

**AGENDA ITEM #XIV-C-1
SEPTEMBER 26, 2023
HIGHLAND COMMUNITY COLLEGE BOARD**

**APPOINTMENT
COSMETOLOGY INSTRUCTOR**

RECOMMENDATION OF THE PRESIDENT: That the Board of Trustees approves the appointment of Ms. Tasha Marini as a full-time, tenure track Cosmetology Instructor in the Business and Technology division, beginning October 2, 2023, at an FY24 salary of \$63,108 (based on VOC + 0, with 8 years' experience), pro-rated based on the appointment date, plus appropriate fringe benefits. This is a full-time faculty position and is within the FY24 budget.

BACKGROUND: Ms. Marini has served as a part-time Cosmetology Instructor at Highland Community College since 2022. In this role, Ms. Marini has shared her 15 years of experience with Highland's aspiring Cosmetology students and provided them with the tools and knowledge they needed to develop their own unique set of skills. During her time at Highland, she has been responsible for teaching a mass arrangement of classes involving the subjects of cutting, coloring, hair styling, and techniques and services related to skin care and nails.

Ms. Marini earned her Cosmetology Certificate and her Cosmetology Instructor Certificate from Highland.

Ms. Marini's experience in guiding, motivating, and helping students develop a unique set of skills and individual brand, will make her an outstanding choice for the position.

BOARD ACTION: _____

**AGENDA ITEM #XIV-C-2
SEPTEMBER 26, 2023
HIGHLAND COMMUNITY COLLEGE BOARD**

**REVISED JOB DESCRIPTION
STUDENT INFORMATION SPECIALIST**

RECOMMENDATION OF THE PRESIDENT: That the Board of Trustees approves the attached revised job description for the Student Information Specialist. This is a full-time, non-exempt classified position and is included in the FY24 budget.

BACKGROUND: With one of the incumbents in the position transferring to another role, the job description was reviewed prior to posting. The job description has been revised to update the position responsibilities and required certifications.

BOARD ACTION: _____

Highland Community College Position Description

CORE VALUES AND EMPLOYEE CHARACTERISTICS: Highland Community College has adopted a set of Core Values and Employee Characteristics that it believes each employee must model in order for the College to provide a supportive and productive working and learning environment. These Core Values are Integrity, Compassion and Respect. The Employee Characteristics are Commitment, Interpersonal Skills, Lifelong Learner and Sound Judgment.

TITLE: Student Information Specialist*

GENERAL STATEMENT OF RESPONSIBILITIES: To guide students and prospective students through the enrollment process, handling inquiries, referring to appropriate services, and consistently providing accurate information and excellent customer service.

PRINCIPAL DUTIES: (essential functions)

- Communicates verbally and in writing with students and prospective students regarding the enrollment process; appropriately communicates to specialists in Financial Aid, Advising, Student Success Center, Career Services and other College departments as appropriate. Proactively responds and follows-up on student inquiries.
- Performs data entry and retrieval, verifies accuracy of input, maintains student records and generates reports.
- Processes and tracks status ~~in-of~~ communications ~~and management of student and with~~ prospective students ~~uses~~ using Ellucian CRM Recruit, communicates appropriately to students and utilizing ~~utilizes~~ judgment ~~skills~~ and decision-making skills to manage each case appropriately.
- Coordinates services and student needs with advisors, specialists, Career Services and other College departments as necessary.
- May serve as the Designated School Official for F1 international students.
- May be responsible for monitoring requested Highland transcripts through the National Student Clearinghouse.
- Will participate in and assist with planning of special events such as Counselors Luncheon, ~~new student orientation~~, Experience Highland days and graduation.
- May be required to lead training for areas of specialization to other Student Information Services Specialists as well as Student Advisors.
- Performs other duties as assigned.

KNOWLEDGE AND SKILLS REQUIRED:

Knowledge of English usage, grammar, spelling, punctuation and vocabulary.

Knowledge of Financial Aid, Admissions & Records and Academic Advising policies and procedures.

Knowledge of basic functions of departments and areas around campus in order to serve as a campus resource.

Knowledge of program offerings.

Knowledge of file and record maintenance.

Knowledge of computer operations and software applications.

Knowledge of customer service techniques.

Knowledge of utilizing data to make informed decisions.

Student Information Specialist
Adopted 7/24/07

Knowledge, understanding and compliance with Federal and state privacy laws related to students.

Skill in responding professionally, effectively and efficiently to customer service requests.
 Skill in interpreting policies and procedures regarding the enrollment process and record keeping.
 Skill in communicating and listening effectively.
 Skill in responding to inquiries and problem solving.
 Ability to prioritize multiple tasks and meet simultaneous deadlines.
 Skill in using attention to detail, follow-through and initiative.
 Skill in operating a computer and software applications.
 Skill in establishing and maintaining effective relationships with a diverse population of students, co-workers and others.

PHYSICAL REQUIREMENTS/ACTIVITIES: The physical requirements of this position are sedentary in nature, exerting up to 10 lbs of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time.

MINIMUM QUALIFICATIONS: Associate's degree and two (2) years of employment in a customer contact position OR an equivalent combination of education with familiarity going through a higher educational enrollment process and work experience that provide the required knowledge and skills. Experience working in higher education enrollment services area preferred.

REQUIRED LICENSE/CERTIFICATION: None The Student Information Specialist serving as the Designated School Official will be required to register in that role with the Student and Exchange Visitor Program (SEVP) within 2 months of hire.

REPORTS TO: Director, Enrollment and Records

APPOINTED BY: President

EMPLOYEE CATEGORY: Classified

FLSA CLASSIFICATION: Non-Exempt

CLASS CODE: 4206

JOB SERIES/FAMILY: Student Support Services Series/Admissions Group

LAST REVISED: 02/19/19-09/26/23 *[Pending Board Approval]

**AGENDA ITEM #XIV-D-1
SEPTEMBER 26, 2023
HIGHLAND COMMUNITY COLLEGE BOARD**

**ACCEPTANCE OF PROPOSAL
BUILDING “S” (SPORTS CENTER/YMCA) ADA CHAIR LIFT
REPLACEMENT PROJECT**

RECOMMENDATION OF THE PRESIDENT: That the Board of Trustees authorizes acceptance of the proposal from Garaventa USA, Inc. of East Peoria, IL of \$49,816.00 for Building “S” (Sports Center/YMCA) ADA Chair Lift replacement using the joint Agency Fund.

BACKGROUND: The ADA chair lift in the Sports building is currently non-functional. We have spent over \$10,000 in the last two years for various repairs to this lift, and the quote to repair this lift is nearly \$13,000. The attached proposal is for the complete replacement of the existing lift, including all mountings and railings. This new lift would allow us a higher weight capacity and avoid continued repairs on the existing, worn out and aging lift for which some parts are becoming obsolete.

The YMCA has explored grant opportunities and other funding options to offset this cost but attempts were unsuccessful. Other vendors for this type of work are virtually non-existent in our region.

This project will be funded by the joint Agency Fund between the College and the YMCA. Adequate funding is available in the Agency Fund for this project. The YMCA Board approved this expenditure from the Agency Fund at their meeting on August 24, 2023.

BOARD ACTION: _____

Quote #: 3462 - 04
 Date: 8/18/2023
 Expiration Date 10/17/2023



Project Name: HCC Sports Building Replacement
 Address: 2998 West Pearl City Road
 Freeport, IL 61032

Quotation/Agreement GSL Artira Inclined Wheelchair Lift

I. Summary:

This Quotation/Agreement represents our offer to supply and install the equipment and scope of work outlined in the following material and equipment descriptions or the complete scope of work described in section N/A of the project plans and specifications. Compliance with plans, specifications and drawings is agreed, with exceptions, if any, as listed in paragraph IX below.

II. Location In Building:

Upgrade existing unit

III. Materials To Be Provided:

One (1) Garaventa Inclined Platform Wheelchair Lift for barrier free access only, according to the following equipment specifications.

Equipment Specification

Capacity	660 Lbs	Paint/Color	Epoxy Powder Paint - Color is Satin Grey
Speed	6 m/min (20 ft/min) Standard	Emergency Lowering Device	Standard
Power Fold Platform with Integral	Standard	Pedestrian Safety Lights on Platform	Standard
Automatic Power Barrier Arms	Standard	Complete Installation/Test/Certification	Standard
Platform Size	800x1220	Warranty	2 Years Parts, 2 Year Labor
"Vandal-Stop" Side Guard	Standard	Preventative Maintenance Plan	2 Years Included (4-Visits)
Under-Platform Sensor	Standard		
Keyed Call Stations	Not Included		
Keyed Platform	Not Included		
Pedestrian Handrail Integrated with LiftTubes	Not Included		
Number of Stops	Two Stop		
BI-directional Ramp Safeties	Standard		
Final Limit Switch	Standard		
Emergency Alarm (sounds at lift only)	Standard		
Drive Box Door Lock	Standard		
Platform Emergency Stop	Standard		

Please see Addendum A for optional items if included in this quotation/agreement.

IV. Labor To Be Provided:

All labor and incidental materials necessary for the delivery, set-up, installation, adjusting, inspecting, testing and delivery to the owner of the complete lift system.

V. Quotation Amount: \$49,816.00

Sales tax exempt. (Must provide tax exempt certificate, physician's letter also required for residential application)

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VI. Terms:

For a description of the schedule of values/payments, please see Addendum A.

Materials which are not accepted upon an attempt to deliver will be stored and scheduled for re-delivery at the owner's expense. Invoices are payable upon presentation. Title to all equipment shall remain with Garaventa USA, Inc. until all invoices are paid in full.

