

District Community College

District Community College

Board of Trustees  
Meeting Minutes

May 14, 2018

A. Convening

The three hundred and fifty-ninth regular meeting of the District Community College

Board of Trustees was held on Monday, May 14, 2018, in Room TD209 in the Huddell

Administration Building at the 1000 Plain River Campus in Plain River, District Community College

Plain River, Massachusetts. Chair Joan Medeiros called the meeting to order at 4:05 p.m.

Present: Joan Medeiros, Chair; David G. Gagnier, Vice Chair; Professor Robert White

Honors Lynn Maloni; Lydia Dastorola; Anthony Sciorra; Sandra Saunders, Esq.

Secretary Diane Silvia; and Steven Torres, Esq., Vice Chair

Trustees absent: None.

B. Consideration of Minutes of the Meeting of April 9, 2018

Upon a Motion made by Trustee Torres to accept the Minutes of the Meeting of April 9,

VOTED to accept the Minutes of the Meeting of April 9, 2018.

C. Chair's Report

Chair Medeiros reported that all the trustees were present and the meeting was

dedicated to the 1000 Plain River Campus. The meeting was held on Monday, May 14, 2018.

very well attended.

D. President's Report

President Douglas reported on two new hires to the RCC Staff:

comes to BCC after working at Bridgewater State University for the past 12 years.

Previously as Director of Administration in the Division of Student Affairs and Director of Student Affairs

Connecticut State University and Doctor of Education in Educational Leadership

education for more than twenty years

Robert K. Edwards, Director of Learning, Robert K. Edwards, M.Ed. & Associate Dean

of Library Services, has been selected as the new Dean of the Trumbull Center. He

has worked at the college for more than 20 years. Bob has a Bachelor of Science

degree in Electrical Engineering from the University of Massachusetts Dartmouth

and a Master's in Library and Information Studies from the University of Rhode

Island. He completed his doctoral studies at UMD.

President Douglas and Vice President Paul Vincent presented The Offshore Wind

Market Report and Market Outlook. The report was prepared by the Massachusetts

Department of Energy Resources and the Massachusetts Offshore Wind

Market Study. The report provides an analysis and recommendations to address the training and

development needs for the offshore wind industry workforce in Massachusetts. The

report was released to the public the following day and highlights the opportunities that

lie ahead related to offshore wind.

In April, President Douglas visited Cape Verde with BSU President Fred Clark and other delegates. They visited the University of Cape Verde, reviewed study abroad options, met with the Prime Minister and other officials, and discussed willingness to assist in their community college venture.

President Douglas said the following are Talking Points for the Board of Trustees:

1. Asian Family Night and Open House

On April 29, Bristol Community College held its first Asian Family Night. There

was a large turnout of students and families. The event featured

food, dancing by a local Cambodian dance group and BCC students, as well as

student.

Admissions held its first Open House on April 20 with 67 prospective students

and their families attending. It was a collaborative effort with College

Communications, Student Services and Academic Affairs.

2. Summer Enrollment Update

Summer 2018 enrollment headcount is up by 19% over last summer at this time and credits are up by 26%. The change in Pell funding allowing students to enroll in the summer has had a significant impact on students registering for summer classes:

- 1,158 awarded some form of aid and registered for summer 2018
- 915 are receiving the Pell Grant totaling \$1,312,373.
- 278 are receiving a Direct Subsidized Loan totaling \$253,152

### Commonwealth Honors Program

RCC's Commonwealth Honors Program (CHP) offers high performing students

extensive research projects and present them at the statewide Undergraduate

high school. Presidential Scholars receive expert transfer counseling and

President Douglas asked Joyce Brennan, Vice President for Communications, to give the Board a report on the progress of the communication plan. She reported that the plan is on track and that she has been working with the Board on the communication plan. She also reported that she has been working with the Board on the communication plan.

V.P. Brennan discussed proposed changes to the District Community College.

options with the Board. The Board preferred #1 (see handout). This is to launch in September. The Board asked what the cost would be to do a full rebranding that would include letterhead, website, banners, etc. V.P. Brennan said she would bring an estimated budget and implementation timeframe back to the Board for review.

E. Report of the Facilities Committee

Trustee Anthony Sapienza, Chair of the Facilities Committee, said that an issue surfaced recently where an opportunity was missed to purchase a building next door to 900 Broadway Street. He will report to the Board after receiving more information.

