

Highland Community College
Board Retreat
March 6, 2019
Highland Community College Student/Conference Center
Room H-206
Freeport, Illinois

CALL TO ORDER/RLL CALL

Mr. Doug Block, Board Chairperson, called the meeting to order at 8:34 a.m.

Members Present: Mrs. Diane Gallagher, Mr. David Shockey, Mr. Doug Block, Mr. Jim Endress, Dr. Steve Jennings, Mr. Blake Musser, and, Ms. Pennie Groezinger (arrived 8:48 a.m.; departed 12:36 p.m.)

Members Absent: Ms. Erin Schrader

Guests Present: Mr. Jeff Reinke, Executive Director, HCC Foundation (arrived 10:32 a.m.; departed 11:29 a.m.); Mr. Brad Hart, Big Radio (arrived 11:14 a.m.; departed 12:36 p.m.)

Also Present: Mr. Tim Hood, President; Ms. Chris Kuberski, Executive Vice President (departed 8:54 a.m.; returned 10:32 a.m.); Ms. Jill Janssen, Vice President, Administrative Services (departed 8:54 a.m.; returned 10:32 a.m.); Mr. Scott Anderson, Vice President, Business, Technology and Community Programs (departed 8:54 a.m.; returned 10:32 a.m.; departed 12:36 p.m.); Ms. Liz Gerber, Vice President, Student Development & Support Services (departed 8:54 a.m.; returned 10:32 a.m.); Ms. Rose Ferguson, Associate Vice President, Human Resources (arrived 8:54 a.m.; returned 10:32 a.m.); Ms. Leslie Schmidt, Director, Marketing & Community Relations (arrived 8:54 a.m.; returned 10:32 a.m.; departed 12:36 p.m.); and, Ms. Terri Grimes, Board Secretary

PUBLIC COMMENTS

There were no public comments.

OPENING REMARKS

Mr. Hood thanked everyone for all they do, noting that there has been much follow-up discussion and thought since the last meeting. Mr. Block noted that he shared a quote with Mr. Hood: "If something has changed, do not be afraid to revisit your position."

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 against an employee of the public body or against legal counsel for 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: Shockey, Block, Endress, Jennings, Musser, Gallagher
NAYS: None

At 8:39 a.m., the vote being unanimous, the Chairperson declared the motion carried and the meeting in Closed Session.

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

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

At 10:13 a.m., the Chairperson declared the motion carried and the Closed Session ended.

ACTION, IF NECESSARY

No action was necessary following the Closed Session.

ADMINISTRATIVE UPDATES

Branding and Marketing Update (Handout #1)

Ms. Leslie Schmidt provided an update on branding and marketing. She started at Highland in January 2018, and at that time, found an inconsistent use of the Highland logo, as well as no branded look. In April 2018, the redesigned website was launched and a new view book was published. The former graphic design position was also changed to provide more emphasis on social media. A local vendor, M45, was chosen to complete a brand study due to their experience with branding locally. In March 2018, the project began of auditing the existing brand materials and gathering input from stakeholders, including development of an online survey. In April 2018, Ms. Schmidt was asked to have M45 look at Highland's name itself, which made the study take a different turn. Ms. Groezinger expressed her disappointment that trustees did not learn about this until the last month, and Mr. Block stated that a year ago he reported to the Board about the thought of a name change.

A survey link was sent out to students, faculty, staff, trustees, Friends of Fine Arts, Greater Freeport Partnership, high school guidance counselors, the strategic planning focus group, and Leadership Institute graduates. Ms. Groezinger expressed her concern that the survey should have gone to the Board before it went out. Ms. Schmidt reported that 265 community members and 50 students completed the survey, with 30 students participating in one of two focus groups. Ms. Schmidt reported that the process is currently at the next phase, and a decision needs to be made whether to continue to move forward, looking at a potential name change, or to stop where the process is now. There is currently a donor interested specifically in the name change. Mr. Musser expressed concern that when the survey was pushed out, the Board should have been brought into the discussion. He is not sure there is enough information to determine if “community” should be taken out of the College’s name.