Customer agrees to bear all costs of collection of overdue invoiced amounts, including any agent/attorney's fees incident thereto.

Quoted price includes installation by qualified and licensed technicians during normal working hours as scheduled with the owner in advance. 'Open Shop' labor rules apply.

1. WORK SCHEDULE:

- 1.1 Elevator Contractor shall perform the installation in accordance with a schedule provided by the Customer at the time of signing this contract or in accordance with a schedule mutually agreed upon if provided by the Customer after the signing of this contract. During the progress of the work the Customer will furnish supplemental instructions and site confirmations to Elevator Contractor with reasonable promptness or in accordance with the schedule for such instructions agreed to by the Customer and Elevator Contractor. Elevator Contractor may reasonably adjust any schedule or specified timing during the course of the work after consulting with the Customer.
- 1.2 Work will be completed during regular business hours (Mon-Fri 8 am-5 pm). If after-hour work is required due to site constraints or availabilities, extra charges will apply and must be agreed upon explicitly and will be part of this Contract (as defined hereunder).
- 1.3 Warranty or Planned Maintenance work will only be performed during regular working hours
- 1.4 Delay in delivery: It is intended that the delivery and installation take place within the agreed timeline in this Contract. However, since the product is custom-made, a backlog at the manufacturer's factory among other factors including but not limited to permits, inspections, site conditions and weather, may cause delays in completion of the Project and therefore, Elevator Contractor assumes no responsibility for delays nor for failure to deliver work to Customer on a particular date. Customer hereby waives any rights it may have for such factors that are out of Elevator Contractor's control.
- 1.5 If the installation cannot be completed due to job site delays that are beyond the control of Elevator Contractor, Customer shall be required to pay the full amount of the order within sixty (60) days of the work stoppage.
- 1.6 Permitting: When explicitly part of the Contract, the Elevator Contractor will use its customary and normal efforts to obtain the required state or municipality permit for the elevator company's scope of work but in no way shall be liable for delays or denial of such permits or for the permits required for work by others.

2. CONSTRUCTION BY COMPANY/OWNER:

- 2.1 Elevator Contractor is a non-unionized company and may use a subcontractor to perform portion or the entirety of the work at its sole discretion. Scale/prevaling wages other than if explicitly detailed in the Contract is not included.
- 2.2 When separate subcontracts are awarded for other parts of the project, or when work is performed by the Customers' own forces, the Customer shall afford Elevator Contractor reasonable opportunity to introduce and store their products. Where part of the work is affected by, or depends upon, the work of other subcontractors the Customer will promptly report to Elevator Contractor, in writing and prior to proceeding, any apparent deficiencies in such work.
- 2.3 Elevator Contractor reserves the right to cancel this contract should the physical conditions or application be inappropriate. Elevator Contractor shall not assume any liability for such occurrences. The equipment shall remain the property of Elevator Contractor until this contract is completed and the equipment turned over to the Owner.
- 2.4 A structural engineer or architect must approve location and support structure of the lift for the Project.

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- 2.5 Shaft/hoist way and electrical work will be built "by others" holding the necessary permits and certifications to do the work and will be at Customer's entire costs and under his responsibility
- 2.6 All elevators and lifts equipped with a phone must have an active phone line available prior to the lift being available for turnover. The phone line is to be done by the owner or others. Work will be at Customer's entire costs and under his/her responsibility.
- 2.7 All necessary permits for the Project such as with municipalities or Authority Having Jurisdiction (AHJ) is the sole responsibility of Customer if not explicitly included in this proposal.
- 2.8 Customer or his representative is responsible for securing the hoistway on all levels at all times during the project. The Elevator Contractor will make sure his labor uses best practice to perform work and keep the hoistway safe while on site, however the responsibility remains with the Customer or his representative.
- 2.9 It is the responsibility of the building owner and/or architect to verify that the product specifications for the Project, along with intended use are in accordance with all current state/province and local laws and applicable code requirements.

3. CHANGE ORDERS:

- 3.1 When a change in the work is required as a result of the co-ordination and interface of the work by the Customers' own forces, Elevator Contractor may request an authorized Change Order mutually agreed upon for any increase (if any) to the contract value. When a change in the work is requested by the Customer, Elevator Contractor will request an authorized Change Order for any increase (if any) to the contract value.
- 3.2 This Contract is limited only to the aforementioned items, any extra work related to an unknown site situation will be done at extra cost, subject to Customer's prior approval and signed change order.
- 3.3 Payment of change order shall be invoiced and due upon approval of the change order. All changes to the work or scope of work describe in your configuration on page 3 of this quotation must be agreed to in writing by the Elevator Contractor and Customer in order to be binding and an agreed purchase order or payment adjustment shall be made as applicable.

4. DELAYS:

- 4.1 If Elevator Contractor is delayed in the performance of the work by an action or omission of the Customer, or anyone employed or engaged by them directly or indirectly, then the work schedule shall be extended for such reasonable time as Elevator Contractor and the Customer shall agree that the work was delayed and a reasonable time to allow for rescheduling. Elevator Contractor reserves the right to be reimbursed by the Customer for reasonable costs incurred (if any) as a result of such delay. Elevator Contractor will not accept any liability or liquidated damages for delays beyond its control.
- 4.2 Price escalation: The execution of this contract and paid deposit will guarantee the pricing for a period of twelve (12) months. After this period the Contract price may be increased by three percent (3%) annually depending on the factory price increase. If the project has not been turned over twelve (12) months after the equipment installation has occurred, additional mobilisation charge of \$1000 annually will apply.
- 4.3 Additional fees of \$1,000 will be charged to Customers in the event an installation team has to leave the job site because a payment due is not available upon arrival or the job site isn't ready to receive the product or installation crew as per the agreed schedule with the project management team of Customer. This additional fee will have to be paid before a new delivery and installation date is scheduled.
- 4.4 Customer acknowledges and agrees that no Act of God, including death or sickness, shall release Customer (or his successors) from fulfilling Customer's obligations hereunder and take delivery of the product. Customer shall accept delivery of product within ninety (90) days of receiving confirmation from Elevator Contractor that the product is ready for delivery. Passed this delay, Elevator Contractor may apply additional charges.

5. TERMINATION OF CONTRACT

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- 5.1 This quotation can be modified or canceled by the Elevator Contractor at any time without prior notice before it is accepted by written confirmation from Customer. Customer hereby waives any right he may have (by law or otherwise) which could prevent the Elevator Contractor from cancelling this quotation or which could give Customer rights to cancel this quotation, once accepted by the Elevator Contractor.
- 5.2 In the event of a cancellation by Customer, minimum fees equal to forty percent (40%) of the total value of the Contract will be due and payable to the Elevator Contractor. No cancellation will be accepted if the ordered product has been released for production. All payments shall become property of the Elevator Contractor upon receipt.
- 5.3 Customer default: Customer acknowledges that the unit is custom-made for the Project. If Customer fails or refuses to make payment of the amount due at any time as per the payment schedule, Customer shall be deemed to be in default of this Contract. The Elevator Contractor shall be entitled to stop work and withhold further performance pending the receipt of any past due balance. Elevator Contractor shall be entitled to all remedies provided under the laws of the state.
- 5.4 Elevator Contractor at its own discretion may reimburse all money paid by Customer and cancel this Contract at any time. Any shaft/holstway construction or site preparation work done by Customer will be considered as generic and no back charge will be accepted.
- 5.5 Deposit will be considered Elevator Contractor property and the Project cancelled if the Project has been inactive for more than eighteen (18) months and Customer has not been in communication with Elevator Contractor. Elevator Contractor will send three (3) time email notices and one (1) registered mail notice prior to exercise its right to cancel the

6. INSURANCE:

- 6.1 Elevator Contractor fully complies with all rules and regulations set by the state's Elevator Contractor's Safety Policy and is available upon request.
- 6.2 Risk of Loss and Title to work: Elevator Contractor shall bear all risk of loss and damage to the Project due to fire, windstorm, accident, theft, vandalism, etc., prior to the delivery of the product at the Customer's Project address. Customer shall bear all risk of loss and damages to the work and product thereafter.
- 6.3 Elevator Contractor holds standard liability coverage and, if required, can obtain additional coverage; the cost of additional coverage will be quoted and added to the Contract and at the sole costs and expenses of Customer.
- 6.4 No project bonding is included in Elevator Contractor's quotation unless expressly indicated and detailed.
- 6.5 Elevator Contractor is neither responsible nor will not accept any liquidated damages.

7. WARRANTY:

- 7.1 The standard 2 YEAR manufacturer's limited warranty shall apply for all parts unless otherwise specified in quote. Elevator Contractor shall provide a limited labour warranty for a period of 1 year for defective workmanship unless otherwise specified in quote. (Extended labour and/or parts Warranty and Preventative Maintenance Agreements are available upon request at an additional cost). Warranty provisions do not go into effect until the Elevator Contractor has been paid in full and Warranty work will only be performed during regular working hours.

A Preventative Maintenance Agreement must be in place for all warranty claims.

8. ASSIGNMENT:

- 8.1 This Contract shall be freely assignable by Elevator Contractor

9. SEVERABILITY:

- 9.1 If any provision of the terms and conditions is held to be invalid in this Contract, then the remaining provisions shall nevertheless remain in full force and effect, and the invalid or unenforceable provision shall be replaced by a term or provision that is valid and enforceable and that comes closest to expressing the intention of such invalid or unenforceable term or provision.

10. APPLICABLE LAW:

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10.1 This Contract shall be governed in accordance with the laws of the state in which this elevator is installed.