F. Retreat Committee

Trustee Diane Sileo, Chair of the Retreat Committee, gave her report regarding the meeting of April 9.

Historically, the Board Retreat has been held on Monday, June 14. The Committee discussed and approved changing the date to Wednesday, August 22, 2018.

The venue the Committee approved was the Fall River Campus, Room 1011, in the John J. Soregan Forum and Science Building.

It was determined that continental breakfast and a working lunch would be provided by DCC's ON-DUTY FOOD SERVICE.

The Committee also discussed the possibility of having a facilitator conduct the Retreat.

The following possible items were discussed and discussed by the committee. These were distributed to the Board for review:

- Briefing of President's Vision.
- New Initiatives and Strategic Plan.
- Board of Trustees as being a resource to College President.
- Five year projection of Student Enrollment and future finances of the College.

Trustee Saunders asked why a facilitator would be necessary. It was discussed that if

report.

- Five-year projection Sustainability, Student Enrollment, Recruitment, future finances of the college and possible free tuition and resource to President

Trustee Saunders asked why a facilitator would be necessary. It was discussed that if

needs to work more effectively, a facilitator may be able to provide more into producing meetings that are more efficient.

Trustee Malasi made by Trustee Flexon and seconded by Trustee Malasi, it was

VOTED to approve the Board Retreat date of Wednesday, August 22, 2018.

Trustee Lynn Malasi, Chair of the Finance and Audit Committee, gave a report to the Board of the Committee meeting on April 23, 2018.

increase was warranted and if so, how much.

Vice President Kenyon and Comptroller Keith Toni presented a very detailed analysis to support an increase in the 2019 operating budget.

The specific items that are needed to be addressed in FY10 include:

- IT infrastructure investment of \$500,000.

As part of balancing the operating budget for FY10, management recommended a \$5 per

The \$5 increase represents a 2.6% increase over the current per credit cost and would generate approximately \$700,000 in revenue.

The college has reduced overall cost by almost \$2 million over the current fiscal year.

V.P. Kenyon provided a presentation to the Board. He noted that most schools' tuition and fees per credit increased; the average per credit fee increase is going to be \$8. BCC's appropriation per full-time enrollment (FTE) was \$3,752 for FY17. The budget includes a planned reduction of an additional \$800,000 in payroll for FY19.

With the recommended \$5 fee increase, Bristol will remain in the lower third of the 15 community colleges. The recommended fee increase would reduce the refund of a full-time student with a \$0 expected family contribution by \$120. Most students take less than a full-time course load so their impact would be less.

The Committee had voted to recommend a \$5 per credit fee increase.

Trustee Pasternak said she was at the Student Senate meeting when V.P. Kenyon presented the proposed fee increase and asked what they could do. The Student Senate would be okay with a \$5 increase but if it were more, they would need convincing.

Upon a Motion made by Trustee Tomer and seconded by Trustee Soriano, it was

credit fee increase.

#### H. Report of the Alumni Trustee

Alumni Trustee Diana Silbin gave her report to the Board regarding the Alumni Association meeting at April 18. The following were highlights from her report:

- Awards were given in May.
- Emergency loans were given by the Financial Aid Office.
- Raisers Edge interfaced with Gradway (alumni database software).
- Bylaws - term limits discussed.
- V.P. Brennan gave a Branding presentation to the Alumni Association.
- Alumni signing for Commencement; BCC stars awarded.

I. Report of the Foundation Relations Committee

Trustee Silvia did not attend the Foundation Meeting. Chair Medeiros did attend and said

for a prospective budget at the June 18 meeting.

J. Report of the Student Trustee

Trustee Pasternak said that some Student Life events over the past several months included:

- Spring Fling on Friday

Trustee Pasternak concluded her report.

K. Financial Update

L. Report of Personnel Actions

Upon a Motion made by Trustee Saunders and seconded by Trustee Silvia, it was

M. Report of Workforce and Community Education Contracts

Upon a Motion made by Trustee Sapienza and seconded by Trustee Silvia, it was

VOTED to accept the Report of Workforce and Community Education Contracts.

May 14, 2018

N. Old Business - Continued Action Items from Retreat - Review President's Goals

President Douglas said they have made good progress on the reports Spring 2017 to

IT portal. They have made strides with Career Services. President Douglas is conducting forums at all locations regarding Shared Governance and Transparency. Weekly enrollment reports have been going out to the college community

O. New Business

Chair Medeiros thanked Student Trustee Pasternak for her service to the Board during the past year. She said Trustee Pasternak has been a delight to have on the Board and that she provided an incredible energy and passion to this position.

