

Massasoit Community College
Regularly Scheduled Meeting of the Board of Trustees
Wednesday, January 16, 2019
Louison Board Room, Student Center, Brockton, MA

Attendees: Craig Andrade, Bonnie Blackler, Thomas Carroll, Eshita Chakrabarti, Deborah Enos, Robert Harnais, Julia Molnar, Ann Sullivan

Roll Call:

Chair Harnais - present
Trustee Andrade - present
Trustee Blackler - present
Vice Chair Carroll - present
Trustee Chakrabarti - present
Trustee Enos - present
Trustee Molnar - present
Secretary Sullivan - present

Call to Order

The meeting was called to order at 6:04 p.m.

Chairperson's Report

Chair Harnais announced that the moving forward the full Board of Trustees package will be posted to the MyMassasoit portal following the Board meetings to allow time for the Trustees to review and approve the minutes and package. Additionally, the Board has decided to forego serving dinner prior to the meetings as they feel the funds spent on dinner service are better served going toward student needs.

President's Report

President Glickman called attention to an [article](#) from Community College Daily regarding guidance on tax information for students trying to fill out financial student aid applications during the government shutdown. Massasoit was mentioned in the national article as one of the colleges who had systems already in place (prior to the shutdown) to allow students to register for classes though the IRS was not able to provide verification or documentation matching during the government shutdown. Additionally, Massasoit will provide assistance to students in need through the United Student Fund.

Dr. Glickman provided updates on current events and initiatives including a themed event on March 15 in the library on the Brockton campus that will support the Educational Enrichment Fund; the Strategic Planning Task Force has been formed and their kickoff meeting will be in the near future; 97% of the 10th graders at the New Heights Charter School students are taking college classes; David Tracy, Executive Director of Alumni Services, has been named to the board of the Cranberry Country Chamber of Commerce; and that Massasoit was ranked 10 out of 100 schools by Diverse: Issues in Higher Education, as one of the top producers of associate degrees granted to minority students. The only community college to appear on the list, Massasoit appears a total of 18 times. The full report can be found [here](#).

Student Trustee's Report

Trustee Molnar reported that the last day of class was December 21st. The Student Senate did not meet during the break, however; once students return to school the Student Senate will host a hot cocoa social to recruit new members. ved.

Chief Advancement Officer's Report

Paul Grand Pre, Chief Advancement Officer, noted that the team is moving ahead with the implementation of the donor database and training is taking place within the team. The donor database project has an initial learning curve but will be a labor-saving process moving forward. Mr. Grand Pre shared with the Board new giving proposals that have been developed to assist with donor solicitations. The proposals include the ADA compliance needs for the fine arts and early childhood center; the Allied Health and Life Sciences buildings renovations; Food Pantry proposal; Diesel program funding proposal; and a

proposal for general scholarships. He also advised that the Foundation was unable to meet during the month of January as they did not meet a quorum.

Elected Alumni Trustee's Report

Trustee Blackler announced that the Alumni Association met the month prior and began work on the graduation reception. The next meeting will be held February 14, 2019.

Chair Harnais noted that he would take the agenda out of order due to timing considerations to address agenda item L: the review of the surveillance camera proposal. Chief Cummings stated that the Massasoit Community College Police Department is seeking approval from the Board of Trustees to update the camera surveillance system which has not been updated since 2009 and no longer able to sustain the high standards of campus safety. Vice Chair Carroll asked if the funds had been budgeted or if this was an additional funding request. Vice President Mitchell advised that the funds are included in the FY19 budget.

A motion was made by Vice Chair Carroll and Seconded by Trustee Enos to approve expenditure not to exceed \$81,000 with ENE Systems of Canton, MA to provide surveillance camera replacement and upgrade for both the Brockton and Canton campus. The motion passed unanimously.

Consent Agenda

A motion was made by Trustee Enos and seconded by Vice Chair Carroll to approve items 1, 2, 3, and 4 on the consent agenda. The motion passed unanimously.

Single Audit Report

Mike Cosgrove and Ryan Sheean, representatives from O'Connor & Drew, noted that they met previously with the Audit and Finance Committee to review the Single Audit Report and the Performance Report. Mr. Cosgrove stated that they performed the required Single Audit review, testing TAACCT and Title III, and that there were no Single Audit findings this year. He explained the reason student financial aid wasn't required this year was due to uniform guidance changing their opinion on the risk level of student financial aid. As a result, it is no longer considered high risk because it was tested last year and there were no material findings. Mr. Cosgrove also stated because Massasoit ran a TAACCCT program that was over the threshold, it was able to meet requirements for Single Audit testing, and as a result they only had to test TAACCCT and Title III.

A motion was made by Trustee Andrade and seconded by Trustee Chakrabarti to accept the 2018 Single Audit Report. The motion passed unanimously.

Performance Audit Report

Mr. Cosgrove stated that the Performance Audit performed was specifically on Student Financial Aid. There was one finding that was considered a 'significant deficiency' – which he explained is the lesser of the two types of findings. He further explained that the finding was for a late refund of \$86 due to a third party sponsorship which was refunded 26 days after the required 14-day refund period. Mr. Cosgrove continued that the late refund is required to be included in the report as a finding and next year it will not be considered a material finding which would designate the program high-risk.

Chair Carroll noted that this report had been reviewed with the Audit and Finance Committee and during that meeting asked if Massasoit concurs with the findings. Vice President Mitchell replied that Massasoit concurs with the findings and as a result, processes were changed to ensure capture going forward. He explained that this finding was compounded by the third party which created an overpayment on the account.

A motion was made by Trustee Andrade and seconded by Trustee Chakrabarti to accept the 2018 Single Audit Report. The motion passed unanimously.

Presentation on the Media's Role in the Public's Perception of Climate Change

Chelsea Bodemer, Massasoit Commonwealth Honors Student, delivered her presentation on the Media's Role in the Public's Perception of Climate Change. Trustee Enos commented on the wonderful presentation and interesting subject matter. President Glickman noted that the presentation is at the level of some of her doctoral students and that Ms. Bodemer's presentation is at a very high level of critical thinking. The Board thanked Ms. Bodemer for her exceptional presentation.

Presentation of Massasoit Strategic Planning Research and Rebranding

Jim Lynch, Director of Marketing and Creative Services explained that this project will assist the college in identifying its brand identity and also help to provide important data for the strategic planning process. The cost to fund this project is \$100,000. The market research will be performed by Carnegie Dartlet and will involve various focus groups and interviews of various college constituents including students, faculty, staff and the external community. The study will produce a master positioning document which the college will use in our marketing strategy moving forward. A lengthy discussion ensued regarding the decision to engage with Carnegie Dartlet and if the college had explored other firms that could provide similar research at a lower cost. Concern was voiced by several trustees regarding the cost versus value of the project. Director Lynch explained that the research provided by Carnegie Dartlet was unique to the industry and would be difficult to find other firms that produced this specific research. Discussion continued regarding the decision to engage with Carnegie Dartlet as the college is already engaged with the firm for marketing and branding and the results do not appear to be yielding the necessary audiences. As it was determined that Carnegie Dartlet was a single source supplier of this specific brand of marketing research, Chair Harnais entertained a motion to approve the request.

A motion was made by Secretary Sullivan and seconded by Trustee Blackler to approve an expenditure not to exceed \$100,000 with Carnegie Dartlet to conduct a market research study. The motion passed unanimously.

A motion was made by Trustee Enos and seconded by Trustee Blackler to adjourn the meeting. The motion passed unanimously.

Prepared by:



Lydia B. Camara
Chief of Staff



Ann Sullivan
Secretary, Board of Trustees