

Highland Community College
Board Retreat
June 7, 2017
Highland Community College Student/Conference Center
Room H-206
Freeport, Illinois

CALL TO ORDER/ROLL CALL

Mr. Doug Block, Board Chairperson, called the meeting to order at 8:35 a.m.

Members Present: Mrs. Diane Gallagher, Mr. David Shockey, Mr. Doug Block, Mr. Jim Endress, Dr. Steve Jennings, Mr. Blake Musser, Ms. Pennie Groezinger, and Ms. Abby Endress

Members Absent: None

Guests Present: Mr. Tim Zollinger, Attorney, Ward, Murray, Pace & Johnson (arrived 10:11 a.m.; departed 11:26 a.m.)

Also Present: Mr. Tim Hood, President (departed 10:20 a.m.; returned 11:26 a.m.); Ms. Chris Kuberski, Executive Vice President (departed 10:20 a.m.); Ms. Jill Janssen, Vice President, Administrative Services (departed 10:20 a.m.); Ms. Liz Gerber, Vice President, Student Development & Support Services (departed 10:20 a.m.); Mr. Pete Willging, Director, Marketing & Community Relations (departed 10:03 a.m.); and, Ms. Terri Grimes, Board Secretary

PUBLIC COMMENTS

There were no public comments.

OPENING REMARKS

Mr. Block reported that Attorney Tim Zollinger would be joining the meeting later. Mr. Hood announced that summer enrollments are up more than previous years, with Nursing enrollments up 70 percent from last year. Dr. Brendan Dutmer, Associate Dean of Natural Science and Mathematics, worked with Natural Science faculty on a reformulated schedule for students, which is beneficial. There is great promise of new transfer agreements with Western Illinois University and other four-year institutions.

ADMINISTRATIVE UPDATES

Strategic Planning (Handout #1)

Ms. Gerber reported that Cabinet has been working on taking each item in the strategic plan and documenting its current status. A Cabinet meeting is scheduled for tomorrow to finalize the information. The project charter document has been revised to be more in keeping with things the College would like to focus on now, and a computer data base has been created to track progress.

The strategic plan will be submitted to trustees for approval and, at a minimum, updates and analysis should be on every retreat agenda for discussion.

Higher Learning Commission

Ms. Kuberski reported that the College received the initial HLC report and is in the process of verifying facts and inaccuracies, which will extend the time frame for the final report. The report is not final until the Higher Learning Commission board acts on it.

Website

Mr. Hood reported that one objective in the strategic plan is to revamp the website and bring it into the "modern era." Mr. Pete Willging reported that the website underwent a redesign in 2013 and is due for another redesign in FY18. The website is not hosted nor developed on campus. The College uses a third-party vendor, Nadi Creative Branding, for development, and Gemini Computer Systems in Rockford for hosting. Nadi has been used since 2003 or 2004. The website functionality is built by Nadi, while approximately 12 College staff update the various web pages using Adobe Contribute and administrative panels. The home page has been transformed from a mostly static marketing focus to a more news-related orientation. There has been an increase in the number and frequency of stories on the home banner scroll, and the turnover of the banner has been increased by 30 percent in the past year. Updates have also been made to high traffic pages. A six-month search engine optimization (SEO) program was conducted through the web developer to improve the site's performance in organic search results, and Salesforce CRM forms have been embedded on the website. The College has a new service level agreement with a recovery time objective of six hours to complete restoration of the website in case it goes down. The system was tested recently and Mr. Willging had a backup of the website within 90 minutes.

A survey was conducted in 2012 through the website, Facebook, and Twitter, and 87 percent of those responding were very satisfied or somewhat satisfied with the website, although Mr. Willging noted that many of the respondents were internal. He is looking to move to a responsive site with the website redesign without the need for a mobile site. The redesign will include improved navigation and content optimization, and Mr. Willging will use the strategic plan to guide the redevelopment. Input from the College's Web Advisory Committee will also be used in the redesign, and Mr. Willging also plans to use student focus groups. Mr. Hood requested that Ms. Endress help get students involved in the redesign. Ms. Endress noted that some students who do not go here full-time have problems with the website, and there are also issues with ROAR and having to go back out of the site after searching for classes. Mr. Block noted that a candidate for the Foundation Executive Director position reported that sometimes finding what he was looking for on the website was difficult, such as the Foundation and Alumni Association pages.