11. TITLE AND OWNERSHIP:

- 11.1 Elevator Contractor retains title to all equipment it supplied until all payment terms under this Contract have been complied with. In the event of default by Customer in any payment, Elevator Contractor may take Immediate possession, at its discretion, of the product where, it is located (without legal process) and remove such product or components irrespective of the manner of its attachment to the real estate. In the event it becomes necessary for Elevator Contractor to retain legal counsel or undertake litigation or to otherwise protect its rights under this Contract or to defend Elevator Contractor against claims which are Customers responsibility, Customer shall pay all reasonable attorneys' fees and related costs.

VII. Delivery:

In accordance with the project phasing schedule, but not earlier than 7 weeks from approval of submittals or shop drawings. Shop drawings may be expected within 2 weeks of acceptance by all parties of this proposal or other form of contract/purchase order. These time estimates are provided for planning purposes only and do not represent a contractual obligation or commitment.

VIII. Comments/Conditions:

1. Approval (or variances as appropriate), from local or state fire and building authorities for the installation of this lift is the responsibility of the building owners or the owners representative. Garaventa USA will apply and pay for state elevator installation permits and certification tests.
2. All mains electrical power to the drive cabinet location is the responsibility of the owner, including and permits required for this portion of the work.
3. All 24 volt control wiring and raceways will be our responsibility and will be surface mounted. Concealed wiring will be the responsibility of the owner. Contact our office for wiring schematics and specifications for concealed control wiring.
4. All required area lighting is the responsibility of other forces.
5. All modifications and finishing required to facilitate the installation of the lift is the responsibility of other forces.
6. Landing and stair structures for exterior installed lift applications must be properly supported below frost lines.
7. Two (2) year limited warranty on parts and materials is included in the quoted amount (or as indicated in the quotation Equipment Specification section). Labor will be as stated in the quotation Equipment Specification section, if included. Thereafter, at standard labor rates. Extended warranties and preventive maintenance programs, if not indicated in the Equipment Specification section, are available and quotations can be provided at request.
8. Upon acceptance of this quotation/agreement, and unless otherwise specified in contract documents, a cancellation fee will apply if this agreement is canceled by the customer prior to the fabrication of the equipment. The amount of the cancellation fee will be (10) percent of the proposal price (less installation, taxes and freight charges) or actual costs, whichever is greater. Cancellation after the equipment has been fabricated and offered for delivery will be subject to a cancellation fee equal to the full contract value less installation labor.

IX. Project Exceptions:

For project exceptions specific to this quotation/agreement, please see Addendum A. Exterior installations may be subject to increased maintenance, service and repairs frequencies due to exposure to changing seasonal weather conditions and extreme or intrusive elements.

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Thank you for your interest in the Garaventa line of products and services. Please contact me directly if you have any questions or concerns.

Submitted by Garaventa USA, Inc.

Zachary Hannula
Sales Engineer

Date

Purchaser:

Legal Name of Purchaser or Company/Corporation

Full Address:

Acceptance:

This quotation/agreement, inclusive of all addenda pages, is formally accepted by:

- ☐ Owner of Project
☐ Office/Manager/Agent duly and legally authorized to act as signing authority

Authorized Signature

Please Print Name and Title

Date

Signature constitutes agreement to purchase as per terms and conditions of this agreement.

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Addendum A

Schedule of Values

20% deposit, 30% upon provision of approval drawings and before manufacturing can be ordered, 40% upon delivery of lift/equipment, 10% at installation. No third party payment contingencies are accepted.

Equipment Specification - Additional Items

Removal of Existing Lift	Included
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Exceptions

Any upgrade need for heavy duty lockable and fusible disconnect or electrical raceways needed to be by others.
 Any patching or repairing of walls or stairs to be completed by others.
 If lift is unable to be upgraded due to rail limitations, separate quote for lift replacement will be required.

**AGENDA ITEM #XIV-D-2
SEPTEMBER 26, 2023
HIGHLAND COMMUNITY COLLEGE BOARD**

RESOLUTION AUTHORIZING PROJECT “BUILDINGS ‘M’ (MARVIN-BURT LIBERAL ARTS CENTER) AND ‘N’ (NURSING CENTER) AIR CONDITIONING”

RECOMMENDATION OF THE PRESIDENT: That the Board of Trustees approves the attached Resolution authorizing a Protection, Health, and Safety (PH&S) project for Buildings “M” (Marvin-Burt Liberal Arts Center) and “N” (Nursing Center) Air Conditioning in the amount of \$51,484 and approves the use of Protection, Health and Safety funds remaining from previous projects.

BACKGROUND: Near the start of the FY24 Fall semester, we experienced major breakdowns of air conditioning systems in two buildings, “M” and “N”, requiring the replacement of three large compressors, crane costs, and freon recharging along with other required ancillary costs. The cost of these repairs is very large and would have expended nearly all of our annual budget for these types of repairs. Since air conditioning replacement/repairs qualify as Protection, Health, and Safety projects, it was decided that in order to preserve our operating budget for FY24, we would use leftover reserve PH&S funding from past projects to pay for these repairs.

BOARD ACTION: _____

RESOLUTION

WHEREAS, the BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 519 (HIGHLAND COMMUNITY COLLEGE) COUNTIES OF STEPHENSON, OGLE, JO DAVIESS and CARROLL, in the State of Illinois has hired the architectural firm of Richard L. Johnson & Associates to review the health and safety issues associated with the air conditioning units in Buildings M and N, and to make recommendations to reduce the potential for health and safety issues; and,

WHEREAS, Richard L. Johnson & Associates has reviewed the conditions and has recommended projects to improve health and safety conditions; and,

WHEREAS the cost of this project has been estimated at \$51,484;

NOW, THEREFORE, BE IT RESOLVED:

Section 1. The Board of Trustees, having considered the matter, hereby declares that there are not and will not be sufficient funds available in the Operations and Maintenance Fund to pay for the necessary work associated with this project.

Section 2. The Board of Trustees, hereby authorizes and directs the Administration of the College to utilize remaining Protection, Health, and Safety funds from previous projects for the cost of the needed project.

Section 3. This resolution shall be effective upon its passage and approval as provided by law.

Adopted this 26th day of September 2023, by a majority vote of the Board of Trustees at a regularly scheduled meeting thereof at which a quorum was present at all times.

APPROVED:

ATTEST:

Board Chair

Board Secretary

**AGENDA ITEM #XIV-D-3
SEPTEMBER 26, 2023
HIGHLAND COMMUNITY COLLEGE**

**SERVICE PROVISION AGREEMENT BETWEEN
HIGHLAND COMMUNITY COLLEGE AND
NEW HORIZONS COUNSELING CENTER FOR THE PROVISION OF
CAMPUS BASED MENTAL HEALTH SERVICES**

RECOMMENDATION OF THE PRESIDENT: It is recommended that the Board of Trustees approves the agreement between Highland Community College and New Horizons Counseling Center for the provision of student mental health assessments, crisis counseling, consultation, and training at a rate of \$100.00/hour for a minimum of five hours per week and a maximum of 10 hours per week while classes are in session during the Fall and Spring semesters of FY24.

BACKGROUND: Highland Community College opened a campus counseling center in 2009 in response to an identified need for behavioral health services. During the Summer 2019 semester, Highland conducted a request for proposals process with the goal of selecting a provider for mental health services including crisis counseling and mental health assessment for Highland students. This agreement has been updated for FY24, however, the hourly rate is the same as FY23.

The provider plays an important role in prevention education and mental health awareness activities by providing in-person educational opportunities, drop-in counseling, and scheduled appointments for students. The counselor assigned to Highland also participates as a member of the Behavioral Intervention Team in conducting threat assessment.

The attached service provision agreement stipulates that a licensed clinical professional counselor (LCPC) will be located on Highland's campus five to 10 hours per week while classes are in session for the Fall 2023 and Spring 2024 semesters. This agreement has been incorporated into the College's risk management plan and will be paid through the Mental Health Early Action on Campus funding allocation for FY24. Release and informed consent forms, in addition to an HCC referral form, will allow the LCPC to execute services and communicate with appropriate Highland staff while remaining compliant with FERPA and HIPPA. This agreement will be reviewed at the end of the Spring 2024 semester.

BOARD ACTION: _____



HIGHLAND COMMUNITY COLLEGE

SERVICE PROVISION AGREEMENT

Between New Horizons Counseling Center and Highland Community College

Highland Community College ("HCC") and New Horizons Counseling Center ("Center") enter into this Agreement for the Center to provide: (a) mental health assessment services, (b) crisis intervention, and (c) wellness education and activities, and (d) training on the HCC Campus. This Agreement shall be in effect beginning with the fall 2023 semester and remain in effect until the end of the spring 2024 semester.

HCC WILL:

- Pay one hundred dollars (\$100.00) per hour for five (5) hours per week up to but not to exceed ten (10) hours per week for the services of a Licensed Clinical Professional Counselor ("LCPC"); however, in the event of a Catastrophic Situation (as defined below), the hours and reimbursement for the hours may exceed the ten (10) hours per week. In the event NHCC is not able to provide services that week, HCC will not be billed;
- Provide a calendar of the college semester including days classes are in session and holidays;
- Provide the LCPC access to an HCC E-mail Account with electronic calendar, telephone with private voicemail, office space, computer, and a locked filing cabinet during the hours the LCPC is present on campus;
- Coordinate and schedule individual student meetings for the Center staff during work hours on HCC's Campus as needed;
- Provide access to a copier;
- Provide a written waiver form following FERPA Guidelines that allows HCC to receive risk, assessment, and progress reports from the Center; and
- Meet mid-contract with the Center's administrators to discuss the agreement and service provision for possible improvement revisions.

