



## BUCKS COUNTY COMMUNITY COLLEGE BOARD OF TRUSTEES MEETING

Upper Bucks Campus

Date: November 12, 2015

Time: 1:30 P.M.

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### PRESENT:

James Dancy, Presiding  
Dr. Frederick Breitenfeld Jr.  
Frank Fazzalore  
Elizabeth Fineburg  
Elizabeth Graver  
Otto Grupp III

Frederick Gudknecht  
William Maeglin  
Garney Morris  
Carol Shelly  
Jeffrey Garton, Esq.  
Dr. Stephanie Shanblatt

ABSENT: Blake Eisenhart, Frank Farry, Carol Mignoni-Ferguson and Thomas Skiffington.

Mr. Dancy called the meeting to order at 1:35 PM and announced that earlier in the day the Board of Trustees met in executive session to discuss real estate, labor relations and personnel matters.

Upon motion by Mr. Breitenfeld, seconded by Mr. Fazzalore, the minutes of the October meeting were approved.

### CHAIR'S REPORT

Mr. Dancy noted the recent observance of Veteran's Day and thanked all in attendance who served in the military. He also congratulated the college for achieving the designation as a military friendly community college.

Chair Dancy announced that Bill Calkins has resigned his position as a member of the Board of Trustees. Mr. Calkins served twenty-three years as a trustee and demonstrated, through his effort, attitude and contributions, his desire to provide our students the best possible experience.

In conclusion, Mr. Dancy congratulated Chef Earl Arrowood and the Culinary Program on the recent establishment of a culinary apprenticeship program under new federal guidelines. The apprenticeship was the first in Pennsylvania and will provide enhanced coordination between the college, the apprenticeship site and the student.

## PRESIDENT'S REPORT

The President reported that the Bebob Bolt 5k Color Dash at the Upper Bucks Campus raised \$3,400 for student scholarships which will be shared by the college and Got Strings?, a local youth orchestra. She thanked the campus staff who collaborated with SistersU and Weber, Kracht and Chelley to sponsor this community event which also featured musical performances and a fall fest.

Dr. Shanblatt shared news about the October 17 STEM girlz event which hosted 57 middle school girls on the Newtown campus. Volunteers included college faculty, staff and students, as well as AAUW members and parents. Topics for the hands-on activities included DNA fingerprinting, polarized light and Java programming.

President Shanblatt congratulated Lee Ann Lippincott, STEM faculty, for receiving a grant from Dow Chemical. The grant funds a series of three biotechnology workshops for high school teachers from Lower Bucks schools where students are traditionally underrepresented in biotechnology careers. Ten teachers attended the first 6-hour workshop at the Lower Bucks campus and were introduced to techniques such as DNA gel electrophoresis and protein size exclusion chromatography.

The President congratulated Men's Soccer Coach Justin Burroughs for being named the EPAC (Eastern PA Athletic Conference) Coach of the Year for the second year in a row. Fall season athletes who were named to All-Conference or All-Region Teams include:

Reynaldo Bonilla – EPAC Men's Soccer Player of the Year

Jessica Ferdinand – 3<sup>rd</sup> Team All-Region for Women's Volleyball

Alexa Moors – 2<sup>nd</sup> Team All-Region Women's Soccer

Sean Witteman – All-Conference Men's Soccer

Reynaldo Bonilla & George Lo – All-Conference & All-Region Men's Soccer

Tyler Kline of Chalfont, who balances his time between working on an organic vegetable farm in Doylestown and studying at the University of Delaware, has been named the Bucks County Poet Laureate for 2015. The youngest recipient of the award, he'll be honored with a reading and reception at 2 p.m. Sunday, November 15, on the Newtown campus. Thanks to the faculty of the Language & Literature Department for their good work in sponsoring this annual competition.

Dr. Shanblatt congratulated Dr. Linda Rehfuss and Professor Christine Delahanty who presented at the National Science Foundation conference in Washington, DC.

