



## BUCKS COUNTY COMMUNITY COLLEGE BOARD OF TRUSTEES MEETING

**Tyler Hall**  
Room 142

Date: October 13, 2005  
Time: 1:30 P.M.

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### PRESENT:

Frederick R. Gudknecht, Presiding  
Dr. Frederick Breitenfeld  
S. Willis Calkins  
Blake Eisenhart  
Frank Fazzalore  
Elizabeth Fineburg  
Dr. Ruth E. Frank  
Elizabeth A. Graver

Otto Grupp III  
Madelyn Kemper  
John E. Long  
Dr. Larry Newman  
Bernard T. O'Neill  
Dr. James J. Links  
Jeffrey Garton, Esq.

ABSENT: Carol Mignoni Ferguson, Garney Morris  
\*Mr. O'Neill had to leave prior to the start of the Finance Committee agenda.

The meeting was called to order at 1:35 p.m. by Mr. Gudknecht, followed by the Pledge of Allegiance.

Mr. Gudknecht announced that earlier in the day the Board of Trustees met in executive session to discuss personnel, labor relations, and real estate matters.

**Upon motion by Mr. Long, seconded by Mr. Grupp, the minutes of the September meeting were approved.**

### STUDENT GOVERNMENT ASSOCIATION REPORT

Megan Downey reported that SGA members met with Dean Dawkins to discuss program opportunities for the academic year and as a result decided to pursue establishing clubs to bring together students with common academic majors. Fund raising efforts have enabled a \$1,303 contribution to the American Red Cross to support hurricane relief efforts. Additionally, a Cajun fest is planned at UCC on Saturday, October 22 to raise additional funds for the relief effort in the South.

Other recent activities include a Paper Drive to benefit the Bristol Borough Action Group, a Breast Cancer Forum, a lunchtime concert in the Rollins Center, and a Blood Drive. Union Program Board members attended a regional conference in Lancaster. UPB will be sponsoring a Halloween Party & Costume Contest on October 31. SGA and Future Teachers are teaming up

to sponsor the Big Brothers-Big Sisters Halloween Party on October 28. Megan also reported that two new clubs were formed this year: 4Cs – Camping, Caving, Climbing & Conservation and Black Student Union. Megan introduced Christopher Horsley, SGA treasurer.

Ms. Graver complimented the student newspaper, The Centurion, on the fair, balanced reporting it provides by covering both sides of controversial issues such as the war in Iraq.

### PRESIDENT'S REPORT

Dr. Links presented his report.

- President Links complimented Ms. Graver for her role in developing the new *Leadership Upper Bucks* program, sponsored by the Pennridge Chamber of Commerce. Rodney Altemose is also involved with the program.
- Dr. Links commented on a recent newspaper article highlighting, Gail Mourning of Warminster, who is a global spokesperson for the Bucks County Special Olympics. For several years Ms. Mourning has been coached by Professor Earl Arrowood and his wife in power lifting.
- The Breast Cancer Forum today highlighted the efforts of Natalie Kaye, Women's Center Director, who has been appointed Chairperson of the Bucks County Commissioners' Committee on Women. President Links reminded the audience that the very popular and well attended, *Day for all Women*, will be held at the College on Saturday, November 5.
- Ed Wurster, Director Curriculum & Instruction, PSTC, was recently filmed by the Armed Services Network as he taught an overseas class in Korea in conjunction with our Department of Defense contract.
- President Links noted that Professor Chris Bursk was featured recently on WHYY during a poetry program. Professor Bursk is widely recognized for his accomplishments in poetry.
- Dr. Links reported that a *Community College Week* article highlighted both student and college efforts to assist in Katrina relief. Bucks County Community College was prominently mentioned as a member of the Sloane Consortium which offers displaced students the opportunity to continue their education online. Dr. Links also reported that as part of the larger county-wide effort to support distressed communities on the Gulf Coast, the three colleges located in Bucks County have joined forces and will be jointly planning cooperative programs to involve their campuses in supporting the recovery of the communities of Waveland and Bay St. Louis, Mississippi.
- The Tyler Mansion Gardens are now featured in the *Greater Philadelphia Gardens* brochure, thanks to the efforts of retired Professor Lyle Rosenberger.