CENTER WILL:

- Provide a qualified, consistent LCPC who has knowledge of college student issues and stressors to be available to HCC Students, staff and faculty, and work to develop relationships within the College Community;
- Provide five (5) hours per week up to but not to exceed ten (10) hours per week for the services of a Licensed Clinical Professional Counselor ("LCPC"); however, in the event of a Catastrophic Situation (as defined below), the hours and reimbursement for the hours may exceed the ten (10) hours per week. In the event NHCC is not able to provide services that week, HCC will not be billed;
- Provide a schedule of work hours during the time classes are scheduled;

- Provide (in the following priority order) individual mental health and crisis assessments for HCC Students; consult with members of the HCC faculty and staff for the purposes of discussing concerns about HCC's Students; participate in Behavioral Intervention Team meetings and provide threat assessment consultation to the group; plan, develop and deliver trainings, wellness activities, and informational in-service sessions for faculty, staff and HCC Students as determined in collaboration with the HCC Behavioral Intervention Team Members and Administrators;
- Refer students for crisis intervention and referral services;
- Inform students of the options for obtaining mental health services in the local area and make available information about local service providers including the Center. Explain payment options as needed upon referral to improve access to services;
- Obtain a written Release, in accordance with HIPPA Guidelines, and the Illinois Mental Health and Confidentiality Act that allows the Center to communicate with HCC about a student's progress or referral;
- Prior to providing individual mental health and crisis assessments for HCC Students, obtain an Informed Consent;
 - **NOTE:** The Illinois Statutes allow providers to:
 - Provide five (5) forty-five (45) minute outpatient counseling sessions to any minor student, aged 12 through 17, at the Center without parental or guardian consent at no cost to the minor student and/or the minor student's parents or guardian, and without disclosure to the minor student's parents or guardian pursuant to 405 ILCS 5/3-501, unless consented to by the minor student;
- Purchase and maintain the malpractice insurance coverage required to provide these services;
- Meet mid-contract with HCC administrators to discuss the agreement and service provision for possible improvement revisions;
- Act as an immediate responder to provide mental health services on campus in the event that HCC would experience a catastrophic situation affecting the campus community. Catastrophic Situation shall be defined as: Emergency or Disaster Response ("Catastrophic Situation"). In the event a Catastrophic Situation would occur, the Center's responder(s) may be a different staff member than the individual providing regular services to HCC. HCC will contact the director of NHCC by phone and request critical incident services. In such case it may be necessary for NHCC to exceed the maximum of fifteen (15) hours of mental health services per week, which HCC will agree to compensate NHCC.
- Consult with HCC administrators to assist in the development of an emergency response plan for the provision of mental health services should HCC experience a catastrophic event. Provide assistance in the coordination of such services with other providers should an event take place.
- Provide student with 1.5 hour initial assessment with the possibility of three more 1 hour sessions. After four sessions, the center will make arrangements for the student to continue care at NHCC, or another provider, and bill the students insurance or find the student other resources to assist with payment. If the center cannot find the appropriate resources, they will let HCC know and HCC will determine if student needs to continue being seen at the college's expense.
- Respond to email and phone messages from students at the counseling@highland.edu address and phone in a timely manner.

OWNERSHIP OF MEDICAL RECORDS

HCC and Center agree as follows:

- Adhere to all relevant standards of best practice of the counseling profession regarding release of information, mandated reporting, confidentiality, treatment planning, service delivery, and record keeping;
- NHCC will provide documentation to appropriate college officials if risk of harm to student or others warrants, appropriate release of information is signed, and in accordance with the state of Illinois Confidentiality Act and HIPPA regulations.
- NHCC will maintain the appropriate documentation, record keeping protocol, and confidentiality of student mental health records.

INVOICING AND PAYMENT FOR SERVICES

HCC will be invoiced monthly including hours worked, a general description of services provided, and a number of individuals served. Invoices will be sent to the following individual at the following address:

Highland Community College
VP, Student Development
2998 West Pearl City Road
Freeport, IL 61032.

- Services shall be paid for by HCC to Center within thirty (30) days of invoicing.

NOTICES

Notices required herein shall be considered effective when delivered in person or when sent by United States Mail, postage prepaid, return receipt requested, and addressed to:

HCC:

Highland Community College
Attention: Vice President of Student Development and Support Services
2998 W. Pearl City Road
Freeport, Illinois 61032

CENTER:

New Horizons Counseling Center
Attention: Executive Director
34 North Whistler Avenue
Freeport, IL 61032

- This agreement can be changed or terminated entirely or in part by either party following a 30-day written notice. Written notice of termination or change of this agreement should be sent to the principal signatories.

GOVERNING LAW

This Agreement has been executed and delivered in, and shall be interpreted, construed and enforced pursuant to and in accordance with the internal laws of the State of Illinois without regard to its choice of law rules. Stephenson County, Illinois, shall be the sole and exclusive venue for any proceeding as between the parties in connection with this Agreement.

INDEMNIFICATION

HCC and Center agree to indemnify and hold harmless each other, and their respective employees and agents, against any and all liability, losses or damages or any expenses whatsoever as a result of claims, demands, damages, costs or judgments against HCC or Center that may arise in connection with the terms and conditions of this Agreement.

HIGHLAND COMMUNITY COLLEGE

BY: _____
 Print Name: Chris Kuberski
 As: President
 Date: _____

NEW HORIZONS COUNSELING CENTER

BY: Barry Klaung
 Print Name: Barry Klaung
 As: Executive Director
 Date: 7-24-2023

**AGENDA ITEM #XIV-D-4
SEPTEMBER 26, 2023
HIGHLAND COMMUNITY COLLEGE**

**SERVICE AGREEMENT WITH INTERACT COMMUNICATIONS
FOR THE NURSING AND ALLIED HEALTH MARKETING MEDIA BUY**

RECOMMENDATION OF THE PRESIDENT: It is recommended that the Board of Trustees approves the attached agreement between Highland Community College and Interact Communications for the execution of a focused media buy for the Nursing and Allied Health division, including Facebook, TikTok, display, and Instagram advertising in the amount of \$27,400.00, including all fees and services. The campaign is scheduled to run October 2023 through May 2024.

BACKGROUND: Highland Community College Nursing and Allied Health division has received funds from ICCB through the PATH (Pipeline for the Advantage of the Healthcare Workforce) grant. The grant's purpose is to create, support, and expand the opportunities of individuals in nursing and healthcare pathways to obtain credentials and degrees that allow them to enter and/or advance their careers in the healthcare industry. Additionally, this program aims to address the shortage of workers in the healthcare industry that have been exasperated by the COVID-19 pandemic. Allocating funds toward a marketing campaign is intended to support communication efforts that expand enrollment and interest in the industry.

BOARD ACTION: _____

Highland Community College

Nursing Media Buy FY '23-'24

July 24, 2023

Prepared By:

Michele Byrd
Director of Communications/ Account
Executive
904.720.6243

interact
2-YEAR COLLEGE EXPERTS

Letter of Interest

Thank you for the invitation to provide this proposal to continue our partnership with Highland Community College to bolster your marketing efforts. The nursing program at Highland Community College offers several pathways to becoming a nurse or entering the health care field or transferring to a 4-year university or college. We are honored and humbled to offer our team of 2-year college experts to boost Highland Community College further and drive enrollment.

This is a pivotal moment in the community college landscape. Colleges across the country are adapting to the post-Covid world and are additionally trying to recapture the current generation who forwent attending college right out of high school. Interact looks to be at the forefront of that conversation, leading those efforts and driving enrollment. We look forward to doing so alongside Highland Community College so that we may keep Highland Community College in the top of potential students' minds.

Warm regards,



Michele Byrd
Dir. Of Communications/ Account Executive
Michele.Byrd@interactcom.com
904.720.6243

Proposal of Services

Media Placement Services and Maintenance

Interact will manage the media buying component for Highland Community College's Nursing digital campaign. Managing all your ads and targeting tactics under one budget makes it easy for us (and our technology) to re-allocate dollars to what's driving the most post-ad views or website visits for your college. Your digital campaigns benefit from daily optimization with proprietary software on the ReachLocal platform.

We will work with your team to review the performance of your campaigns and make refinements to gain optimal results. We hold high standards and will compare your results against industry standard benchmarks.



Recommended Media Buy and Schedule

Interact will work with Highland Community College to develop creative assets in the sizes and formats needed for the digital media placements based on Highland's capabilities.

The following media buy options are designed to reach Highland Community College's Nursing program priority target audiences:

- Current students (with Nursing prerequisites)
- New traditional aged students
- Adult learners needing/ wanting to change careers

Each proposed option also includes the digital advertising tactics that will optimize performance, increasing impressions, and drive more traffic to Highland Community College's Nursing page site from July 2023 through June 2024. All three options include a selection of custom social media (Facebook/Instagram), YouTube, Display Remarketing, and/or OTT for Behavioral/Contextual marketing.

To maximize your budget, we recommend renewing the existing campaigns that are running for Spring 2023 on Facebook and Display. We can change out creatives, ad copy, landing pages, etc. to focus on Fall 2023 enrollment. However, by keeping the campaigns running, we keep optimization, which allows for a lower CPM (cost per thousand impressions). This will provide us with a higher monthly budget to work with, so we can add in more tactics to the existing campaigns for their duration, and to the new campaigns as we make the transition. This is reflected on the options provided on the next page.