Wendee Development, Lifelong Learning, Grant Development, and External Affairs

P. Adjournment

There being no further business to come before the Board, Chair Medeiros declared the meeting adjourned. The time was 5:50 p.m.

Respectfully submitted,

  
Sandra Saunders, Hon. Secretary

6/11/18

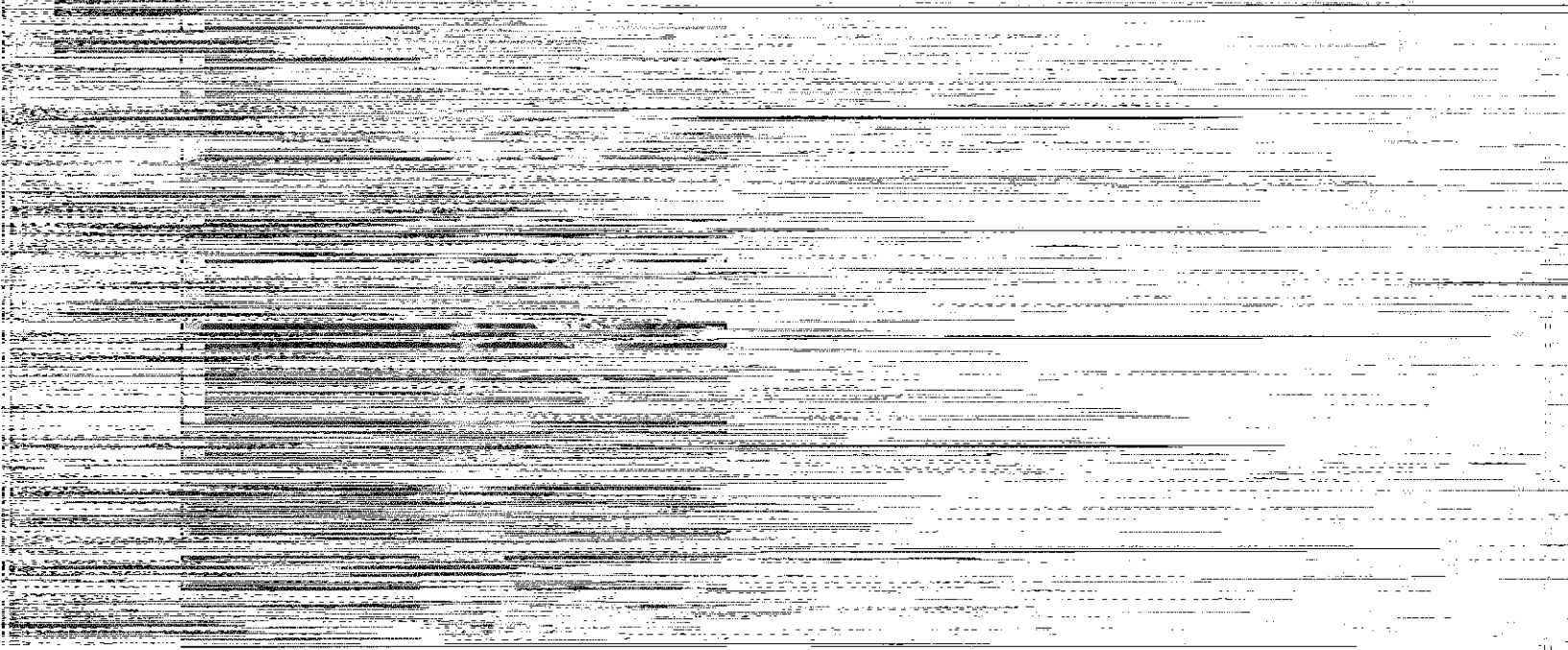
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Date Approved

Initials



6/1/2018



### The Opportunity

- Some of the best known school brands rarely go by their acronym.
  - Harvard (not HU)
  - Stanford (not SU)
  - Oxford (not OU)
- Massachusetts community colleges are mainly known by their name. Most use their name as a secondary reference and the acronym as a quick or internal reference.