Vice President, Finance, Dennis Matthews introduced Dr. Patricia Brining as the new Executive Director, Human Resources for the college. Dr. Brining has experience in both academic and governmental human resources management.

### PUBLIC COMMENT

There was no public comment.

### COMMITTEE REPORTS

#### ACADEMIC, STUDENT & TECHNOLOGY COMMITTEE - Thomas Skiffington, Chair

In Mr. Skiffington's absence Mr. Dancy introduced Marta Kaufmann, Executive Director, Marketing & Public Relations, who presented an update on recruitment and retention strategies. New initiatives included conducting on-site testing at local high schools, promotional activities at Neshaminy Mall and distribution of recruiting materials to more than 400 local businesses. Other recruitment outreach included the annual Open House and promotion of dual enrollment and high school enrichment opportunities.

The Bucks brand was promoted through varied marketing media including print, radio, and television. Newer marketing options utilized were geo-fencing, Instagram and high school book covers. A continued presence was maintained on Twitter, You Tube, Facebook and other social media outlets. A market survey was also conducted to gather data on how individuals learn about the college and what factors are most significant in the enrollment decision.

Provost Clayton Railey concluded the report by reviewing data on Fall 2015 credit enrollments. Total credit enrollment declined by 4% from the prior year and the percentage of part-time students continued to rise. All locations except eLearning experienced enrollment declines. Data was presented on trends by age group and on individual high school yield. Spring to fall retention increased from 2014 to 2015 and may be indicative of the new intrusive advising program which has been put in place.

Looking forward, targeted efforts to improve enrollment will be made in the following areas: promotion of new Delaware Valley University transfer agreement, development of hybrid fast track evening programs, enhanced articulation with the technical high schools, more aggressive promotion of financial aid opportunities and intensified efforts with the "undecided" population.

Next Rodney Altemose, Executive Director, Upper Bucks Campus, presented an update on activities and programs at the Perkasio Campus. The campus offers a mix of credit and non-credit course scheduling. Four high demand credit programs can be completed at the campus and general education coursework is offered which supports all programs of study. Non-credit programs include options in allied health, technology and business training. Career Link services are available along with GED preparation. A variety of support services are available to students including Counseling, Accessibility Services, Testing and Tutoring.

Students have numerous opportunities to become involved outside the classroom through clubs and organizations. A few popular options include Habitat for Humanity, Adopt-a-Highway and

Community Volunteer Corps. Another advantage of such student engagement is that it fosters the active participation of the college in the community. College staff and students are engaged in partnerships with organizations including Sisters U, Pennridge Area Coordinating Committee and College Plus.

CONSENT AGENDA – William D. Maeglin, Chair, Finance Committee

Mr. Dancy announced that all action items would be considered on the Consent Agenda. Trustees were advised that if discussion was requested on any item, that item would be removed from the Consent Agenda.

**Upon motion by Mr. Maeglin and second by Ms. Graver, the Board of Trustees voted to table the motion on Employee Health Benefit Brokerage Services.**

**Upon motion by Mr. Maeglin and second by Mr. Morris, the Board of Trustees approved as presented the following:**

- **Bid Award**
  - **Bookstore corridor renovation to Park/O'Rourke Associates, Inc. for \$116,500.**
- **Other Contracts**
  - **Newtown Campus Wayfinding Signage to Howard Industries, Inc. using PA COSTARS for \$154,519.**
  - **Server lease replacement to Hewlett Packard, Inc., using PA COSTARS, for \$17,179 annually for 5 years and a total of \$85,897.**

BOARD COMMENTS

Trustee Graver expressed her pride in the Upper Bucks Campus and the role it plays in improving educational opportunities for area residents.

ADJOURN

Upon the motion being duly made and seconded, the meeting was adjourned at 2:35 PM. The next regularly scheduled meeting of the Board of Trustees will be on December 10 at 1:30 PM on the Newtown Campus.

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Dr. Frederick Breitenfeld Jr., Secretary