Proposal of Services

For Highland's Nursing campaign, Interact recommends the following tactics for the media buy to provide the optimum coverage:

	Oct	Nov	Dec	Jan	Feb	March	April	May	Totals
Custom Facebook & Instagram	\$ 1,695.65	\$ 1,695.65	\$ 1,695.65	\$ 1,695.65	\$ 1,695.65	\$ 1,695.65	\$ 1,695.65	\$ 1,695.65	\$ 13,565.20
Display	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 8,000.00
PPC									\$ -
Media Management Fee (15%)									\$ 3,234.80
Totals	\$ 2,695.65	\$ 2,695.65	\$ 2,695.65	\$ 2,695.65	\$ 2,695.65	\$ 2,695.65	\$ 2,695.65	\$ 2,695.65	\$ 24,800.00

*Media buy timeframe will be adjusted based on date of receipt of signed contract and payment of buy in full.

Please note that all media buys must be prepaid before placement.

Reporting Services

Interact Communications will provide Highland Community College with a monthly report detailing the progress of the previous month's media buys. This report will be shared approximately the 15th of each month. Additionally, at the client's request, the client and Interact will meet monthly via Zoom to discuss the report and any necessary changes to creative or tactics.

Total Cost: Included with the selected Media Buy Option

Proposal of Services cont'd.

Creative Services

To support the Highland media buy, we suggest that Interact's talented creative team produce the following collateral:

Program:	Suggested Collateral:	Amount:	Cost:
Nursing	Static Ad for FB & IG, 1080x1080 px	1	\$400.00
	Carousel Set for FB & IG, 4 slides, 1080x1080px	1	\$600.00
	Display Ad Set, 5 sizes (300x250, 728x90, 160x600, 300x50, 320x50)	1	\$3,200.00
Phlebotomy & Certified Nurses	Carousel Set for FB & IG, 4 slides, 1080x1080px	1	\$600.00
Medical Assistant	Static Ad for FB & IG, 1080x1080 px	1	\$400.00
Total:			\$5,200.00

Interact's team will facilitate the writing and production of each piece based on input of the client and will utilize existing photography/ videography from previous Interact photoshoots, photography/ videography provided by the client, or stock imagery as needed.

Cost Summary

1. Media Placement and Maintenance Interact will place media as detailed in the 'media schedule' on behalf of Highland CC Nursing program *Note: price includes hard cost for media and 15% media management fee	See recommended Media Buy Schedule	\$24,800.00
2. Data Analysis and Reporting Interact will provide HCC Nursing with dashboard access and analysis for the campaign	Throughout the duration of the campaign	Inclusive
3. Collateral development Interact will facilitate the writing and production of each piece based on input of the client	General Nursing: 1- FB/IG Static ad 1080x1080 1- FB/ IG Carousel set w/ 4 slides 1080x1080 1- Display ad set; 5 sizes: 300x250, 728x90, 160x600, 300x50, 320x50 Phlebotomy & Certified Nurses: 1- Carousel set for FB/IG; 4 slides 1080x1080 Medical Assistant: 1- Static ad for FB/IG 1080x1080	\$5,200.00
	TOTAL:	\$30,000.00

Terms

Appointment of Agency. Upon contract signature, client will appoint Agency as Client's creative services agency in connection with the events, products, and/or services of Client described in Scope of Work document.

Scope of Services. Agency will provide Client with the services provided in the Scope of Work which is incorporated into this Agreement. Should Client request Agency to perform additional services beyond the scope of those identified in the Scope of Work, Agency and Client will negotiate in good faith with respect to the terms, conditions, and compensation for such additional services. Any agreement for such additional services will be set forth in writing executed by both parties and considered an Addendum to this Agreement.

Intellectual Property Ownership.

Subject to the limitations set forth in Section 3(b) of this Agreement, all campaigns, trademarks, service marks, slogans, artwork, written materials, drawings, photographs, graphic materials, film, music, transcriptions, computer programs, or other materials that are subject to copyright, trademark, patent, or similar protection (collectively, the "Work Product") produced by Agency shall be the property of the Client provided: (1) such Work Product is accepted by the Client within two (2) months of being proposed by Agency; and (2) Client has paid all fees and costs associated with creating, or, where applicable, producing such Work Product. Work Product that does not meet the two foregoing conditions shall remain the Agency's property. Subject to and upon fulfillment of the foregoing conditions, all title and interest to Work Product shall vest in Client as "works made for hire" within the meaning of the United States copyright laws. To the extent that the title to any such Work shall not be considered a work made for hire pursuant to law, Agency transfers and assigns its rights in such Work to Client upon the fulfillment of conditions 1 and 2 set forth in this Section 3(a).

It is understood that Agency may, on occasion, license materials from third parties for inclusion in Work Product. In such circumstances, ownership of such licensed materials remains with the third-party licensor at the conclusion of the term of such third-party license. In those instances, Client agrees that it remains bound by the terms of such third-party licenses. Agency will keep client informed of any such limitations.

Agency shall be permitted to display all completed Work Product, after such Work Product is accepted and implemented by Client, in Agency's work portfolio in print, digital, and online formats for Agency's promotional purposes, including the submission of any completed and published Work Product in any relevant award competitions. Client grants to Agency a limited license to display the completed, accepted, and implemented Work Product for such purpose.

Compensation and Billing Procedure. Agency will be compensated, and Client will be billed a flat fee of 50% upon contract signing and 50% upon completion of each deliverable, on a monthly basis. The entirety of the buy (hard costs and management fees) will be invoiced 100% at contract signing. Payment terms are prepayment of any media prior to placement.

Terms

Client Approvals and Authority. Client shall provide timely approvals of Agency work and timely responses to Agency inquiries related to all aspects of the Work. Client shall designate in writing the individual or individuals with whom the Agency will communicate regarding all aspects of the Work or this Agreement. In the event of a delay by Client in granting any necessary authority or approval to Agency, which delay causes an increase in fees or costs associated with the Work, or a delay in the completion date of the Work, Client shall be solely responsible for such increased costs and delayed completion dates, and agrees to pay the associated increased fees and costs to Agency. Agency requires, and Client agrees to pay, a work re-start fee in the event Client has delayed approvals, information, or communication for a period in excess of 30 days. Client will also assume responsibility for any increased fees or costs or delayed work completion by third parties arising out of any delayed grant of necessary authority or approvals.

Commitments To Third Parties.

- Client appoints Agency as its agent for all purchases of media, production costs, engagement of talent, or other services and materials required to fulfill the Agreement or produce the Work Product. Client shall promptly notify Agency of its desire to cancel any such authorization, whereupon on receipt of written notice of such cancellation, Agency will take all appropriate steps to effect such cancellation, provided that Client will hold Agency harmless with respect to any costs incurred by Agency as a result, including the securing of a written release of Agency by the third party vendor and/or payment in full of all charges incurred by Agency.
- For all media, production services, talent engagement, or other services or materials purchased by Agency on Client's behalf, Client agrees that Agency shall be held liable for payments only to the extent proceeds have cleared from Client to Agency for such third party purchase or expense; otherwise, Client agrees to be solely liable to the media or other relevant third party ("Sequential Liability"). Agency will use its best efforts to obtain agreement by media and other relevant third parties to Sequential Liability.

Amendments. Any amendments to this Agreement must be in writing and signed by Agency and Client.

Signature

Any other services that Highland Community College requires outside of the stated parameters of this contract will be furnished at our best client pricing. Any changes to the contract will be noted and will require signed authorization in the form of a change order. All media is to be paid 100% before placement.

This agreement contains the entire agreement and understanding between the parties with respect to the subject matter herein.

Agreed to on behalf of:

Highland Community College

Agreed to on behalf of:

Interact Communications

Name/Title

Michelle Byrd, Dir. Communications/ Asst. Ecouth

Signature



Date

Thank you!

Michele Byrd

904.720.6243

Michele.byrd@interactcom.com



**AGENDA ITEM #XIV-D-5
SEPTEMBER 26, 2023
HIGHLAND COMMUNITY COLLEGE**

**SERVICE AGREEMENT WITH INTERACT COMMUNICATIONS
FOR GENERAL MARKETING MEDIA BUY**

RECOMMENDATION OF THE PRESIDENT: That the Board of Trustees approves the attached agreement between Highland Community College and Interact Communications for the execution of a year-round digital media advertising buy in the amount of \$79,999.30, including the following platforms: Facebook, Instagram, TikTok, display/over-the-top/geofence, and pay-per-click/search engine marketing. Interact’s media management fee, collateral development using Highland’s imagery, and reporting services are included in the agreement total. The media buy will extend from October 2023 through September 2024.

BACKGROUND: Highland Community College has worked with Interact Communications to grow the digital advertising presence of the institution closer to industry benchmarks. Last year, Highland initiated a more extensive, nearly continuous media purchase, aiming to conform to the suggested marketing strategy. Following an excellent return on investment yielded this fall, the current proposal achieves year-round digital advertising. Highland’s upcoming campaign will emphasize universal themes and student support services, in addition to academic-level information about new and in-demand programs. Interact, whose founder Dr. Pam Cox-Otto provided the keynote address at Highland’s Fall 2023 Opening Days in August, has a multiyear history of partnership with the College, from developing the “It’s All Here” brand to consulting on recruitment and retention marketing strategies. HCC’s Director of Marketing and Community Relations has worked with Interact to develop this proposal within the FY24 budget. The agreement creates a seamless extension of the buy now in place with Interact.