Massasoit, Holyoke, Mass Bay, Roxbury,  
Middlesex, Mt. Wachusett

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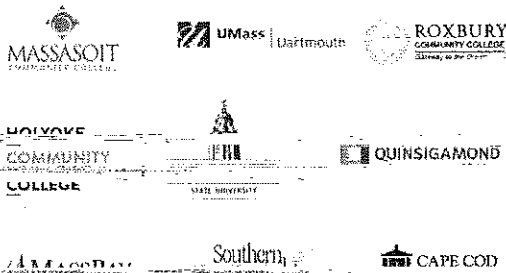
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### Other Institutions




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### About BCC

**Our History**  
 BCC was established in 1961 as the first and largest of the seven community colleges in the state. It was the first to be established in the state and the first to be established in the state.

- Negative - Beer Can College
- Positive - Best Cambodian College

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**Current Usage**




"BCC", "Bristol" and "Bristol Community College" have been used

**Your College. Your Future.**

**Quality**  
Promote caliber & expertise of faculty and programming  
Strong education

**Affordable**  
value

Locations throughout Bristol County & eLearning  
Fall River, Attleboro, New Bedford, Taunton  
(Ability to market eLearning beyond Bristol County)



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**Key Themes**

**Brand Tonality:**  
**warm + welcoming + encouraging + smart + helpful**

- Bristol delivers an incredible **VALUE** in **QUALITY** education
- Bristol provides a supportive, social and inclusive sense of **COMMUNITY**
- Bristol offers the **ENCOURAGEMENT** needed to help learners – wherever they are on their educational journey – find the right pathways to achieve their individual goals

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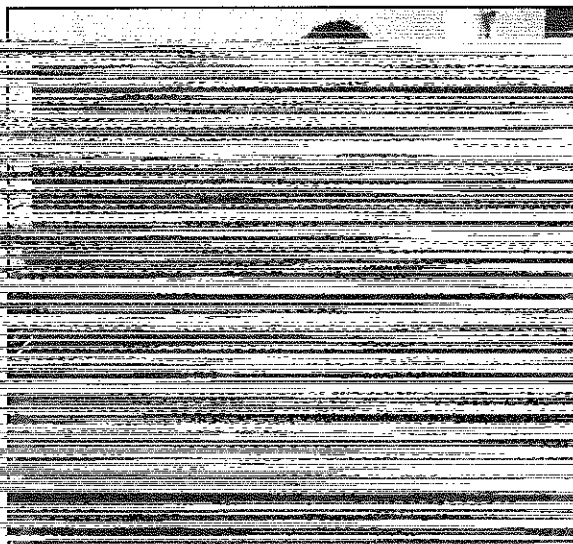
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**Design Variables**

- Font-based logotype
- Must reinforce "Pristal" brand elevation
- Must promote modern, contemporary image of institution
- Must have flexibility to complement sub- and affiliated brands (Bayhawk Athletics logo, etc.)
- Must have longevity

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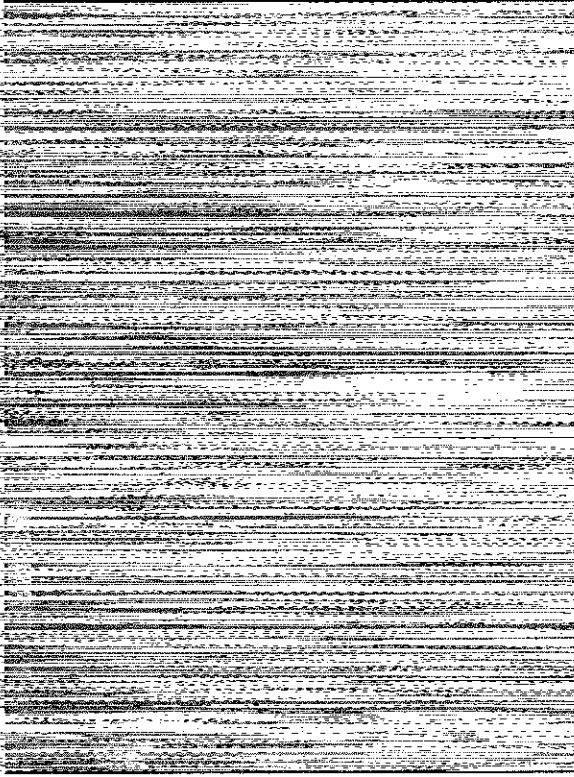
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**Design Variables**

- Continuity: utilize existing brand palette (specifically, "Bayhawk Green") and complement primary font

