

**BERKSHIRE COMMUNITY COLLEGE
PITTSFIELD, MASSACHUSETTS**

**MINUTES OF TRUSTEES MEETING
January 28, 2014**

1. CONVENING

A meeting of the Board of Trustees of Berkshire Community College was held on Tuesday, January 28, 2014 in the General Bartlett Room, Susan B. Anthony Building. Chair Rodowicz called the meeting to order at 4:41 pm.

PRESENT: Chair Rodowicz, Vice Chair Dindio, Trustees Bradway, Ingegneri, Laurens, Roberts, Slattery and Supranowicz

ABSENT: Trustees Caccaviello and Wynn

ALSO PRESENT: President Kennedy; Vice Presidents Bullock, Doscher, Feinerman, Law, and Mulholland; Assistant to the President, Kim Brookman; Special Guests from the Board of Higher Education: Commissioner Richard Freeland and Jennifer Perkins; Other Guests: Christina Barrett, Brendon Cowdrey (PCTV), Ryan Cowdrey (PCTV), Dori Digenti, Pamela Farron, Julie Hannum, Kelly Jourdain, Charles Kaminski, Jonathan Levine (Pittsfield Gazette), Andy McKeever (iBerkshires.com), Mary Parkman, Chuck Prescott, Shea Prestley (Pittsfield Courier), Mark Sumy, Addie Van Deurzen, Heidi Weber and Costa Zervas

2. APPROVAL OF THE MINUTES

Upon a motion duly made and seconded, it was VOTED unanimously to approve the minutes of the December 3, 2013 meeting.

3. COMMISSIONER RICHARD FREELAND

Commissioner Freeland addressed the Board, thanking the members for their service and commitment. The Commissioner also expressed Governor Patrick's understanding of the important mission the Board is charged with, and his desire to be seen as a colleague.

Freeland talked about the responsibility board members have for the wellbeing of Berkshire Community College. The Commissioner has been charged with visiting community colleges throughout the state to offer support from his office. The Office of Trustee Relations was developed for this purpose. Jennifer Perkins was appointed as the Director with the sole purpose of communicating with boards of trustees to see that they have the information and support they need.

The Commissioner commented that President Kennedy has engaged the role of being president with her whole being, also acknowledging her presence at all Board of Higher Education meetings which are held each month in eastern Massachusetts.

Freeland stated that the two biggest priorities of the Board of Higher Education are the two statewide initiatives: the Vision Project and the Initiative on Collaboration and Efficiency. He commended BCC and the Board of Trustees as one of the few campuses looking at student outcomes.

Freeland commented on the Governor's budget and the important role of community colleges in Massachusetts.

Trustee Dindio acknowledged and commended the Commissioner's continued communication efforts, as did Board Chair Rodowicz. Rodowicz also spoke about the Trustee conference the Board of Higher Education held in November and what a great opportunity it was to network with peers across the state, encouraging other board members to make an effort to attend next year.

Student Trustee, Kyle Slattery presented the Commissioner with a framed print of the BCC campus as a gift to the Board of Higher Education.

4. PRESIDENT'S REPORT

a. New Employee Introductions

Charles Kaminski introduced Addie Van Deurzen, BCC's new Senior Special Programs Coordinator for the CVTE Program (Career Vocational Technical Education). Ms. Van Deurzen has a B.S. in Mechanical Engineering from the University of Wisconsin.

b. Assessment Project (Chuck Prescott)

Vice President Frances Feinerman spoke about NEASC's Standard Four, the Academic Program. There are eleven standards that must be met; of the eleven, standard four is the longest and most detailed on assessment. Vice President Feinerman introduced Chuck Prescott, Associate Professor of English. Prescott is a part of the AMCOA Team (Advancing a Massachusetts Culture of Assessment).

AMCOA is a part of the Vision Project and is led by a team of faculty and staff from each of the state colleges in Massachusetts. The goal of AMCOA is to help improve curriculum and learning through the development of learning outcomes assessment. The team is looking at assessing students through LEAP Value rubrics rather than standardized testing. An important leg of this project is the creation of a statewide professional development network centered on assessment issues.

c. Professional Development Update (Dori Digenti)

Vice President Feinerman introduced Dori Digenti, Director of the Center for Teaching & Learning.

