

Regularly Scheduled Meeting of the Board of Trustees
Wednesday, August 9, 2017
6:00 p.m. in the Louison Board Room, Brockton Campus

Attendees: Bonnie Blackler, Crystal Camp Thomas Carroll, Eshita Chakrabarti, Deborah Enos, Pamerson Ifill, David Offutt, Ann Sullivan, Valerie Sullivan

Absent: Anthony Simonelli

Call to order

Chair Ifill called the meeting to order at 6:00 p.m. Chair Ifill stated that because there were more attendees than capacity of the room could accommodate, the AFSCME presentation would be moved to the first item on the agenda and the meeting would be moved to the Upper Student Lounge. The AFSCME representatives agreed and the meeting resumed in the Upper Student Lounge.

Presentation of the possible privatization of the services provided by the members of the AFSCME Local 1067 members by Sheila Kearns, Parliamentarian, AFSCME Local 1067 and Kevin Hanley, President AFSCME Local 1067.

President Hanley addressed the Board and all present. He thanked Plymouth County Labor Guild, AFLCIO representatives, everyone in the audience who came to show support for the Local. President Hanley explained that there are dangers to privatization including hidden costs and a lesser skilled workforce, which can lead to a drop in quality of services provided. Parliamentarian Kearns also addressed the Board and echoed the concerns addressed by President Hanley. She expressed concern on behalf of the membership of why management has received salary increases while at the same time they (management) is are considering privatization.

Chair Ifill said that as a Board, the quality of education and services we deliver to our students is the paramount concern. The Board is not interested in balancing the budget on one particular group of employees. He said that exploring the opportunity to privatize does not necessarily mean that will be the end result. He stressed that while the Board voted to explore, we appreciate that we are talking about people's lives. Chair Ifill addressed several questions from audience members and concluded by saying that it is important as a Board for us to hear the comments so we can make an informed decision. He thanked the AFSCME members for providing the information to the Board. He then called the meeting back to order in the Louison Board Room.

Chairman's Report

Chair Ifill advised Dr. Wall, this is your last meeting. He said he would like to extend to him the gratitude of the Board for his work in advancing the college.

President's Report

President Wall said that this was his last Board meeting as President. He said that his farewell address is in the latest edition *The Associate*. He said he wishes to express his respect and appreciation to the Board and the college community for the past 16 years. He said that he and the administration continue to work on the budget and added that he's taken a comprehensive look at where we are and confirmed we do have some financial concerns. He added that we need to always maintain and sustain the institution that means so much to so many.

Student Trustee's Report

Trustee Camp said that she is looking forward to getting back to school in a couple of weeks. She said the staff has been really wonderful in helping students with anything they need and she looks forward to serving on the Board.

Approval of the Minutes of the June 21, 2017 Regularly Scheduled Meeting of the Board of Trustees.

A motion was made by Trustee Offutt and seconded by Trustee A. Sullivan to approve the minutes of the June 21, 2017 Regularly Scheduled Meeting of the Board of Trustees. The motion passed unanimously.

Recommendation by Pamerson Ifill, Chair of the Massasoit Community College Board of Trustees, that the Board of Trustees approve the appointment of Trustee Ann Sullivan as the Co-Chair of the Massasoit Community College Presidential Search Committee, consistent with the guidelines and procedures established by the Massachusetts Board of

Higher Education for the Search, Selection, Appointment, and Removal of State University and Community College Presidents. (vote needed)

Chair Ifill said that as he is currently serving in his eleventh year of a ten year term, he feels it is prudent to appoint a co-chair to ensure consistency throughout the process. He said that Trustee Sullivan offers a significant level of experience and enthusiasm to the role.

A motion was made by Trustee Lacey and seconded by Trustee V. Sullivan to approve and appoint Trustee Ann Sullivan as the Co-Chair of the Massasoit Community College Presidential Search Committee, consistent with the guidelines and procedures established by the Massachusetts Board of Higher Education for the Search, Selection, Appointment, and Removal of State University and Community College Presidents. The motion passed unanimously.

Recommendation by the executive committee members of the Massasoit Community College Board of Trustees to approve Academic Search, Inc. to provide professional consulting services for the search for the next president of Massasoit Community College, consistent with the guidelines and procedures established by the Massachusetts Board of Higher Education for the Search, Selection, Appointment, and Removal of State University and Community College Presidents and recommendation that the Board of Trustees approve an expenditure in the amount not to exceed \$90,000 with Academic Search, Inc. of Washington, D.C. to provide said consulting services. (vote needed)

Chair Ifill said that as the Board is aware the Executive Committee conducted interviews with four search firms to provide consulting services for the Presidential Search. Dr. Shirley Pippins and Ms. Kate Nolde gave an excellent presentation. Vice Chair Carroll added that they really did their homework which made Academic Search emerge as the clear choice for the search. For nearly 40 years, Academic Search has conducted over 750 searches for presidents and senior administrators in higher education and has a demonstrated record for producing a highly diverse candidate pool.

