

BERKSHIRE COMMUNITY COLLEGE
PITTSFIELD, MASSACHUSETTS

MINUTES OF TRUSTEES MEETING
December 5, 2017

1. CONVENING

A meeting of the Board of Trustees of Berkshire Community College was held on Tuesday, December 5, 2017, in the Hawthorne/Melville Connector. Trustee Bowen called the meeting to order at 4:36 pm.

PRESENT: Trustees Crane, Bowen, Eade, Gazzillo, Hiltbold, McCormick, Mirante, Zaffanella, and Student Trustee Preston

ABSENT: Chair Rodowicz and Trustee Caccaviello

ALSO PRESENT: From BCC's Executive Council: President Kennedy; Vice Presidents Cote,

[REDACTED]

POSITIONING BCC

- Best first option for high school students
Best educational institution for current BCC students
- Lifelong partner in education (noncredit, OLLI)
- Resource of choice for regional businesses — training, economic and regional partner
- Recognized by alumni and philanthropic-minded community members

WHAT DID WE LEARN?

Current students

80% were satisfied, even more satisfied with the education they receive at BCC

[REDACTED]

Former students

80% were satisfied with the BCC education they received

[REDACTED]

High School Students

Changes to the Marketing Campaign

- New "Semester Schedule"
- Removal of Eagle Print banner ads (\$15k per year for Tuesday banner)
- YouTube advertising (7,000+ views on MyBCC commercial)
- Wish List:
 - Pandora /Spotify Advertising
 - Google Ad Services
 - Build Eagle brand awareness on/off campus

- No prerequisites
- BUS-designation
- As for Fall 2017, a total of 87 students have enrolled

Current Programming

Spring 2017 – New Proposal Including:

- Expanded BUS 139 offerings to include off-campus sites
- Cross-listed as BCC 139
- Non-credit workshops
- Debt forgiveness programming

Fall 2017 – Funded through Fall 2018

Total Funding \$163,526

- Continuing BUS/BCC 139 also including South County Center and McCann High School in Spring
- Debt Forgiveness program

A Student's Perspective - Libby Boissy

- I created an accurate account of my current resources
I laid out my short-term and long-term SMART goals
- I learned what long-term financial tools are available and how they can help me achieve my goals
- I planned out a realistic 15 year budget

d. One Stop Capital Strategic Plan Proposal

Adam Klepetar and Dave Moran gave a presentation on the proposed One Stop Student Success Center.

President Kennedy began the presentation with the following points.

- Began conception One Stop Student Success Center in 2015
- Located in Field Administration Center, existing building
- The One Stop will:
 - Increase student engagement, retention, and completion rates
 - Impact all degree and certificate programs at BCC
 - Become a student-facing space – welcoming environment with all key onboarding offices located in one central place
 - Create opportunities for office efficiencies
 - Provide collaborative workspaces for community based partnerships

Our Vision

To create a comfortable and inviting central location where students and community partners can have all of their college service needs met efficiently in one place.

Adam Klepetar spoke about the current student traffic, congestion, and confusion making this a “High Priority” project for BCC, touching on the following topics.

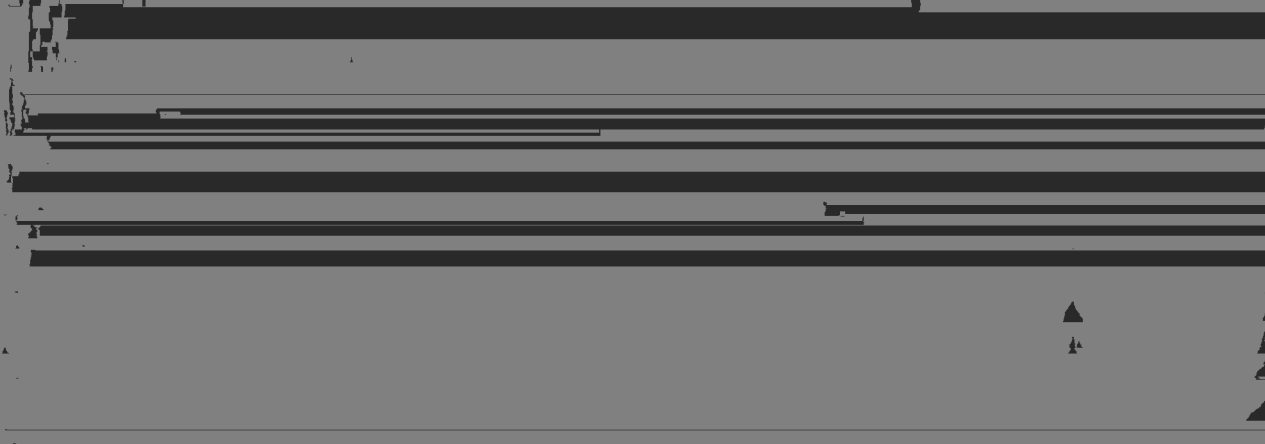
- Tied to Title III Strengthening Institutions grant objectives and BCC’s Strategic Plan
- Disjointed onboarding processes
- Students bouncing from office to office