BOARD ACTION: _____

Highland Community College

Collateral Development/ Media buy

August 31, 2023

Prepared By:

Michele Byrd
Director of Communications/ Account
Executive
904.720.6243

interact
2-YEAR COLLEGE EXPERTS

Highland Community College

Proposed Interact Scope of Work to Support Highland Community College Initiative for FY 2023- 2024

Media Placement and Analytics

Interact Communications takes great pride in our targeted and effective media buying services. The following media buy recommendation is designed to reach Highland CC's priority target audiences:

Target demographics

- Adult Students (25+ y/o)
- Traditional age students (18-24 y/o)

Main	October	November	December	January	February	March	April	May	June	July	August	September	Total
Digital Budget 2023-24													
Social Media - Facebook/IG	\$ 1,310.00	\$ 1,310.00	\$ 1,310.00	\$ 1,310.00	\$ 1,310.00	\$ 1,310.00	\$ 1,310.00	\$ 1,310.00	\$ 1,310.00	\$ 1,310.00	\$ 1,310.00	\$ 1,310.00	\$ 15,720.00
Display/OTT/Gedance	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 900.00	\$ 10,800.00
Google Search PPC	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00
TikTok			\$ 1,544.00	\$ 1,544.00			\$ 1,800.00	\$ 1,800.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,800.00	\$ 12,088.00
Media Management Fee 15%													\$ 7,591.30
Total	\$ 3,210.00	\$ 3,210.00	\$ 4,754.00	\$ 4,754.00	\$ 3,210.00	\$ 3,210.00	\$ 4,710.00	\$ 4,710.00	\$ 4,710.00	\$ 4,710.00	\$ 4,710.00	\$ 4,710.00	\$ 58,199.30

Having an always-on campaign will ensure we stay in front of the students and keep Highland CC top of mind when students begin their search for their future school. Which is why a robust plan for digital advertising running year-round for all social media and digital platforms is very important.

Geographic targets will largely include Northwest Illinois, Eastern Iowa and Southern Wisconsin. As part of the campaign, we will curate keyword search lists tailored to Highland's potential students looking online for options to study, with academic/program highlights such as Nursing, Early childhood education, Agriculture, Business, Science, Mathematics, etc., in addition to continued emphasis of Highland CC's student wrap-around services for student support and transferability.

Highland's presence on Tik Tok can increase its reach and engagement further with the 18-24 target audience from the previous year. With an emphasis on extended budget allocation and by creating engaging video content showcasing the brand's unique selling points and values, we can increase Highland's presence on Tik Tok.

We will also continue the Facebook and Instagram campaign to the media buy to reach your target audience of 25 yr+ which will continue to highlight HCC's options of academic program offerings noted above. Together, these platforms are key to reaching HCC's target audience according to our nationwide Media Prefs data.

Media Buy: \$50,608.00

Media Management Fee (15%): \$7,591.30

Total: \$58,199.30

Reporting Services

Interact Communications will provide Highland Community College with a monthly report detailing the progress of the previous month's media buys. This report will be shared approximately the 15th of each month. Additionally, at the client's request, the client and Interact will meet monthly via Zoom to discuss the report and any necessary changes to creative or tactics.

Total Cost: Included with the media buy

Highland Community College

Proposed Interact Scope of Work to Support Highland Community College Initiative for FY 2023-2024

Collateral development

Platform	Recommended Collateral	Quantity	Total
Facebook/ Instagram	Static ads (English), 1080x1080	3	\$ 1,200.00
	Carousel Sets (English)	3	\$ 1,800.00
	Static ads (Spanish)	3	\$ 1,200.00
Tik Tok ad set	:15 second Vertical Video, 1080x1920	2	\$ 8,000.00
Display/OTT/ Geofence	160x600, 200x200, 250x250, 300x250, 300x600, 320x50, 468x60, 728x90	3	\$ 9,600.00
Total			\$ 21,800.00

Process: Interact will work with the college to first identify the main information it wants in to communicate in each of the above collateral pieces and what sources it would like Interact to use for the writing. Following the identification of content, Interact will create one template for each type of collateral items listed above. The college will have two rounds of revisions to the collateral. Additional revisions will require a change order and will be charged at \$100/hour.

Upon approval of the collateral elements, Interact's writers will research and write content and our designers will use your custom photography and any graphical elements desired by the college, in a consistent manner across all collateral for selected programs/pathways to promote career ed. Interact will ask for the college's style and brand guide in order to maintain brand consistency in terms of fonts, colors, logos, and any language choices regularly used by the college. The college will have one round of revisions for each program's materials. The college will provide final approval of the materials.

• Display:

- 3 sets
 - 160x600, 200x200, 250x250, 300x250, 300x600, 320x50, 468x60, 728x90
 - 1 set for October to January highlighting Spring registration
 - 1 set for March to mid June highlighting Summer and Fall Registration
 - 1 set for June to September highlighting Fall registration

• Facebook/Instagram

- 3 Static Ads In English (1080x1080)
- 3 Carousel Sets In English (5 slides each, 1080x1080)
- 3 Static Ads In Spanish (1080x1080)
 - 1 of each for October to January highlighting Spring registration
 - 1 of each for March to mid June highlighting Summer and Fall Registration
 - 1 of each for June to September highlighting Fall registration

• TikTok

- 2 :15 second Vertical Video (1080x1920)
 - 1 video for October to January
 - 1 video for April to September

Highland Community College

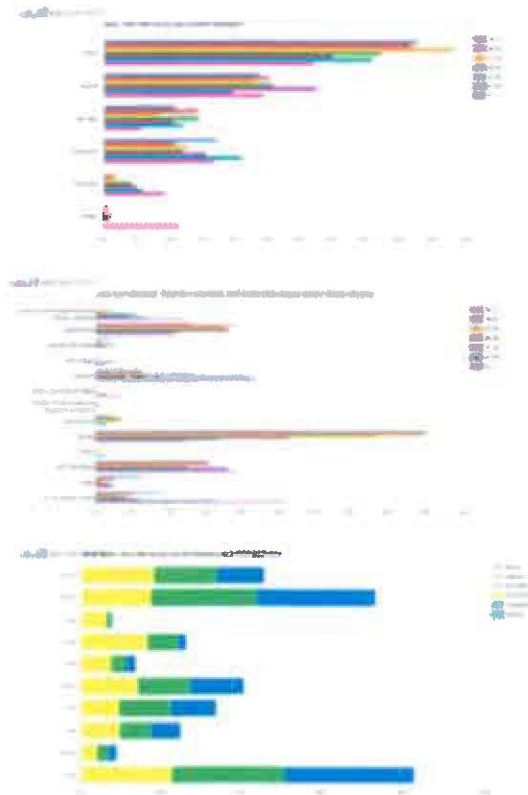
Media Prefs

Interact Communications takes great pride in our targeted and highly effective media buying services. We realize great results for colleges throughout the country and serve college advertisements in both small as well as large media markets. We have also created effective messaging and realize tremendous reach in traditional radio, online video and radio, cable TV, social media, outdoor, custom digital display, geofencing, pay-per-click, and over-the-top (OTT) advertising.

The student journey is very complex, with more than 51% of students taking a year to convert from when they start their initial research online. Students are in many different phases of the journey, from researching a college, to reading reviews and being influenced by peers, to actually submitting an application and enrolling.

We focus on finding audiences you want to target and customize a mix of digital campaigns to convert these audiences to students. We will ensure your college is found when and where your prospects are spending time so that you:

- Increase your prospect pool
- Nurture your relationship with prospects, engage and re-engaging them
- Convert more high-quality prospects, connecting with those who are ready to take the next step, showing them how to move forward
- Keep your campaigns current and make sure you are trying new ways to reach and connect with your prospects



Official subscription sign-up can be found using the link below.

<https://portal.interactcom.com/signup/premium>

Cost: Tiered subscription options available

Cost Summary

1.	Media Buy Placement Media Management fee 15%	\$50,608.00 \$7,591.30
2.	Collateral development for media buy- Facebook/Instagram <ul style="list-style-type: none"> • 3 Static Ads in English (1080x1080) • 3 Carousel Sets in English (5 slides each, 1080x1080) • 3 Static Ads in Spanish (1080x1080) • 1 of each for October to January highlighting Spring registration • 1 of each for March to mid June highlighting Summer and Fall Registration • 1 of each for June to September highlighting Fall registration 	\$1,200.00 \$1,800.00 \$1,200.00
3.	Collateral development for media buy-Tik Tok <ul style="list-style-type: none"> • 2 :15 second Vertical Video (1080x1920) • 1 video for October to January • 1 video for April to September 	\$8,600.00
4.	Collateral development for media buy-Display <ul style="list-style-type: none"> • 3 sets <ul style="list-style-type: none"> ■ 160x600, 200x200, 250x250, 300x250, 300x600, 320x50, 468x60, 728x90 ■ 1 set for October to January highlighting Spring registration ■ 1 set for March to mid June highlighting Summer and Fall Registration ■ 1 set for June to September highlighting Fall registration 	\$9,600.00
5.	Media Prefs Survey- OPTIONAL Tiered Subscription options	180

Total (does not include optional service):

\$79,999.30

Media buy cost (\$50,608.00 + \$7,591.30) must be paid up front at 100%; remaining SOW billed at initial 50%, then remaining 50% upon completion.

Terms

Appointment of Agency. Upon contract signature, client will appoint Agency as Client's creative services agency in connection with the events, products, and/or services of Client described in Scope of Work document.

Scope of Services. Agency will provide Client with the services provided in the Scope of Work which is incorporated into this Agreement. Should Client request Agency to perform additional services beyond the scope of those identified in the Scope of Work, Agency and Client will negotiate in good faith with respect to the terms, conditions, and compensation for such additional services. Any agreement for such additional services will be set forth in writing executed by both parties and considered an Addendum to this Agreement.