A motion was made by Trustee Offutt and seconded by Trustee Lacey to approve Academic Search, Inc. to provide professional consulting services for the search for the next president of Massasoit Community College, consistent with the guidelines and procedures established by the Massachusetts Board of Higher Education for the Search, Selection, Appointment, and Removal of State University and Community College Presidents and recommendation that the Board of Trustees approve an expenditure in the amount not to exceed \$90,000 with Academic Search, Inc. of Washington, D.C. to provide said consulting services. The motion passed unanimously.

Presentation of sabbatical leave recommendation for Professor Peter Meggison, presented by Barbara McCarthy, Vice President of Academic Affairs, and recommendation that the Board of Trustees approve the sabbatical leave request for Peter Meggison. (vote needed)

Vice President McCarthy introduced Professor Meggison and advised that his proposal for sabbatical leave is to research and develop a new degree in Management Information Systems (MIS), Associate in Science. Currently our curriculum has two Applied Associate of Science degrees. One prepares students to become programmers; the other prepares students to become technical support for users in a variety of settings. The new program will prepare students for transfer to four-year programs in MIS. This will serve a new constituency of students. Such programs require coursework in business and finance. The new program will be a collaboration between the Business Administration and Computer Technology departments. Additionally, Dr. Meggison will research and develop an individual course in computer coding for non-computer science majors. Nationally, we are increasingly seeing an expectation that all students be exposed to the basics of coding as early as grade school. This course will allow MCC students to be ahead of the curve in this area. Dr. Meggison has the background, experience, and proven past success to complete this exciting and important project. Vice President McCarthy highly recommends Professor Meggison for sabbatical leave.

A motion was made by Trustee Sullivan and seconded by Trustee Enos to approve sabbatical leave request for Professor Peter Meggison. The motion passed unanimously.

Recommendation that the Board of Trustees approve an expenditure in the amount not to exceed \$70,000 with Triad Advertising Companies of Canton, MA to provide broadcast and digital advertising and media buying services for the fall 2017 enrollment cycle, including the period of time leading up to the beginning of the spring 2018 enrollment cycle, presented by Laurie Maker, Executive Director of College Communications. (vote needed)

Executive Director Maker said that Triad will manage the purchase and placement of the College's advertising through the following channels: broadcast television; online music streaming services; and internet-based digital and direct marketing. Ongoing digital campaigns consisting of Google AdWords and paid search, targeted prospecting/retargeting,

and online marketing for the fall open house will also be managed by Triad under this expenditure. The total FY18 budget with Triad is projected to be \$185,000. These services are governed by contract which has been renewed for FY18 and will extend through June 30, 2018. We are currently planning an RFP for FY19. Renewal of the contract was based on timely delivery of materials, measurable results, and cost.

A motion was made by Trustee Chakrabarti and seconded by Trustee Lacey to approve an expenditure in the amount not to exceed \$70,000 with Triad Advertising Companies of Canton, MA to provide broadcast and digital advertising and media buying services for the fall 2017 enrollment cycle, including the period of time leading up to the beginning of the spring 2018 enrollment cycle. The motion passed unanimously.

Presentation and proposal for consideration of a Massasoit Community college Emeritus/a program by President Charles Wall.

President Wall said in the interest of time that the he would like to forgo the conversation and leave the decision to the next administration.

Presentation and recommendation of an expenditure not to exceed \$854,724 for the construction of 2,600 square feet of classroom and laboratory space for the Engineering Program at the Canton Campus by William Mitchell, Vice President for Administration/CFO and Richard Hadley, Executive Director of Facilities and Capital Planning. (vote needed)

Interim President Elect Mitchell advised that Massasoit Community College was granted permission to offer an Associates of Science Degree for Engineering on October 14, 2014 by the Massachusetts Board of Higher Education. Classes for this program began in the Fall of 2015. Massasoit's Engineering Transfer Program targets soon-to-be and recent high school graduates with an interest in STEM, including students currently enrolled at Brockton High School with whom the program has a dual enrollment arrangement in Advanced Manufacturing/Engineering through the Youth Careers Connect Program. The program also targets the un- and under-employed adult population seeking careers in fields with anticipated vacancies and a higher than average living wage. This investment in Massasoit's Engineering lab will enable the college to increase the number of students who can be served by the program and expand the pipeline of area high school students who pursue an engineering pathway. In addition, the newly equipped lab will provide hands-on learning experiences for students in all four of the program's tracks – chemical, civil, electrical, and mechanical engineering.

Chair Ifill said that the ask is a significant number especially given the current fiscal climate. He asked if this spend was part of is this part of the 5% capital adaptation and renewal requirement form Board of Higher Education. Interim President Elect Mitchell said that it was. Vice President McCarthy added that the engineering program is in line with the state priorities, offers four different tracks and we have solid enrollments in all of them. Trustee Enos requested that going forward it would be helpful to the Board to understand what programs the College chooses to support so they have an appreciation and full understanding of programmatic offerings and associated costs.

A motion was made by Trustee Carroll, and seconded by Trustee Lacey to approve an expenditure not to exceed \$854,724 for the construction of 2,600 square feet of classroom and laboratory space for the Engineering Program at the Canton Campus. The motion passed unanimously.

A motion was made by Trustee Carroll and seconded by Trustee V. Sullivan to adjourn the meeting. The motion passed unanimously.

Prepared by:

Lydia Camara
Staff Associate, President's Office

Anthony Simonelli
Secretary, Board of Trustees