- Lack of privacy for students and staff
- Traffic bottlenecks in hallway

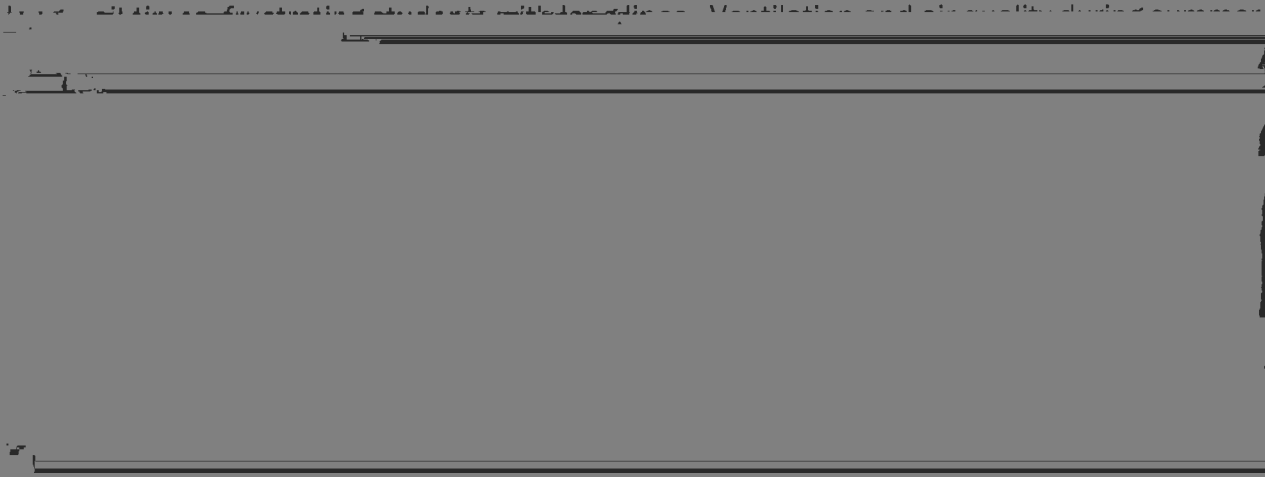
Limited office space available for staff and financial aid staff



Vice President Klepetar explained that students spend too much time waiting between steps in the process. A 2016 Secret Shopping experience by the EAP revealed a 125 minute total



wait to complete enrollments steps. Student privacy is limited. Conversations regarding billing, aid, grades etc. often happen in hallways with little privacy. Hallway congestion creates



The new design does not preserve the footprint of the building. This equates to

[REDACTED]

significant cost savings

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

in funding to purchase an Anatomage table for BCC. The table is essentially a virtual cadaver to

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Upon a motion duly made and seconded, it was VOTED unanimously to approve the personnel actions for the period September 26, 2017 through November 28, 2017.

b. Conflict of Interest Law, Ethics Commission Advisory, Trustee Statement of Commitment

Deb Cote briefly reviewed the conflict of interest law and the ethics commission advisory. Trustees were asked to sign an acknowledgement of receipt for the Conflict of Interest Law.

9. OTHER BUSINESS

a. Old - None.

1. ~~Mr. President Kennedy suggested a Board retreat for the January 2018 meeting. The Board~~

agreed. The President asked trustees to sign the Trustee Statement of Commitment and Responsibilities given to them at the meeting and pass along to Kim Brookman at the end of the meeting.

10. ADJOURNMENT

The meeting was adjourned at 6:23 pm. The next scheduled meeting will be held on January 23, 2018.