Intellectual Property Ownership.

Subject to the limitations set forth in Section 3(b) of this Agreement, all campaigns, trademarks, service marks, slogans, artwork, written materials, drawings, photographs, graphic materials, film, music, transcriptions, computer programs, or other materials that are subject to copyright, trademark, patent, or similar protection (collectively, the "Work Product") produced by Agency shall be the property of the Client provided: (1) such Work Product is accepted by the Client within two (2) months of being proposed by Agency; and (2) Client has paid all fees and costs associated with creating, or, where applicable, producing such Work Product. Work Product that does not meet the two foregoing conditions shall remain the Agency's property. Subject to and upon fulfillment of the foregoing conditions, all title and interest in Work Product shall vest in Client as "works made for hire" within the meaning of the United States copyright laws. To the extent that the title to any such Work shall not be considered a work made for hire pursuant to law, Agency transfers and assigns its rights in such Work to Client upon the fulfillment of conditions 1 and 2 set forth in this Section 3(a).

It is understood that Agency may, on occasion, license materials from third parties for inclusion in Work Product. In such circumstances, ownership of such licensed materials remains with the third-party licensor at the conclusion of the term of such third-party license. In those instances, Client agrees that it remains bound by the terms of such third-party licenses. Agency will keep client informed of any such limitations.

Agency shall be permitted to display all completed Work Product, after such Work Product is accepted and implemented by Client, in Agency's work portfolio in print, digital, and online formats for Agency's promotional purposes, including the submission of any completed and published Work Product in any relevant award competitions. Client grants to Agency a limited license to display the completed, accepted, and implemented Work Product for such purpose.

Compensation and Billing Procedure. Agency will be compensated, and Client will be billed a flat fee of 50% upon contract signing and 50% upon completion of each deliverable, on a monthly basis. The entirety of the buy (hard costs and management fees) will be invoiced 100% at contract signing. Payment terms are prepayment of any media prior to placement.

Client Approvals and Authority. Client shall provide timely approvals of Agency work and timely responses to Agency Inquiries related to all aspects of the Work. Client shall designate in writing the individual or individuals with whom the Agency will communicate regarding all aspects of the Work or this Agreement. In the event of a delay by Client in granting any necessary authority or approval to Agency, which delay causes an increase in fees or costs associated with the Work, or a delay in the completion date of the Work, Client shall be solely responsible for such increased costs and delayed completion dates, and agrees to pay the associated increased fees and costs to Agency. Agency requires, and Client agrees to pay, a work re-start fee in the event Client has delayed approvals, information, or communication for a period in excess of 30 days. Client will also assume responsibility for any increased fees or costs or delayed work completion by third parties arising out of any delayed grant of necessary authority or approvals.

Commitments to Third Parties.

- Client appoints Agency as its agent for all purchases of media, production costs, engagement of talent, or other services and materials required to fulfill the Agreement or produce the Work Product. Client shall promptly notify Agency of its desire to cancel any such authorization, whereupon on receipt of written notice of such cancellation, Agency will take all appropriate steps to effect such cancellation, provided that Client will hold Agency harmless with respect to any costs incurred by Agency as a result, including the securing of a written release of Agency by the third party vendor and/or payment in full of all charges incurred by Agency.
- For all media, production services, talent engagement, or other services or materials purchased by Agency on Client's behalf, Client agrees that Agency shall be held liable for payments only to the extent proceeds have cleared from Client to Agency for such third party purchase or expense; otherwise, Client agrees to be solely liable to the media or other relevant third party ("Sequential Liability"). Agency will use its best efforts to obtain agreement by media and other relevant third parties to Sequential Liability.

Amendments. Any amendments to this Agreement must be in writing and signed by Agency and Client.

Signature

Any other services that Highland Community College requires outside of the stated parameters of this contract will be furnished at our best client pricing. Any changes to the contract will be noted and will require signed authorization in the form of a change order. All media is to be paid 100% before placement.

This agreement contains the entire agreement and understanding between the parties with respect to the subject matter herein.

Agreed to on behalf of:

Highland Community College

Agreed to on behalf of:

Interact Communications

Name/Title

Signature

Date

Thank you!

Michele Byrd

904.720.6243

Michele.byrd@interactcom.com



**AGENDA ITEM #XIV-D-6
SEPTEMBER 26, 2023
HIGHLAND COMMUNITY COLLEGE BOARD**

**PAYMENT OF BILLS AND AGENCY FUND REPORT
AUGUST 2023**

RECOMMENDATION OF THE PRESIDENT: It is recommended that the Highland Community College Board approves the following Resolution for the payment of the August 2023 bills, including Board travel.

RESOLUTION: Resolved that Jill Janssen, Treasurer, be and she is hereby authorized and directed to make payments or transfers of funds as reflected by warrants 359502 through 359835 amounting to \$1,143,251.20 and Electronic Refunds of \$8,356.23, with 5 adjustments of \$3,684.71, such warrants amounting to \$1,147,922.72. Transfers of funds for payroll amounted to \$615,183.80.

Electronic Refunds are issued to students.

BOARD ACTION: _____

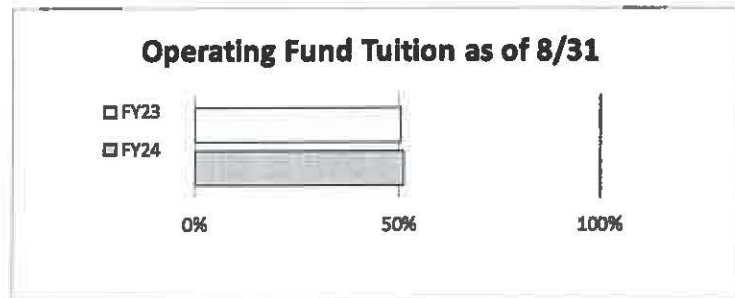
**HIGHLAND COMMUNITY COLLEGE
AGENCY FUND
Balance Sheet, August 31, 2023**

	PREVIOUS BALANCE	RECEIPTS	DISBURSEMENTS	BALANCE
US BANK	\$365,866.04	\$1,666.90	\$12,358.70	\$355,174.24
FIFTH THIRD	8,508.40	0.00	0.00	8,508.40
UNION SAVINGS BANK	176,469.08	0.00	0.00	176,469.08
TOTAL ASSETS	\$550,843.52	\$1,666.90	\$12,358.70	\$540,151.72
1010 HCC ORCHESTRA				
1011 TRANSFER FUNDS				
1012 FORENSICS SCHOLAR				
1013 INTEREST ON INVEST.				
1014 TRUSTS AND AGENCIES				
1015 CARD FUND				
1016 DIST #145 ROAD AND LOT	65,074.89			65,074.89
1017 HCC ROAD AND LOT	112,651.85			112,651.85
1018 YMCA ROAD AND LOT	98,067.82	833.56		98,901.38
1019 YMCA BLDG/MAINT	77,791.57	833.34	6,179.35	72,445.56
1020 HCC BLDG/MAINT	88,047.13		6,179.35	81,867.78
1021 YMCA/HCC INTEREST	100,701.86			100,701.86
1022 HCC SECTION 125 PLAN	8,508.40			8,508.40
1023 Ie3SP CAREER SERVICES	0.00			0.00
TOTAL	\$550,843.52	\$1,666.90	\$12,358.70	\$540,151.72

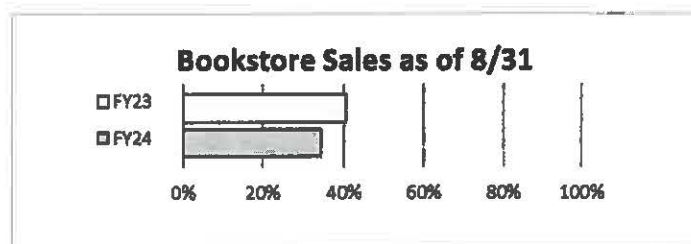
**AGENDA ITEM #XV-A
SEPTEMBER 26, 2023
HIGHLAND COMMUNITY COLLEGE BOARD
FY24**

**TREASURER'S REPORT
STATEMENTS OF REVENUE, EXPENDITURES &
CHANGES IN FUND BALANCE
(Cash basis, encumbrances included.)**

- As of August 31st, we are 16.6% of the way into FY24.
- The August 31st reports include amounts from the tentative budget. The permanent budget amounts will be included in the September 30th reports.
- In the expenditure line items, all of the funds include encumbered purchase orders for expenses to be incurred throughout the year.
- **Current Results as of Month End:** The following charts show the comparison of certain revenue types' FY23 results to FY24 results as of August 31st. The FY23 bar is the year-to-date results as of August 31, 2022, divided by the actual year end results for FY23. The FY24 bar is the year-to-date results for August 31, 2023, divided by the annual budgeted amount for FY24.



The permanent budget includes a reduction in tuition revenue from the tentative budget in the amount of \$92,300 to reflect enrollment levels. Using the permanent budget amount, tuition levels would be about 52% of the amount budgeted, which is consistent with FY23.



Bookstore sales appear to be lower than anticipated by about 6% at August 31, 2023. This may be due to the timing of posting sales on student financial aid book vouchers.