- President Linkszy noted that word was received recently that Sol Weiss, son of Professor Joan Weiss and a former student and employee of Bucks, was injured in Iraq. The extent of his injuries is not known but his wife and mother have flown to Europe to be with him.
- President Linkszy concluded with introduction of new staff and committee members:

Physical Plant Staff introduced by Mark Grisi:

Terry Lowery, Director, Custodial & Transportation Services

Robert Christopher, Supervisor, Custodial Services

Administrative Executive Committee introduced by Sue Clarke:

Denise McCardle, Chairperson

Mark Grisi, Vice Chairperson

Liz Sette, Parliamentarian

Nicole Young, Secretary

Administrative Salary Committee introduced by Sue Clarke:

Marlene Barlow, Adult & Multicultural Student Services

Georglynn Davidson, Online Learning

#### CHAIRMAN'S REPORT

There was no report.

#### FOUNDATION REPORT

Tobi Bruhn reported that the results of the strategic planning session were provided to the Board for their review. Two new Foundation board members Dale Larson, Publisher, Bucks County Courier Times and Phil Wursta, Vice President, Pennoni Associates, have joined the Lower Bucks Capital Campaign. Foundation and Financial Aid staffs have collaborated to provide comprehensive information on the College website regarding scholarship awards available through the Foundation. A virtual tour of Tyler Hall is now available on the Foundation website, thanks to the efforts of the Restoration Committee and College Web Services staff. The Alumni Association is hosting the *Murder Mystery* at Tyler Hall scheduled for Saturday, October 22. For the first time since 2001 the Foundation will sponsor an Annual Fund Campaign targeting 6,000 individuals. Mr. Bruhn reported that the proceeds from the Golf Outing totaled almost \$40,000, exceeding the revenue target.

PUBLIC COMMENTS: None

## BOARD COMMITTEES

### STUDENT-COMMUNITY RELATIONS COMMITTEE—Madeline Kemper, Chair

Ms. Kemper called on Dean Dawkins who introduced Elizabeth Kulick, Assistant Dean, Enrollment Services. Ms. Kulick reported on the new Dual Enrollment Program offered by the state. The new initiative allows high school students to enroll in college courses and receive both high school and college course credit. Additionally, all state schools will accept the courses in transfer, assuming that they are pertinent to the student's course of study. The state allocated \$5 million for the program and school districts wishing to participate were required to complete the application process by September 15. Following outreach efforts to all school districts in the county, Bucks has entered into partnership agreements with five school districts. Details of course offerings will be determined after the funding status of each district is finalized. Another window of opportunity for schools to participate will occur next year. Dr. Newman sought clarification on the criteria for student acceptance into existing Special Admissions Programs at the College.

### ACADEMIC AFFAIRS COMMITTEE—Dr. Larry Newman, Chair

Dr. Newman introduced Dean Conn who reported on a new project, *Writing to Learn*. This concept evolved from an earlier program, *Writing Across the Curriculum*, and is an attempt to complement existing strategies to improve student writing skills by using writing in different ways as a tool to increase critical thinking skills and engage students more fully in their own learning process. Faculty team members attended a regional workshop presented by a national expert and have designed a program geared to the Bucks community. An initial survey was done to assess current use of writing in the classroom. This survey will be used as a benchmark to monitor progress when a post-survey is completed one year from now. Rebecca Stevenson, Executive Assistant to the Provost & Dean of Academic Affairs, has been instrumental in moving this project forward. Rebecca introduced several faculty representatives who are serving on the project team: Colleen Dunn, Business Studies, Stephen deCarmo, Language & Literature, and Dr. Stephen Sullivan, Science & Technology.