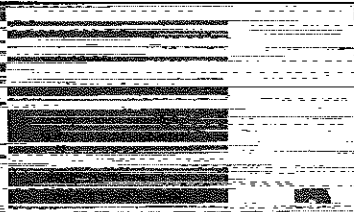
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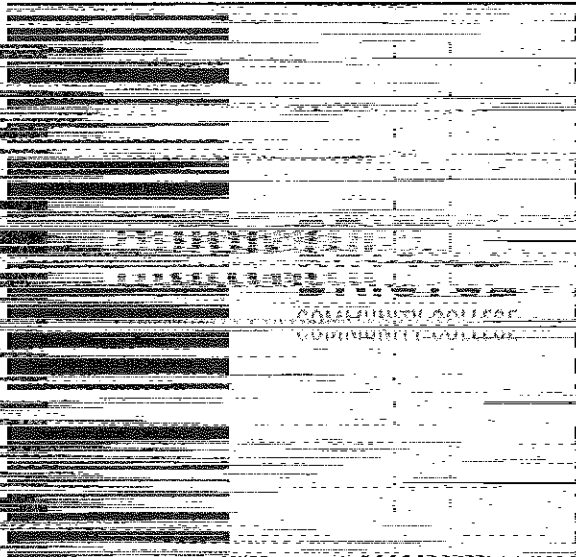
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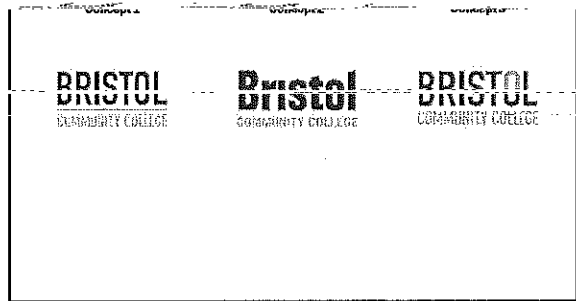
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BRISTOL COMMUNITY COLLEGE



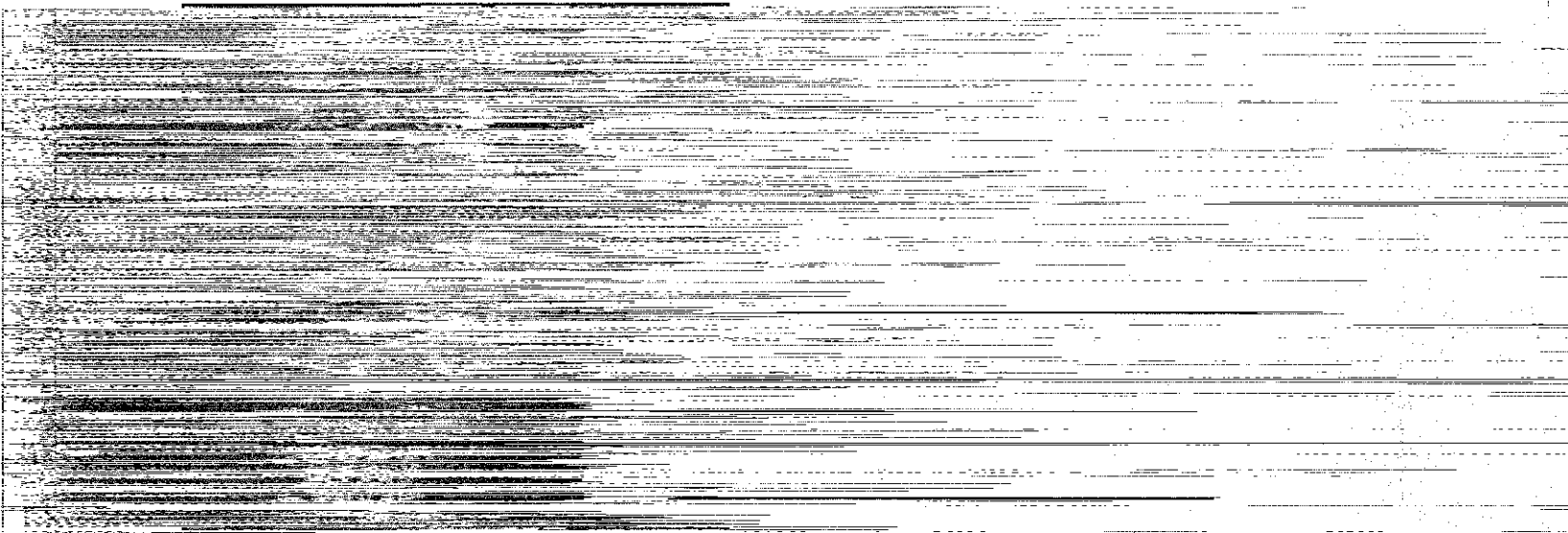
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### Show me the money

Knowing a rebrand was coming after the website launch, we have held back on numerous projects to save cost.