Mr. Jeff Reinke, Executive Director of the HCC Foundation, stated that a lot of this ties to the big vision and where to go with the College. The donor wants to see a defined marketing plan and where Highland can be in the near future, and the donor can provide resources to help develop that. He noted that it is imperative that the College and Foundation integrate completely in terms of marketing and vision, and he believes we owe it to the donor to discuss the concept of how the College would use the gift to elevate the brand. Mr. Musser suggested pausing the conversation about taking “community” out of the name and get a marketing plan in place first. The name change would be a lot of money that the College does not have. Mr. Hood reported that it has been suggested that the name change be part of a larger discussion, and the intent was never that he wants the name to change.

Ms. Schmidt reported that the initial results showed that people related to “community” and were in favor of keeping it. Following discussion, it was determined that the branding portion of the project should be completed. If the Board wants to discuss the possibility of a name change, they need to have more information, focus groups, etc. Mr. Hood reported that more than half of the community colleges in Illinois have dropped “community” from their name, and he thinks it might be good to ascertain why they did it, when they did it, etc. Ms. Gerber noted that the goal is to have a stronger and more recognized brand used consistently throughout the College.

Mr. Reinke stressed the importance of thinking future and not where we are now, and we must think outside the box. Mr. Todd Weegens, former HCC Foundation President, reported to Mr. Reinke that where the Foundation wants to go with the campaign and Highland is bigger and must cause people to think differently. There is lots of excitement and opportunities.

Mr. Shockey stated his belief that it does not make a difference to the community. Until the Foundation is giving money to the College like it did when Dr. Ruth Mercedes Smith was president, it is really critical to get working on the important things. We need people to look at what we can do to get students in, and he does not believe we want to drop “community” too fast. Mr. Block stated that branding of the College is the college, the image we portray, and getting community people on board. The counselors in the high schools are not sending students to Highland. We need to get people in the door and need a good marketing plan to do that.

Ms. Gerber noted that Ms. Schmidt and her staff have not been sitting around waiting on the study to move forward. In December, Ms. Schmidt met with Mr. Hood, Ms. Kuberski, and Ms. Gerber to review the work being done, how it fits into the strategic plan, and new ideas for this year. Ms. Kuberski noted that Ms. Schmidt was also given redirection when the focus changed. There is a clear marketing plan that is being kept to, and Ms. Schmidt has been very responsive in trying to give additional attention to areas that are floundering.

Following discussion, it was determined that phase two of the branding study will be completed, as outlined on Handout #1. This will give time to get statistics on the results of dropping “community” and get educated on the benefits of doing so, return on investment, etc.

Budget (Handout #2)

Ms. Janssen provided key pages of the Resource Allocation and Management Plan (RAMP), noting that the document spans four years back, the current year, and three years forward. Revenue and expenses are based on trend information. Revenue is projected to be at \$14.5 and \$15.2 million in the next several years and assumes that unrestricted Foundation funding will remain level with recent years. Upcoming campaign fundraising is assumed to be restricted. Mr. Endress expressed his belief that the Foundation must be challenged to provide 100 percent of the Top Scholars funding. Ms. Janssen reported that salaries and benefits are a huge part of the budget. Trustees discussed what information Ms. Janssen could provide to trustees before the first discussion on tuition in December. It was suggested that perhaps Ms. Janssen could move up completion of the RAMP document. Trustees also asked for additional information on what is projected to cause expenses to increase from 2020 - 2021 and 2021 - 2022 so they can see how they can get their hands around the issue, and Ms. Janssen will send information to trustees on the causes. She also reminded trustees that everyone has the opportunity to submit needs for the RAMP document.

