

Massasoit Community College
Regularly Scheduled Meeting of the Board of Trustees
Wednesday, May 15, 2019
Louison Board Room, Brockton Campus
Approved June, 19, 2019

Roll Call

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

Call to Order

The meeting was called to order at 6:02pm

Chairperson's Report

Vice Chair Carroll advised that Chair Harnais was unable to attend the meeting due to an emergent situation and that he would chair the meeting in his stead. Mr. Carroll noted that this exciting time of the academic year and he and the Trustees are looking forward to commencement on May 31st. Vice Chair Carroll stated that Provost McCarthy had announced her retirement and he thanked her for her service on behalf of the Board of Trustees. Additionally, he thanked Student Trustee Molnar for her service to the Board and wished her well on her future endeavors. Lastly, he advised that a new student trustee had been elected, Cindy Mack. Cindy is travelling over the summer break and will join the Board in September.

President's Report

President Glickman echoed Vice Chair's comments and thanked Provost McCarthy and Trustee Molnar for their service to the institution. President Glickman said that she is delighted to announce that Vice Provost Yameen has accepted her offer to serve as Provost beginning in October, 2019. Additionally she advised that Student Senate President, Kim Nashawaty, was recently honored at the state house as Massasoit's representative for the 29 Who Shine. President Glickman provided updates on Massasoit's presence in downtown Brockton at 226 Main Street, the progress on the Strategic Plan, ADA compliance renovations, and the completion of the dining hall renovation by August, 2019. She added that the Dean of Students has received a significant amount of positive feedback regarding the upgrades to Student Central and the dining hall facilities. Additionally, Dr. Glickman updated the Board in regards to the college governance initiative noting that the college does not currently have a governance structure beyond the Academic Senate. President Glickman advised that the Academic Senate had made a recommendation regarding college-wide governance and based on that recommendation a committee has been formed to begin building the structure for a college-wide governing structure.

Student Trustee Report

Trustee Molnar provided an overview of the community outreach activities undertaken by the student

senate during the past semester. Ms. Molnar added that in her role as Student Trustee that advocating on behalf of the student body was one of the most important duties she could fulfill in the role. Trustee Molnar thanked President Glickman, Provost McCarthy, and Dean Dieujuste for their guidance during her tenure and was grateful for their support in promoting communication between the administration and student body; Trustee Molnar also thanked the Board of Trustees for their continued support. Finally Trustee Molnar noted that she was particularly thankful to Student Senate President Nashawaty and all of the college administration that were involved in providing text messaging to students as an additional means of providing updates. This initiative was something very important to the student body and Trustee Molnar was very appreciative to everyone who made this initiative become a reality for the students.

Foundation Report

Chief Advancement Officer Grand Pré noted that this was indeed a busy and exciting time of academic year. Mr. Grand Pré noted that the Arts Festival would take place on Sunday, May 19th on the Canton Campus and would include many local community artists. Additionally Mr. Grand Pré noted that the Massasoit Community College Foundation has surpassed the internal fundraising efforts on behalf of Coach Frizzell fund and would soon be taking the fundraising efforts public. Additionally, Mr. Grand Pré noted that the Foundation would be hosting the 25th and 50th reunion classes for a breakfast on the morning of Commencement. President Glickman added that she is very encouraged by the fundraising efforts noting that the college is close to raising \$200,000 which is amazing considering the Foundation raised zero dollars the previous year.

Alumni Association Report

Trustee Blackler advised that the Massasoit Community College Alumni Association would be selling flowers at Commencement to raise funds for the Alumni Association scholarship fund. She also noted that the association would not be meeting in July and August and regular meetings would resume in September.

Consent Agenda

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

Presentation of the Proposed Fiscal year 2020 Spending Plan

Vice President Mitchell noted that included in the spending plan this year is a fact sheet that was recommended by the Trustees last year. Mr. Mitchell noted that the key takeaway when reviewing the budget over the past six years is that there is only a \$1.5 million difference, taking into consideration continued investments in the college and absorbing collective bargaining expenses, the success speaks to the stewardship and sound fiscal management across the college. Executive Director O'Neill then reviewed the process by which the 2020 budget was developed including an overview of the state appropriation process, enrollment projections, and a proposed fee increase to the general college fee of \$7.00 to cover the projected budget gap. Discussion ensued regarding the impact the proposed fee increase would have on students. Mr. O'Neill provided an in depth analysis comparing fee increases of Massasoit's peer institutions and budgetary impacts to the institution with zero, three, five, and seven dollar increases.

Executive Director O'Neill noted that after modeling the potential impact of several levels of increase, it was determined that a \$7 increase per credit hour would be the most impactful to the operating budget while also having as minimal an impact on our students as possible. The \$7 General College Fee increase will result in a \$63 increase for students taking 9 credit hours in a semester or \$126 for the full academic year. Based on the enrollment projection model, the average student will take slightly less than 9 credit hours per semester in FY20. The college is confident that given the increase of \$100 per student in Pell Grant, increases in the Mass State Grant program and increase in the MCC Fee Assistance program, the

college will be able to cover all tuition and fees for our neediest students. Our neediest students are defined by all students whose expected family contribution (EFC) is between \$0 and \$5,576. In addition, these students will have enough excess financial aid to cover all costs for books and classroom materials. President Glickman added that the proposed fee increase was shared with members of the Student Senate and was well received and accepted. Vice Chair Carroll added that the proposed FY2020 Spending Plan was reviewed and accepted by the Audit & Finance Committee.

A motion was made by Trustee V. Sullivan and seconded by Trustee Enos to approve the Fiscal Year 2020 Spending Plan of \$50,086,097 including a fee increase to the General College Fee of \$7.00 per credit effective for the Fall 2019 semester. The motion passed with one dissention by Trustee Blackler.

Rebel Interactive Marketing and Advertising Presentation

Paul Pita, Chief Branding Officer and Kyle Minerley, Director, Advertising and Search with Rebel Interactive Group provided an overview of Rebel Interactive's marketing plan for Massasoit that will focus on branding, messaging, and multi-media marketing expertise. Discussion ensued regarding target marketing, approach, and deliverables.

A motion was made by Secretary Sullivan and seconded by Trustee Chakrabarti to approve an expenditure not to exceed \$300,000 with the marketing and advertising firm Rebel Interactive Group of Southington, CT to provide and manage integrated marketing and media buying services for Massasoit Community College. The motion passed unanimously.

Vice Chair Carroll advised that the Board of Trustees would not be going into executive session.

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