- Campaign will serve as '18 - '19 brand campaign
- Logos on the new doors on the Fall River location
- Permanent signage at the Taunton Center
- Co-branded signage in Attleboro with Bridgewater
- New Bedford signs are outdated and need replacing this summer
- building and exterior light poles
- Wayfinding that is underway
- Communications needs new backdrops

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- Website can be easily updated
- Communications depleted giveaway items

### September roll out

- Launch projects that have been on hold.
- Begin using "Bristol" where BCC was used.
- Unveil new look, including font and official colors.
- Complete the audit of existing logos, marks, etc. and create consistent Brand Architecture.

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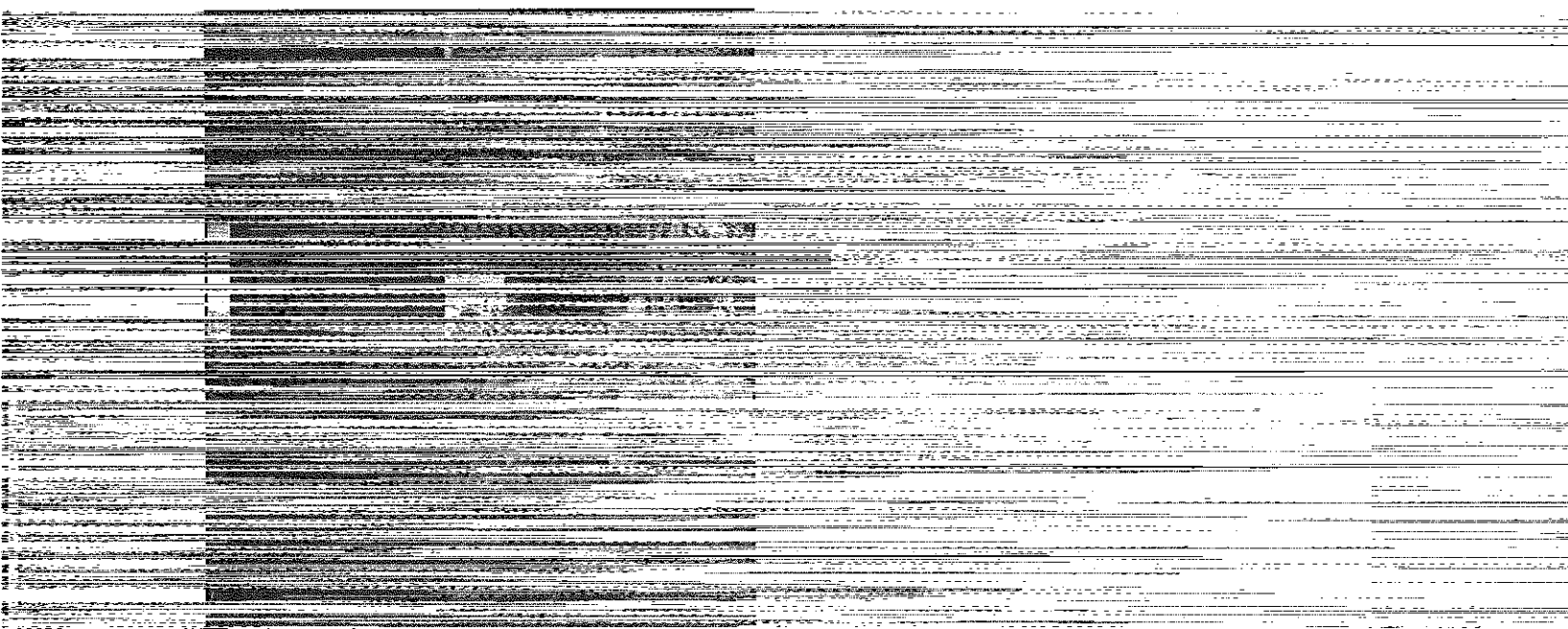
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6/1/2018