A request for quotation (RFQ) process will be used to determine the website developer, and the Web Advisory Committee will review the quotes. Mr. Musser requested that Mr. Willging include GrahamSpencer on the list of potential vendors who should receive information on the RFQ. Mr. Willging hopes that the contract will be awarded by July 20, with the site developed and tested for launch during the Fall 2017 semester.

MAIN MOTIONS (ACTION)

A. Appointment: Agriculture Instructor

Mrs. Gallagher moved and Mr. Musser seconded the motion to approve the appointment of Ms. Monica Pierce as full-time Agriculture Instructor in the Business and Technology division beginning August 10, 2017, at a FY16 salary of \$60,963 (MS+0, 5 years' experience), plus appropriate fringe benefits. Since the FY18 faculty union contract has not yet been negotiated, this salary is based on the FY16 salary schedule. This is a full-time faculty position and is within the FY18 budget through a generous donation received by the Foundation. The roll call on the motion was as follows:

AYES: Shockey, Block, J. Endress, Jennings, Musser, Groezinger,
Gallagher, A. Endress
NAYS: None

Whereupon the Chairperson declared the motion carried.

B. Appointment: Speech Communication Instructor

Dr. Jennings moved and Mr. Shockey seconded the motion to approve the appointment of Mr. William Lucio as full-time Speech Communication Instructor in the Humanities, Social Sciences, and Fine Arts division beginning August 10, 2017, at a FY16 salary of \$54,228 (MS+0, 2 years' experience), plus appropriate fringe benefits. Since the FY18 faculty union contract has not yet been negotiated, this salary is based on the FY16 salary schedule. This is a full-time faculty position and is within the FY18 budget. The roll call on the motion was as follows:

AYES: Block, J. Endress, Jennings, Musser, Groezinger, Gallagher,
Shockey, A. Endress
NAYS: None

Whereupon the Chairperson declared the motion carried.

C. Property and Liability Insurance Renewal

Mr. Endress moved and Mr. Musser seconded the motion to authorize President Tim Hood to accept the proposal from the Illinois Counties Risk Management Trust (ICRMT) for an insurance program as follows: Property, Auto, General Liability, Educator's Legal Liability, and Umbrella at an annual premium not to exceed \$140,839. The roll call on the motion was as follows:

AYES: J. Endress, Jennings, Musser, Groezinger, Gallagher, Shockey,
Block, A. Endress
NAYS: None

Whereupon the Chairperson declared the motion carried.

D. Intercollegiate Athletic Insurance

Mr. Endress moved and Mr. Musser seconded the motion to authorize President Tim Hood to accept the proposal from First Agency for an insurance program as follows: intercollegiate accident and intercollegiate catastrophic at an annual premium not to exceed \$47,128. The roll call on the motion was as follows:

AYES: Jennings, Musser, Groezinger, Gallagher, Shockey, Block,
J. Endress, A. Endress
NAYS: None

Whereupon the Chairperson declared the motion carried.