### STRATEGIC MARKETING AND PLANNING COMMITTEE—Otto Grupp III, Chair

Mr. Grupp called on Dean Dawkins to present the agenda items. Dean Dawkins reintroduced, Elizabeth Kulick, who offered insight into the annual High School Report. Ms. Kulick noted that the College has maintained stable at 19% county high school graduates enrolling at Bucks. Ms. Kulick also reported on the manner in which Admissions staff uses this report to target individual high schools for marketing efforts. Another trend is that Admission staff is focusing their efforts more on scheduling presentations to engage students who have expressed an interest in the College, rather than the broad brush approach that was used previously. Ms Kulick commented that Admissions staffers Amy Wilson and Rebecca Axe work aggressively to keep the Bucks name prominent among county high school students. Ms. Graver noted that the College should be congratulated for consistently enrolling 20% of high school graduates in the

county. Mr. Eisenhart added that the College is uniquely respected across the county, whose citizens openly embrace ownership of Bucks as their college.

Next, Dean Dawkins reviewed the Third Week Enrollment Report, which provided an update to the September enrollment data. In November, a more detailed analysis of the data will be offered comparing data broken out by demographic category to previous years. Mr. Grupp indicated that the Board is interested in reviewing the enrollment data for the community sites next month.

Finally, Dean Dawkins presented the Draft Strategic Directions and Goals 2006-2010. This document represents the work of a cross-campus group to update the Strategic Plan approved by the Board in 2003. The process was a lengthy and comprehensive one in which team members reviewed trends and demographic data, and sought input from both internal and external stakeholders. A final plan will be brought back to the Board for approval in November.

In response to Mr. Newman's question regarding prioritization of goals, Dean Dawkins responded that the intent is for all goals to be attained by 2010. However, as each department reviews the strategic directions and incorporates them into budget and operational planning, a prioritization occurs at that level as some goals are more pertinent than others to the individual departments. Final review of the department level plans is accomplished at the senior level to ensure that all critical areas are addressed. A tracking system has been developed to monitor goal attainment and an annual progress report is prepared by Dean Dawkins.

President Linkszy requested that the Board carefully review the proposed strategic directions and provide feedback regarding any major influences or factors that might have been overlooked during the planning process. Board input is sought to ensure that all significant forces and impending changes have been captured in the plan. In response, the Board requested that special attention be given to properly addressing the following topics: response to emerging technological innovations, succession planning, and global perspectives. Dean Dawkins indicated that she would share these insights with the Planning Advisory Group in advance of submitting the final plan for approval.

FINANCE COMMITTEE—Betsy Fineburg, Chair

Ms. Fineburg presented the committee recommendations for Board approval.

**Upon motion by Ms. Fineburg, seconded by Mr. Breitenfeld, the Board of Trustees approved the following bid awards:**

**Copier Replacement Lease (60 month) to Sharp Electronics Corporation in the amount of \$2,558.88/month or \$30,706.56/year.**

**Printing Services for the 2006-08 College Catalog to Trilogy Graphics, Inc. in the amount of \$31,725.**

**Printing Services for the Spring 2006 All County Non-Credit Course Brochure to Tapco, Inc. in the amount of \$33,290.**

**Testing Center Door Replacement to Liberty Door, LLC in the amount of \$20,930.**

Ms. Fineburg noted that the following information items were provided: 2006 County Budget, current financial statements, and a change order, not requiring Board approval, related to one of the ADA projects

HUMAN RESOURCES COMMITTEE—Elizabeth Graver, Chair

Ms. Graver noted that there were two information items this month: Safety Committee and College Staffing Report for September.

BOARD COMMENTS:

Ms. Graver noted that Carole Reese, College staff member, should be commended for the support she is providing to other families within her husband's Sellersville National Guard Unit, which is on active duty in Iraq. Ms. Reese was also featured in a PBS film special on families with loved ones serving in Iraq.

There being no further business to come before the Board, and upon the motion being duly made and seconded, the meeting was adjourned at 2:55 p.m. The next meeting of the Board of Trustees will be on November 10 at 1:30 p.m. at the Upper County Campus.

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Elizabeth A. Graver, Secretary