**Focus groups**

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**Bristol Community College**

Fiscal Year 2019  
 Board of Trustees Meeting  
 May 14, 2018

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**Budget Process Calendar**

March 5, 2018	Preliminary discussion - Projections for FY19
April 23, 2018	Special meeting of the Finance and Audit Committee - Management FY19 budget presentation
May 14, 2018	Board of Trustees vote on FY19 budget

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June 11, 2018	FY19 Budget Board of Trustees vote on FY19 budget
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**Assumptions for Fiscal Year 2019**

**Significant new budget items:**

• Enrollment decline of 5%	\$1,400,000
• Unfunded contractual obligations	\$ 300,000
• 1% increase in fringe rate	\$ 70,000
• IT infrastructure investment	\$ 500,000
<b>Total</b>	<b>\$2,270,000</b>

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Assumptions for Fiscal Year 2019 (cont.)

Reductions to PT payroll	\$ 100,000	
Increase in state funding projection	\$ 210,000	
Advanced faculty payroll savings	\$ 300,000	
Full-time payroll savings	\$ 400,000	
5		

Disbursements for FE for Income (2.5%)

8		
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Massachusetts Public Community Colleges  
Fiscal Year 2018

Column for FISCAL YEAR 2018

Northern Essex	204
Middlesex	158
Albany	195
SICC	195
Babson	194
Cape Cod	159
Worcester	180
Holyoke	183
Babson	180
Average	\$200
12	

### Massachusetts Public Community Colleges Projected Fiscal Year 2019

Enrollments and Fees Per Credit

College	Enrollments	Fees Per Credit
Berkshire	223	
Greenfield	227	
Mt. Wachusett	217	
North Shore	225	
Northern Essex	231	
Mass Bay	212	
Middlesex	215	
STCC	205	
Massachusetts	201	
Cape Cod	205	
Bristol	199	
Randolph	191	
Worcester	186	
Worcester Polytechnic	183	
<b>Total</b>	<b>2,871</b>	

### State Appropriation per FTE Fiscal Year 2017

College	FTE FY17	FY18 State Appropriation	Appropriation per FTE
Berkshire Community College	1,266	\$ 10,918,177	\$9,103
Randolph Community College	1,400	\$ 10,000,000	\$7,143
Greenfield Community College	1,259	\$ 10,558,985	\$8,371
Cape Cod Community College	1,114	\$ 10,242,000	\$9,193
Mt. Wachusett Community College	1,200	\$ 11,550,414	\$9,625
Northern Essex Community College	1,240	\$ 10,775,822	\$8,731
Middlesex Community College	1,200	\$ 10,000,000	\$8,333
Mass Bay Community College	1,100	\$ 10,000,000	\$9,091
Worcester Polytechnic Institute	1,100	\$ 10,000,000	\$9,091
Bristol Community College	1,100	\$ 10,000,000	\$9,091
Worcester Community College	1,100	\$ 10,000,000	\$9,091
Middlesex Community College	1,100	\$ 10,000,000	\$9,091
Worcester Community College	1,100	\$ 10,000,000	\$9,091
Berkshire Community College	1,100	\$ 10,000,000	\$9,091
Greenfield Community College	1,100	\$ 10,000,000	\$9,091
<b>Total</b>	<b>12,500</b>	<b>\$ 125,000,000</b>	<b>\$10,000</b>

College Statistics	Impact on students with an EFC of \$0						
	FY18 Student Enrollment	FY18 Cost Per Student	FY19 Federal Grants	State Grants	Total Grants	Refund to Student	\$5 per credit impact
Full Time:							
30 credits	461	5,820	6,120	1,850	7,970	2,150	150
24 credits	1,265	1,455	2,620	485	3,105	2,215	60
Part Time:							
18 credits	1,485	3,492	4,440	762	5,202	1,710	90
12 credits	2,811	2,328	2,960	525	3,485	1,157	60
6 credits	3,014	1,184	1,480	162	1,642	478	30
<b>Total</b>	<b>9,526</b>						

MA Tax For Higher Education Tuition and Fees (Form 8871) - 2017

11,000

51,000

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16

MA Tax For Higher Education Tuition and Fees (Form 8871) - 2017

11,000

51,000

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MA Tax For Higher Education Tuition and Fees (Form 8871) - 2017

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MA Tax For Higher Education Tuition and Fees (Form 8871) - 2017

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