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approved with warning by the Massachusetts Board of I in July. Two meetings were held with students to let taken and to assure them that the college was working	them know what steps were being
Make lacking and that the program would accessfully	
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Our Environment

- Declining population
 - o 18-39 yr. old's declining
- Increased competition
 - o For profits are getting more competitive
 - 4-year schools are beginning to offer what only community colleges have taught in the past

Healthy job market for skilled employees

K-12 numbers have had a 22% decrease from 2003 to 2015

Current Situation

Enrollment Comparison

Credit Load

	Fall 2017		Difference
Full-time	558	497	-11%
Part-time	1056	942	-11%
Student Type			
	Fall 2017		Difference
Continuing	800	748	
BCC Post Graduate	29		
Freshman (first-time)	296		-21%
Readmit	217		-24%
Transfer	63		+8%
Non-Degree	209	195	-7%

Ongoing Challenges

- Retention: ability of an institution to retain a student from admission through graduation, often calculated in first fall to second fall
- Stopout: a student who temporarily withdraws from an institution or system
- Withdrawal: departure of a student from a college campus

We need to increased graduation rates

Tactics

- Outreach efforts
 - Numbers from the calling campaigns:
 - Phone calls made during calling campaigns = 800+
 - Targeting 400+ students
 - Talked with student = 25%

Trustee Mirante commented on how much he liked the new radio ad

Trustee Bowen asked if increasing fees may have caused lower enrollment. VP Klepetar said he didn't know. Dean Aylesworth said that the largest new fee was for nursing and there is not a decrease in nursing students. Trustee Crane suggested that there are a lot of jobs so people are working instead of going to school. We need to work with more

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We provide a variety of lifelong learning opportunities

- no grades
- · no tests, and
- no prerequisites
- An annual Distinguished Speakers Series, free for BCC students & staff + Forum Credit
- A variety of special events, daytrips, tours, and more.
- Shared Interest Groups: informal meetups of OLLI members interested in the same topic or activity
- Mentoring for Success: matching OLLI members with BCC students to mentor them for personal & professional growth & success
- Grown from 10 to 25 matches in three years.
- Annual Mona Sherman Memorial Lecture
- Free to the community

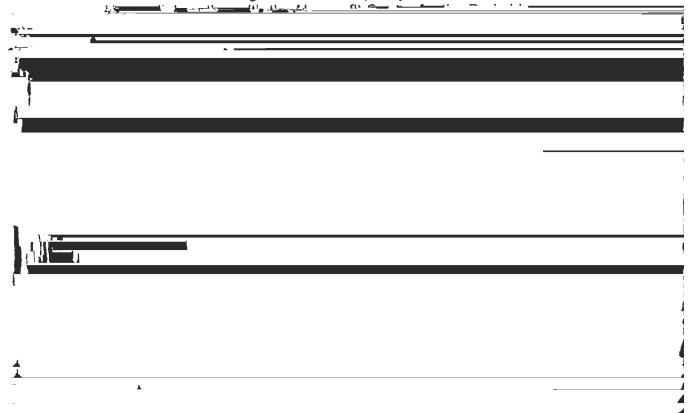
We are self-sustaini

We are getting noticed!

- Stories in the Berkshire Eagle, Berkshire magazine, WAMC, IBerkshires, Berkshire Edge, Pittsfield Gazette and more.
- Strong social media presence: over 2,000 followers on Facebook

What's next?

- New strategic plan
- Increased fundraising to raise our capacity



Trustee Bowen asked where the programming was held. Ms. Whilden answered, mostly in the Pittsfield area but some in North and South counties.

4. STUDENT TRUSTEE REPORT

President Kennedy introduced BCC's new student trustee, Sonia Garcia-Rijos. Sonia attended a swearing-in ceremony in the Governor's Office, in Boston, with Secretary Peyser. Sonia is second in her family to be a BCC student trustee. Prior to Sonia, her sister Gladys was a BCC student trustee. Sonia has been in this country for ten years. This is her second OTHER BUSINESS.