AGENDA ITEM #XV-A
 SEPTEMBER 26, 2023
 HIGHLAND COMMUNITY COLLEGE
 FY24

OPERATING FUNDS (EDUCATIONAL AND OPER. & MAINT. FUNDS COMBINED)
 Statement of Revenue, Expenditures, & Changes in Fund Balance
 For the Period Ended August 31, 2023

<u>REVENUE:</u>	<u>Tentative Budget</u>	<u>Year- to-Date</u>	<u>Percent</u>
Local Taxes	\$7,829,778	1,695,042	21.6%
Credit Hour Grants	1,441,684	379,116	26.3%
Equalization	50,000	12,500	25.0%
ICCB Career/Tech Education	136,719	-	0.0%
ICCB Performance	30,000	-	0.0%
CPP Replacement Tax	625,000	34,456	5.5%
Federal Sources	123,000	18,606	15.1%
Tuition & Fees	5,092,300	2,614,449	51.3%
Sales & Services	29,950	4,756	15.9%
Facilities Revenue	111,850	20,355	18.2%
Interest on Investments	235,000	59,125	25.2%
Non-Govt. Gifts, Grants	361,983	-	0.0%
Miscellaneous	39,226	12,491	31.8%
	-----	-----	-----
Total Revenue	\$16,106,490	\$4,850,896	30.1%
 <u>EXPENDITURES:</u>			
Salaries	\$10,451,222	\$1,507,794	14.4%
Employee Benefits	2,447,814	670,845	27.4%
Contractual Services	1,577,968	496,746	31.5%
Materials & Supplies	1,035,375	317,335	30.6%
Conference & Meeting	289,361	44,757	15.5%
Fixed Charges	68,030	34,113	50.1%
Utilities	764,991	709,760	92.8%
Capital Outlay	47,963	3,854	8.0%
Other Expenditures	286,390	161,158	56.3%
Transfers (In) Out	(517,000)	-	0.0%
	-----	-----	-----
Total Expenditures	\$16,452,114	\$3,946,362	24.0%
 Excess of Revenues Over Expenditures	 (\$345,624)	 \$904,534	
 Fund Balance 7/1/23	 7,232,750	 7,232,750	
	-----	-----	
Fund Balance 8/31/23	\$6,887,126	\$8,137,284	

AGENDA ITEM #XV-A
 SEPTEMBER 26, 2023
 HIGHLAND COMMUNITY COLLEGE BOARD
 FY24

OPERATIONS AND MAINTENANCE FUND (RESTRICTED)
 Statement of Revenue, Expenditures, & Changes in Fund Balance
 For the Period Ended August 31, 2023

REVENUE:	Tentative Budget	Year to-Date	Percent
-----	-----	-----	-----
Local Taxes	\$1,100,000	\$223,137	20.3%
Interest	-	37	-
	-----	-----	-----
Total Revenue	\$1,100,000	\$223,174	20.3%
 EXPENDITURES:			

Contractual Services	61,800	32,701	52.9%
Capital Outlay	10,975,426	1,439,041	13.1%
	-----	-----	-----
Total Expenditures	11,037,226	1,471,742	13.3%
 Excess of Revenues Over Expenditures	(\$9,937,226)	(\$1,248,568)	
 Fund Balance 7/1/23	\$10,551,632	\$10,551,632	
	-----	-----	
Fund Balance 8/31/23	\$614,406	\$9,303,064	

AGENDA ITEM #IXV-A
 SEPTEMBER 26, 2023
 HIGHLAND COMMUNITY COLLEGE BOARD
 FY24

AUXILIARY ENTERPRISE FUND
 Statement of Revenue, Expenditures, & Changes in Fund Balance
 For the Period Ended August 31, 2023

REVENUE:	Tentative Budget	Year to-Date	Percent
Tuition and Fees	\$475,000	\$256,290	54.0%
Bookstore Sales	480,100	165,027	34.4%
Athletics	48,410	-	0.0%
Other	113,730	28,233	24.8%
Total Revenue	\$1,117,240	\$449,550	40.2%
EXPENDITURES:			
Salaries	\$333,381	\$67,654	20.3%
Employee Benefits	34,377	4,647	13.5%
Contractual Services	115,030	15,716	13.7%
Materials & Supplies	618,955	281,284	45.4%
Conference & Meeting	367,475	25,584	7.0%
Fixed Charges	24,644	267	1.1%
Utilities	840	650	77.4%
Capital Outlay	20,007	5,838	29.2%
Other Expenditures	24,170	11,556	47.8%
Transfers	-	-	-
Total Expenditures	\$1,538,879	\$413,196	26.9%
Excess of Revenues Over Expenditures	(\$421,639)	\$36,354	
Fund Balance 7/1/22	\$1,237,676	\$1,237,676	
Fund Balance 8/31/23	\$816,037	\$1,274,030	

AGENDA ITEM #XV-A
 SEPTEMBER 26, 2023
 HIGHLAND COMMUNITY COLLEGE BOARD
 FY24

RESTRICTED PURPOSE FUND
 Statement of Revenue, Expenditures, & Changes in Fund Balance
 For the Period Ended August 31, 2023

<u>REVENUE:</u>	Tentative Budget	Year-to-Date	Percent
Vocational Education	\$158,765	-	0.0%
Adult Education	247,455	12,936	5.2%
Other Illinois Sources	558,444	73,973	13.2%
Department of Education	3,826,018	437,448	11.4%
Other Federal Sources	711,303	-	0.0%
Tuition & Fees	645,000	348,090	54.0%
Sales & Service Fees	34,300	-	0.0%
Interest	20,000	-	0.0%
Non-govt. Gifts, Grants	321,500	30,000	9.3%
Other	328,417	(314)	-0.1%
	-----	-----	-----
Total Revenue	\$6,851,202	902,133	13.2%
 <u>EXPENDITURES:</u>			
Salaries	\$1,565,777	\$295,952	18.9%
Employee Benefits	456,390	76,649	16.8%
Contractual Services	1,264,258	361,459	28.6%
Materials & Supplies	372,086	100,231	26.9%
Conference & Meeting	178,653	36,646	20.5%
Fixed Charges	26,608	-	0.0%
Utilities	4,872	-	0.0%
Capital Outlay	935,644	235,324	25.2%
Other Expenditures	406,239	60,914	15.0%
Financial Aid	2,506,456	379,854	15.2%
Transfers out (in)	402,000	-	0.0%
	-----	-----	-----
Total Expenditures	\$8,118,983	\$1,547,029	19.1%
 Excess of Expenditures Over Revenue	(\$1,267,781)	(\$644,896)	
 Fund Balance 7/1/23	2,085,366	2,085,366	
	-----	-----	
Fund Balance 8/31/23	\$817,585	\$1,440,470	

AGENDA ITEM #XV-A
 SEPTEMBER 26, 2023
 HIGHLAND COMMUNITY COLLEGE BOARD
 FY24
 AUDIT FUND

Statement of Revenue, Expenditures, & Changes in Fund Balance
 For the Period Ended August 31, 2023

REVENUE:	Tentative Budget	Year to-Date	Percent
-----	-----	-----	-----
Local Taxes	\$71,000	\$15,214	21.4%
	-----	-----	-----
Total Revenue	\$71,000	\$15,214	21.4%
EXPENDITURES:			

Contractual Services	\$70,375	\$50,400	71.6%
	-----	-----	-----
Total Expenditures	\$70,375	\$50,400	71.6%
Excess of Revenues Over Expenditures	\$625	(\$35,186)	
Fund Balance 7/1/23	\$2,166	\$2,166	
	-----	-----	
Fund Balance 8/31/23	\$2,791	(\$33,020)	

AGENDA ITEM #XV-A
 SEPTEMBER 26, 2023
 HIGHLAND COMMUNITY COLLEGE BOARD
 FY24

BOND AND INTEREST FUND
 Statement of Revenue, Expenditures, & Changes in Fund Balance
 For the Period Ended August 31, 2023

REVENUE:	Tentative Budget	Year to-Date	Percent
-----	-----	-----	-----
Local Taxes	\$1,419,750	409,469	28.8%
	-----	-----	-----
Total Revenue	\$1,419,750	409,469	28.8%
 EXPENDITURES:			

Fixed Charges	\$1,982,050	-	0.0%
	-----	-----	-----
Total Expenditures	\$1,982,050	\$0	0.0%
 Excess of Revenues Over Expenditures	 (\$562,300)	 \$409,469	
 Fund Balance 7/1/23	 \$949,496	 \$949,496	
	-----	-----	
Fund Balance 8/31/23	\$387,196	\$1,358,965	

AGENDA ITEM #XV-A
 SEPTEMBER 26, 2023
 HIGHLAND COMMUNITY COLLEGE BOARD
 FY24

LIABILITY, PROTECTION, AND SETTLEMENT FUND
 Statement of Revenue, Expenditures, & Changes in Fund Balance
 For the Period Ended August 31, 2023

REVENUE:	Tentative Budget	Year to-Date	Percent
-----	-----	-----	-----
Local Taxes	\$1,395,000	\$311,283	22.3%
-----	-----	-----	-----
Total Revenue	\$1,395,000	\$311,283	22.3%
EXPENDITURES:			

Salaries	\$348,778	\$61,181	17.5%
Employee Benefits	310,573	94,087	30.3%
Contractual Services	392,925	51,269	13.0%
Materials & Supplies	16,300	8,453	51.9%
Conference & Meetings	31,825	285,103	895.8%
Fixed Charges	278,952	22,500	8.1%
Utilities	25,000	-	0.0%
-----	-----	-----	-----
Total Expenditures	\$1,404,353	\$522,593	37.2%
Excess of Revenues			
Over Expenditures	(\$9,353)	(\$211,310)	
Fund Balance 7/1/23	\$489,153	\$489,153	
-----	-----	-----	
Fund Balance 8/31/23	\$479,800	\$277,843	