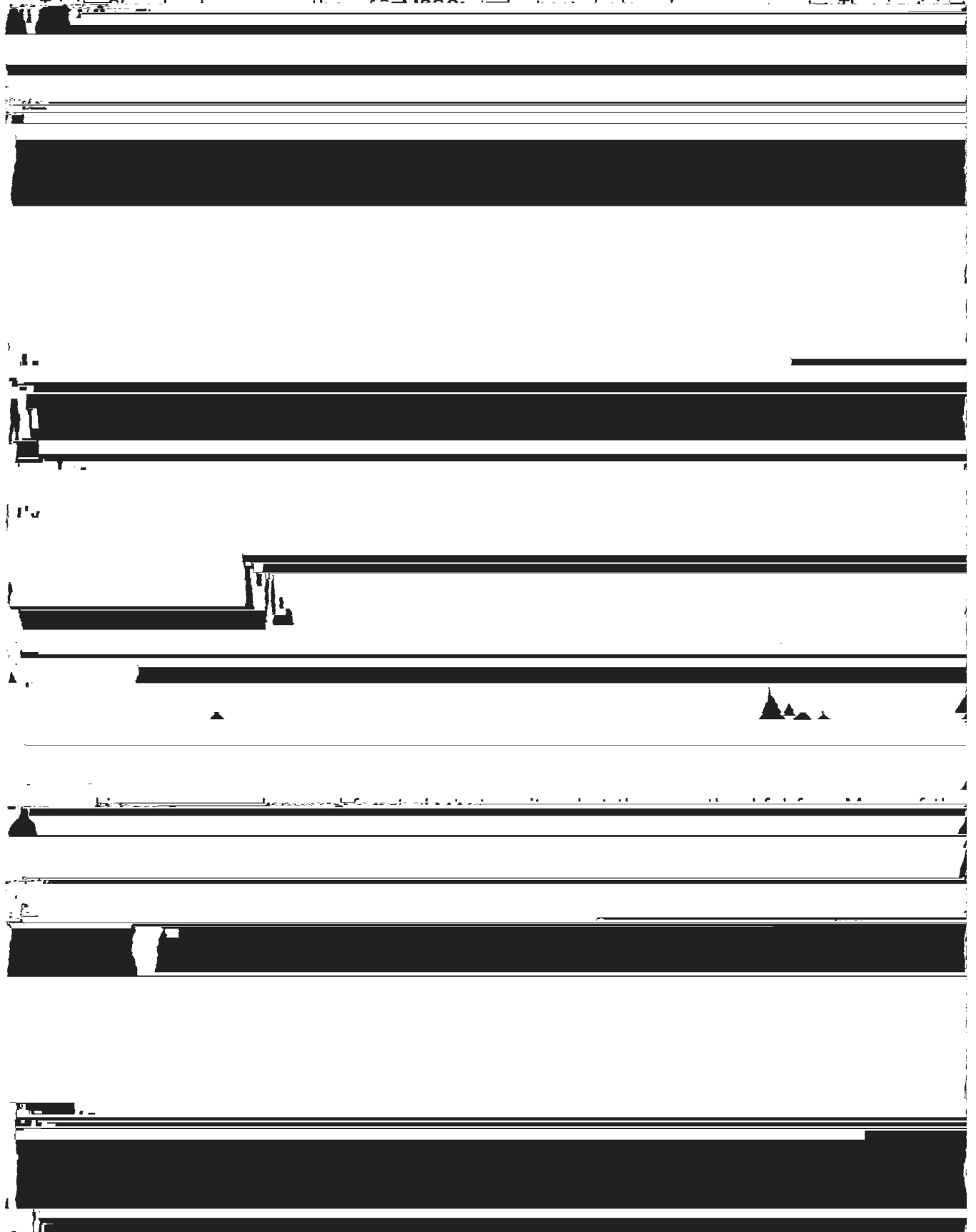
- Applicable to prospective students, current students, parents, alumni, employees, guidance counselors and the community
- Memorable
- Distinctive
- Elicits pride & ownership

#myBCC was the end result! Each person can fill in their own words

My choice

My new start

The Multicultural Student Services Organization (MSSO) Thanksgiving Eve Dinner was held at



The second annual 40 Under Forty celebration will be held at the Crown Plaza on Thursday

[REDACTED]

March 23 from 5 to 7 PM. Tickets will go on sale via the BCC website in mid-January.

Vice President Smith provided an update on the six students who are currently participating in the Mount Everett scholarship program. All are doing well academically. He read comments that he had heard from students when he met with them recently to track progress and share pizza. The theme of these comments was that they all feel challenged, well supported and that some

[REDACTED]

Roz Broch announced that BCC has been awarded the Community Colleges for Environment & Sustainability Grant. BCC is the only Community College in MA to be

[REDACTED]

awarded this grant.

Vice President Bill Mulholland provided the committee with an overview of the Community Education & Workforce Development department.

Berkshire Advanced Manufacturing Technology Training Program, which is funded by

[REDACTED]



Supporting the implementation of initiatives associated with the 2<sup>nd</sup> year of the



8. ADMINISTRATIVE ACTIONS

a. Personnel Actions

Vice President Cote presented the personnel actions, consisting of:

~~Change of Rank to Associate Professor - Gina Foley~~

*Upon a motion duly made and seconded, it was VOTED unanimously to approve the personnel actions for the period September 24, 2016 through November 21, 2016.*

9. OTHER BUSINESS

- a. Old - None.
- b. New - None.
- c. Upcoming Events - President Kennedy reviewed the upcoming events.

10. ADJOURNMENT

The meeting was adjourned at 6:00 pm. The next scheduled meeting will be held on January 24, 2017.

DATE: January 6, 2017

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Da e Rodowicz, Board Chair