

Massasoit Community College  
Regularly Scheduled Meeting of the Board of Trustees  
Friday, July 13, 2018  
1:00 P.M.  
Residence Inn by Marriott  
180 Forbes Road, Braintree, MA

Attendees: Robert Harnais, Thomas Carroll, Ann M. Sullivan, Valerie Sullivan, Bonnie Blackler, Eshita Chakrabarti

Call to Order

The meeting was called to order at 1:25pm

Chairperson's Report

Deferred.

President's Report

Interim President Mitchell provided updates on the Commonwealth Honors program reaccreditation, the Supreme Court (Janus) decision and its impact on MCCC and AFSCME unions, funds received for the Capital Skills Grant, the DCAMM capital improvement process, and advised that the State Auditors have received for review the materials regarding the privatization of food services.

Massasoit Community College Alumni Association Report

Trustee Blackler advised that the Alumni Reception was held and 114 new names were collected. Additionally \$958 was collected from the sale of flowers at Commencement. The next Alumni Association meeting will be September 12, 2018.

Massasoit Community College Foundation Report

Trustee A. Sullivan requested a list of names and contact information for the Foundation Board Members. Chair Harnais advised that he has requested from the Foundation President, Kevin Walsh, a report containing the fundraising activity for the past three years.

Consent Agenda

**A motion was made by Trustee V. Sullivan and seconded by Vice Chair Carroll to approve items 1, 2, 3, and 4 on the consent agenda. The motion passed unanimously.**

Update on the Guided Pathways to Success in STEM (GPSTEM) Department of Labor Grant

Vice President McCarthy introduced Kathleen Kirby, Statewide Project Director for GPSTEM, and provided an update on the Guided Pathways to Success in STEM grant. Vice President McCarthy stated that in August 2014, the 15 Massachusetts community colleges were awarded a four-year, \$20 million grant by the U.S. Department of Labor (DOL) for the fourth and final round of federal funding from the Trade Adjustment Assistance Community College and Career Training Grant (TAACCCT). Massasoit Community College is the lead institution for the grant. Our grant personnel wrote the proposal. MCC has oversight of all grant spending, and we are responsible for the successful completion of grant goals and deliverables.

The proposal advanced a comprehensive approach to addressing the training and educational needs of workers and employers with a focus on articulated pathways to careers in high-growth STEM sectors (Science, Technology, Engineering, Mathematics, advanced manufacturing, and healthcare). The \$20 million grant was the highest funded of the 66 awarded in the country by the DOL.

As part of the project, entitled Guided Pathways to Success in STEM (GPSTEM), the colleges adopted strategies from the Complete College America Guided Pathways model to increase student retention and degree completion. The strategies range from intrusive advising, to academic maps, to credit for prior learning.

\$5 million of the \$20 million was used to create technology-enabled solutions that integrate data on careers, employment, and educational programs that can inform prospective students' educational and career decisions.

All activities at the individual colleges ended in March, and the technology-enabled solutions are on schedule for completion by the September deadlines.

Presentation and recommendation that the Board of Trustees approve the purchase and installation of the TV studio camera equipment on the Brockton Campus from two state- approved vendors, Ockers Company and B&H Photo, not to exceed \$98,276.12.

Interim Vice President Marcella advised that the funding for the TV studio equipment was provided by the City of Brockton as the administrator of the Cable Access funds from Comcast. This is part of the TV Studio remodeling project which crosses two fiscal years (FY2019 and FY2020) with the completion in the Summer of 2019 (FY2020). The immediate need is for the camera equipment for the Fall 2018 (FY2019) semester.

**A motion was made by Trustee V. Sullivan and seconded by Vice Chair Carroll to approve the purchase and installation of the TV studio camera equipment on the Brockton Campus from two state-approved vendors, Ockers Company and B&H Photo, not to exceed \$98, 276.12. The motion passed unanimously.**

Presentation and recommendation that the Board of Trustees approve an expenditure in an amount not to exceed \$200,000 with the higher-education enrollment marketing firm Carnegie Dartlet of Westford, MA to provide and manage integrated marketing and media buying services for the College by James Lynch, Director of Marketing.

Director Lynch explained that Carnegie Dartlet will assist in the management and execution of the College's integrated marketing plan which will include, but not be limited to, broadcast advertising, targeted digital marketing, paid search, social media marketing, outdoor and transit advertising, and search engine optimization (SEO) of the college website. The allocation breakdown allows for consultation, planning, production, media placement, and all costs associated with the marketing methods employed.

All integrated marketing services will be governed by a contract that shall begin in July 2018 and extend through June 30, 2019 and will be renewable for two one-year periods. Specific campaigns shall consist of fall semester, spring semester (including winter session), summer semester, two open houses or their equivalent, and additional credit and non-credit program related campaigns as necessary. The contract will be reviewed annually, and based on measurable results, the quality of specified deliverables, and effective use of the prescribed budget, a decision will be made to continue or terminate the contract.

Discussion followed regarding the request for proposal (RFP) development process. The Trustees requested a copy of the Request for Proposal for Carnegie Dartlet and agreed that they would like to review large RFPs prior to submittal moving forward.

**A motion was made by Trustee A. Sullivan and seconded by Trustee Chakrabarti to approve an expenditure in an amount not to exceed \$200,000 with the higher-education enrollment marketing firm, Carnegie Dartlet, of Westford MA to provide and manage integrated marketing and media buying services for the College. The motion passed unanimously.**

Presentation and recommendation that the Board of Trustees approve the termination of the Collaboration Agreement with Higher Education Partners LLC (HEP) entered into on December 27, 2012. Massasoit Community College agrees to pay \$400,000 that represents the reduced net present value of the projected service fee paid under the original agreement.

Interim President Mitchell advised that this proposal was discussed with the Audit and Finance Committee. Vice Chair Carroll said that this is a solid proposal and recommended that the Trustees approve the termination of the lease. Interim Vice President Marcella advised that the collaboration agreement in place with HEP started in December 2012 and was subject to end June 30, 2023. This was initiated to facilitate the equipment and startup of the Massasoit Middleborough

Instructional site. This expansion included the Emergency Medical Service Suite, labs and classroom spaces. HEP holds the lease and functions as the management of the facility and equipment. Massasoit conducts classes and administers the operational services. Currently, we reimburse the lease costs and operating costs and in addition we pay a service fee of 15% of collected tuition and fees and 4.5% for online courses in the service area. At this time it is mutually beneficial to end the collaboration agreement.

**A motion was made by Vice Chair Carroll and seconded by Trustee Blackler to approve the termination of the Collaboration Agreement with Higher Education Partners LLC (HEP) entered into on December 27, 2012 and Massasoit Community College agrees to pay \$400,000 that represents the reduced net present value of the projected service fee paid under the original agreement. The motion passed unanimously.**

**A motion was made by Trustee Chakrabarti and seconded by Vice Chair Carroll to adjourn the meeting. The motion passed unanimously.**

Prepared by:



Lydia Camara  
Interim Executive Assistant to the President



Ann Sullivan  
Secretary, Board of Trustees