Ms. Digenti discussed the various opportunities BCC provides for professional development, recognizing that the overall purpose of professional development is to increase student success by supporting a culture of continuous improvement in teaching and learning. Activities include: professional days, adjunct appreciation events, faculty roundtables, technology workshops, professional development grants, and the assessment of professional development.

d. ABE (Kelly Jourdain)

Vice President Bill Mulholland introduced Kelly Jourdain, Academic Coordinator of the South Berkshire Adult Learning Center.

Ms. Jourdain spoke about the student learning programs offered, learning gains and assessments, technology being used, college and career readiness curriculum, and student community involvement. The center's vision is to maintain, retain and advance its students, helping them reach their potential in as many ways as it can.

e. Finish What You Started (Christina Barrett)

Vice President Michael Bullock introduced Christina Barrett, Director of Marketing & Student Recruitment.

Ms. Barrett spoke about BCC's "It's Never Too Late to Finish What You Started" campaign. Barrett discussed the challenges BCC faces in a declining demographic. Strategies for this campaign include targeting students with college credits (from BCC and other institutions), showcasing BCC students and alumni, and appealing to personal aspirations as motivators for returning to college. The enhanced semester schedule will reach 80,000 households, will spotlight both students and faculty, and will use inspiring testimonials for attending and completing. Outreach will include: semester schedule, print ads, radio, web, social media, billboards, cinema advertising, email, and instant admit events. An ongoing outreach effort will be made, with emphasis on telling the BCC story through students and alumni, by highlighting our esteemed faculty, and with the introduction of our new website.

Ms. Barrett played the statewide community college commercial, which is a marketing initiative supported by the Department of Labor grant.

5. STUDENT GOVERNMENT REPORT

The student government report was given by Student Trustee, Kyle Slattery.

The Student Government election of officers will take place on Tuesday, February 4th.

The Office of Student Life will no longer be selling bus passes. Students can purchase Charlie Cards at the BRTA. One card is good for one semester and is much more economical for students, especially those students that live outside Pittsfield. Students can use their financial aid to purchase the card. The transition has gone smoothly.

SGA had a very successful Welcome Back Pizza party, with over 350 students in attendance; they were able to visit clubs and organizations that were represented in the café during lunch.

Members of the SGA will be attending a leadership conference on Saturday, February 8th.

SGA will help with the 13th Annual Not Your Average Dog Show on February 9th.

Slattery is working on a fundraiser with adjunct faculty Audrey Sussman and the Project Reach students. The students will bake valentine cookies and the SGA will help sell them. The proceeds will go to the book voucher program, "A Little Bit of Help."

6. SUBCOMMITTEE REPORTS

a. Academic Planning

Vice President Feinerman reported that the committee met in October and discussed the changes in developmental math, new certificate programs, the core competency program, and reverse transfer.

b. Executive

Chair Rodowicz reported that the Executive Committee met on January 7th to discuss revisions to the "Bylaws of Berkshire Community College." The committee will meet on February 12th to take a final look at all changes. A special board meeting will be held on February 25th, at which time the complete board will review and vote on the revised bylaws.

c. Finance

Vice Chair Dindio introduced Vice President John Law to provide a financial overview. The Vice President reported on the FY2014 Budget vs. Actual figures. Vice President Law also provided a brief synopsis on the progress of the Hawthorne/Melville Renovation Project.

Upon a motion duly made and seconded, it was VOTED unanimously to accept the Berkshire Community College FY 2014 Trust Fund Report for the second quarter ending December 31, 2013.

d. Human Resources

Trustee Pamela Roberts reported that Commissioner Freeland received and accepted the Board's presidential evaluation.

e. Nominating

In the absence of Trustee Caccaviello, President Kennedy reported that the Nominating Committee met to discuss filling trustee positions. Currently, there is one vacant position on the board, with an additional three vacancies as of March 2014. The committee will meet again in February to continue the process.

7. PERSONNEL ACTIONS

None.

8. OTHER BUSINESS


- a. Old – None.
- b. New – None.
- c. Upcoming Events – See attached sheet.

9. ADJOURNMENT

The meeting was adjourned at 6:26 pm. The next scheduled meeting will be held on February 25, 2014.

DATE: February 1, 2014

Respectfully submitted,



Kim Brookman

Approved:



Darlene Rodowicz, Chair