BOARD UPDATES

Digital Signs at College Entrances

Mr. Hood reported that he respected the request to have the digital signs back on the agenda, but his position has not changed. He does not feel that the money from the bonds should be invested in signs within the next fiscal year because the public perception will be that if the College has money for the signs, there is money for other things. Mr. Willging reported that the estimated cost of \$99,495 has increased because of the Board's discussion of adding a third sign by the Barn entrance. This additional sign increased the cost of the project to \$108,000. The YMCA and Columbia College were willing to invest in the project if they were able to have a certain number of messages on the sign. Mr. Shockey noted that this would be a good project for the Foundation to raise funds for and get some sponsorships. Mr. Endress and Ms. Endress talked about the project on their way to the ICCTA and ICCB Student Leadership training in Bloomington and believe the College should find a way to make the project happen. If there is an emergency situation, messages could be on the signs to alert people not to come on campus, and Mr. Endress believes this is a project that should be moved up in priority. He noted that there are plans to extend the bike path to the College so the capabilities of the signs would be very helpful. There is also the potential to do the project without use of the bond funds. Mr. Block noted that a new Foundation Executive Director will be recommended to the Foundation Board for approval tomorrow, and this will open doors for fundraising. Mr. Hood reported that the College would also be doing other promotions with video, etc., and he would like to use some of the bond funds for that in terms of more widespread promotion. The signs will be discussed again at the December Board retreat.

Opportunities for Growth

Mr. Hood reported that there are a lot of goals on the strategic plan but all are connected to at least one opportunity for growth. There will be new energy with the new Foundation Executive Director, and there are so many opportunities for growth. Mr. Hood had a wonderful conversation with the new president of Rock Valley College, Dr. Doug Jensen, and the Executive Director of the Community Foundation of Northern Illinois (CFNIL), Mr. Jon Bates, and the College is in a position to partner with them to roll out a joint program that will create new stackable credential pathways for transfer from high school to college. Rock Valley College has 15 target programs, and CFNIL has money to make this a regional effort, which is a tremendous opportunity. Mr. Block suggested that

perhaps local businesses could also help fund the program. Dr. Jennings suggested that Mr. Hood talk to Dr. Jensen about the UPS delivery service program that Rock Valley has. He also suggested that there be a gatekeeper, such as Ms. Gerber, who could provide a four-minute report during the retreat each quarter to update trustees on where the College is at on new opportunities for growth. Mr. Musser noted that the College must make investments in the website because it is imperative for growth. The College also needs to change the way it promotes itself and use videos, social media, and technology.

Mr. Hood noted that he was pleased to be at the ICCTA meeting where Mr. Endress led the meetings in place of the current ICCTA president, who was unable to be there.

CLOSED SESSION

Mr. Shockey moved and Dr. Jennings seconded the motion to move into Closed Session for the purposes of discussing the appointment, employment, compensation, discipline, performance, or dismissal of specific employees of the public body or legal counsel for the public body, including hearing testimony on a complaint lodged by an employee of the public body to determine its validity; and, collective negotiating matters between the public body and its employees or their representatives, or deliberations concerning salary schedules for one or more classes of employees, pursuant to the Open Meetings Act, and to return to Open Session for possible action. The roll call on the motion was as follows:

AYES: Musser, Groezinger, Gallagher, Shockey, Block, J. Endress, Jennings,
A. Endress
NAYS: None

At 10:04 a.m., the Chairperson declared the motion carried and the meeting in Closed Session.

At 10:20 a.m., the Chairperson declared a recess; the Closed Session resumed at 10:34 a.m.

Mrs. Gallagher moved and Mr. Musser seconded the motion to end the Closed Session. The roll call on the motion was as follows:

AYES: Groezinger, Gallagher, Shockey, Block, J. Endress, Jennings, Musser,
A. Endress
NAYS: None

At 12:24 p.m., the Chairperson declared the motion carried and the Closed Session ended.

ACTION, IF NECESSARY

No action was necessary following the Closed Session.

OLD BUSINESS

September Board Retreat Date

The September retreat will be held on September 13 and will be combined with the September regular Board meeting. Mr. Block asked trustees to plan for a 2:00 p.m. adjournment. The meeting will include a budget work session at 8:30 a.m.

NEW BUSINESS

There was no new business.

ADJOURNMENT

Dr. Jennings moved and Mr. Musser seconded the motion to adjourn the meeting. At 12:26 p.m., there being no further business, the Chairperson declared the motion carried and the meeting adjourned.

Respectfully submitted,



Terri A. Grimes, Board Secretary
Illinois Community College District No. 519