Salary Study Discussion (Handout #3)

Updated benefit information was recently sent to trustees and Ms. Janssen has updated the tables accordingly. Survey data also included the insurance premium split. Trustees will need to determine the implementation option to be used: 1.5 percent, 2.0 percent, or quartile. It was also noted that the changes in minimum wage will compress the wages, and there will also be an effect on the Affordable Care Act affordability calculation. Ms. Janssen reminded trustees that \$160,000 was budgeted for nonunion salary adjustments. One-half of that amount went toward the two percent increase, with the other half remaining. Communication regarding the increases will go out from Mr. Hood or Mr. Block to those affected. Any employee who has performance issues and is set to receive an increase will not get the increase. Mr. Hood requested that trustees send any questions they may have to Ms. Grimes to share with Ms. Janssen. A recommendation regarding implementation of the results of the salary study will be placed on the March regular meeting agenda.

Tuition (Handouts #4)

Ms. Janssen reported that her recommendation of increasing tuition by \$5 has not changed. She met with students at a student forum and there were no questions or comments. The forum was

also streamed on Facebook with no questions or comments. At the forum, she presented the \$5 per credit hour increase. She noted that this is still on the higher end of community college tuition in the state, and the College is the second or third lowest funded. Currently the breakdown of transfer credit hours versus tech credit hours is 60/40. Nursing is considered tech, and Ms. Janssen and others are looking at variable tuition for nursing with a three-year rollout.

MAIN MOTION (ACTION)

A. Tuition

Mr. Shockey moved and Mrs. Gallagher seconded the motion to consider for second reading an increase in the in-district tuition rate from \$141.00 per credit hour to \$146.00 per credit hour effective Fall semester of 2019. In addition, it is recommended that the Board of Trustees considers for the second reading an increase in the senior citizen rate from \$106.00 to \$111.00 per credit hour effective Fall semester 2019. The formulas for figuring out-of-district and out-of-state tuition remain unchanged. These rates will be calculated after Fall 2019 tuition rates at community colleges contiguous to Highland have been determined. The roll call on the motion was as follows:

AYES: Endress, Jennings, Musser, Gallagher, Shockey, Block
NAYS: Groezinger

The vote being six ayes and one nay, the Chairperson declared the motion carried.

ADMINISTRATIVE UPDATES (Continued)

Higher Learning Commission Visit (Handout #5)

Ms. Kuberski reviewed the highlights of the Focused Report, noting that sessions will be held on campus on March 25 and 26 so faculty and staff may hear the highlights and ask questions. A question and answer session will be held the week before the visit to review the updated data. All programs now have outcomes. All five institutional outcomes have been assessed two cycles. Written and oral communication are ahead of the curve. Faculty are actively invested in assessment. The Gen. Ed. Assessment committee continues to meet, and there is one assessment mentor per division. Retention, completion, and persistence targets have been set, as well as recruitment. A "celebration of accomplishments" will be scheduled, possibly on May 8.

Strategic Planning

Ms. Gerber encouraged trustees to look at the third section of the strategic plan regarding marketing.

Linking Talent with Opportunity (Handout #6)

Mr. Anderson distributed a template of a memorandum of understanding for high schools as part of the Linking Talent with Opportunity grant. He asked trustees to review the template and let him know if there are any questions or concerns.

At 12:36 p.m., the Chairperson declared a recess. The meeting resumed at 12:51 p.m.

BOARD UPDATES

ICCTA Update

Mr. Endress provided trustees with an overview of the proposed ICCTA bylaw changes. He noted that if trustees have no objections, he will vote in favor of all changes. He also reported that there is a bill going through the legislative system on property tax freezes, and Ms. Janssen has contacted Representatives Tony McCombie and Andrew Chesney regarding the bill.

When the Board reorganizes in April, an ICCTA alternate representative will need to be appointed.

The ICCTA Northwest Region meeting will be held on April 3 at Illinois Valley Community College in Oglesby.

Abbreviations (Handout #7)

Dr. Jennings asked that trustees review the list of common abbreviations and provide him with definitions for each of the ones listed.

OLD BUSINESS

HLC Focused Visit (Handout #8)

In preparation for the upcoming HLC visit, Ms. Kuberski distributed a list of professional development that has taken place. She noted that it is helpful to see the time and resources that the College has committed to HLC.

NEW BUSINESS

There was no new business.

ADJOURNMENT

Mr. Endress moved and Mr. Shockey seconded the motion to adjourn the meeting. At 1:09 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