

SPECIAL MEETING
BOARD OF ILLINOIS COMMUNITY COLLEGE DISTRICT NO. 519
Counties of Stephenson, Ogle, Jo Daviess and Carroll

CALL TO ORDER/ROLL CALL

A special meeting of the Board of Illinois Community College District No. 519 was called to order by Mr. Jim Endress, Chairperson, at 2:33 p.m. on February 25, 2020, in the Robert J. Rimington Board Room (room H-228) in the Highland Community College Student/Conference Center, 2998 West Pearl City Road, Freeport, Illinois in said district.

The following members were present: Mr. Doug Block, Mr. Jim Endress, Dr. Jennings

The following members were absent: Mr. David Shockey, Mr. Blake Musser, Ms. Pennie Groezinger, Mr. Shawn Boldt, and Ms. Payton DeMichele

Guests present: Ms. Becky Morehouse, Senior Vice President, Stamats

Also present: Mr. Tim Hood, President (arrived 2:58 p.m.); Ms. Chris Kuberski, Executive Vice President; Ms. Jill Janssen, Vice President, Administrative Services; Mr. Scott Anderson, Vice President, Business, Technology and Community Programs; Ms. Liz Gerber, Vice President, Student Development and Support Services; Ms. Leslie Schmidt, Director, Marketing & Community Relations; Mr. Steve Mihina, Faculty (arrived 2:45 p.m.); and, Ms. Terri Grimes, Board Secretary

PUBLIC COMMENTS

There were no public comments.

GENERAL DISCUSSION OF STAMATS BRANDING RESEARCH

Ms. Becky Morehouse of Stamats provided an overview of the branding research that was funded by a \$100,000 gift from a Foundation donor. She reviewed the process that was used in researching the College, including reviewing data, outreach materials, research and planning documents; developing discovery questions; spending one and one-half days on campus; completing a competitor (comparator) scan; and, online bulletin board focus groups. Ms. Morehouse noted that key takeaways include that students are pragmatic, and they value faculty quality and accessibility, and the support they receive at Highland. The next phase of the project is academic program assessment, which will include a look at possible new programs. A special Board meeting will be held on March 31, 2020, to provide trustees with an overview of the work that has been completed on that phase of the project.

OLD BUSINESS

There was no old business.

NEW BUSINESS

There was no new business.

ADJOURNMENT

Mr. Block moved and Dr. Jennings seconded the motion to adjourn the special meeting. At 3:22 p.m., there being no further business, the Chairperson declared the motion carried and the special meeting adjourned.

Respectfully submitted,



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