



BUCKS COUNTY COMMUNITY COLLEGE

BOARD OF TRUSTEES MEETING

Newtown Campus

Date: November 10, 2016

Time: 11 A.M.

PRESENT:

Thomas Skiffington, Presiding
Dr. Frederick Breitenfeld Jr
Blake Eisenhart
Frank Fazzalore
Otto Grupp III
Elizabeth Graver
Carol Mignoni-Ferguson

William Maeglin.
Garney Morris
Carol Shelly
Philip Wursta
Frank Dillon, Esq.
Dr. Stephanie Shanblatt

ABSENT: James Dancy, Frank Farry, Elizabeth W. Fineburg, Frederick Gudknecht and Jeffrey Garton, Esq.

Mr. Skiffington called the meeting to order at 11:10 AM 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 Ms. Shelly, seconded by Mr. Grupp, the minutes of the October meeting were approved.

CHAIR'S REPORT

There was no report from the Chair.

PRESIDENT'S REPORT

Dr. Shanblatt shared information regarding trustee Frank Fazzalore's military service during WW II. Mr. Fazzalore's personal story of his service to our country was featured in Bucks County Veteran. The President extended thanks to Mr. Fazzalore and all those who have served our nation in the military. All veterans present stood and were acknowledged by the audience.

President Shanblatt reported on the STEM hosted Discovery Day, a hands-on workshop for middle school girls, which reached 53 girls and was supported by AAUW. The Business Studies Entrepreneurial Mindset Symposium drew a large and engaged crowd. Jack Perotta, a business

administration student and entrepreneur, was profiled in the national publication Community College Journal for launching and expanding his business while at Bucks, with the assistance of campus groups.

The President congratulated Professor Scott Bradshaw of Kinesiology and Sport Studies upon completion of his doctoral degree in education leadership from Widener University.

Dr. Shanblatt highlighted the success of the Foundation supported 2nd annual Creative Inspiration Concert which raised \$15,000 to establish the Danny DeGennaro Art Award to be presented for the first time in Spring 2017. At UBC the campus hosted the successful Five Alarm 5K race on November 5 with more than 200 participants. The primary beneficiary was Perkasio Volunteer Fire Company with a portion of the money raised being donated to Foundation student scholarships.

The President thanked PECO for their continuing support of the college through the PECO grant award enabling Engineering and Business students to conduct a feasibility study on their award winning project which took them to Washington DC in June. Students will investigate variations to existing design needed to respond to market need, develop a workable prototype and study the licensing/patenting process.

Dr. Shanblatt acknowledged the efforts of our student athletes and reviewed the highlights of the busy fall season. The Women's Soccer team reached the region playoffs, with Brooklynn Smith and Holly Bowser making 2nd team All-Region and Cassidy Rudd placing on 3rd team. The Men's Soccer team reached the region semi-finals, and placed 2nd in their conference. Individuals selected for recognition include: Daniel Merritt 1st team All-Conference and 2nd team All-Region, Shawn McComas 2nd team All-Region and Howard Haas 3rd team All-Region. Head Coach Justin Burroughs was selected Coach of the Year for the third year in a row. The women's volleyball team qualified for the Regional Playoffs for the 3rd year in a row. Breanna Jackson made 2nd team all-conference.

President Shanblatt announced that Laren McClung of Bensalem is the 2016 Bucks County Poet Laureate. Ms. McClung is a Bucks alumna who holds two master's degrees and teaches at New York University. The Bucks County Poet Laureate program is the longest-running in Pennsylvania and is another way that the college contributes to the cultural heritage of the region. Thanks to Professor Chris Bursk for his leadership of this 40 year effort and to the County of Bucks for its continuing support.

In conclusion, Dr. Shanblatt announced that the Newtown Campus will host a series of 7 free concerts showcasing student talent from November 16 to December 18 including Jazz Orchestra, Concert Choir, and several small-group ensembles. Thanks to our excellent music faculty and talented students for providing this cultural opportunity to the residents of the county.

PUBLIC COMMENT

There was no public comment.

COMMITTEE REPORTS

ACADEMIC, STUDENT & TECHNOLOGY COMMITTEE – Dr. Frederick Breitenfeld, Chair

Vice President Barbara Yetman provided an update on recruitment, marketing and Fall 2016 enrollment. New recruitment initiatives include the *You Visit* virtual tour on the website and the *MyViewbook* tool which creates a personalized website based on student interest. Open House, Destination Bucks and Enrollment Express are continuing events with a large impact on enrollment. Dual enrollment experienced significant increases during Summer and Fall semesters.

Marketing strategies continue to be diverse and are targeted to reach all audiences, including students and those who influence their choice of school. Some of the more impactful methods utilized are the Courier Sunday front page sticker, program brochure mailer, geo-fencing and vehicle wraps. Digital marketing continues to be a major area of recruitment focus as research indicates this media is the prime vehicle for student information gathering and activity.

Fall credit enrollments were down compared to budget but overall performance to date was enhanced by strong summer course registration. Increases were noted for eLearning, with all other campuses experiencing declines. Part-time students continue to comprise the majority of our student population, with the young adult group showing an increase for the first time in five years.

High school enrollment yield was down reflective of the continued downturn in high school graduates statewide. Spring to fall retention for 2016 continued on its upward trend and is primarily attributed to the new mandatory advising program. The college implemented a more proactive approach this semester to managing student payments. It is anticipated that this concerted effort to require student payment planning will result in more accurate enrollment and lowered bad debt.

Moving forward staff will: focus on developing accelerated evening hybrid programs which are attractive to older students, continue efforts with students in the undecided major group, and promote the *15 to Finish* campaign. Winter session marketing outreach will digitally target potential guest students from 25 regional colleges.

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

Mr. Skiffington 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. There were no requests to remove items from the agenda. Ms. Shelly was not present for the vote.

Upon motion by Mr. Maeglin and second by Mr. Fazzalore the Board of Trustees approved the following Consent Agenda items as presented:

- **Bid Award**
 - **Printing Spring 2017 non-credit brochure to Evergreen Printing Inc. for \$22,856.**
- **Sole Source Contracts**
 - ***InContact* call center software to Verizon for Incontact for \$59,100 per year for 3 years.**
 - **Colleague/Unidata licenses to Ellucian for \$23,400 initial fee with recurring annual fee of \$4,212.**
 - **Science Center microscopes to I. Miller Precision Optical Instruments, Inc. for \$104,870.**
 - **Engineering testing machine to Test Resources, Inc. for \$28,650.**

BOARD COMMENTS

There were no board comments.

ADJOURN

Upon the motion being duly made and seconded, the meeting was adjourned at 11:48 AM. The next regularly scheduled meeting of the Board of Trustees will be on December 8, 2016 at 11 AM on the Newtown Campus.

Elizabeth W. Fineburg, Secretary