

MASSASOIT COMMUNITY COLLEGE
MEETING OF THE BOARD OF TRUSTEES
WEDNESDAY, JUNE 16, 2021
VIRTUAL MEETING
Approved September 15, 2021

Attendees: Bonnie Blackler, Thomas Carroll, Eshita Chakrabarti, Cindy Mack, Ann Sullivan

Absent: Eval Silvera, Craig Andrade

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

Roll Call:

Trustee Blackler – here

Chair Carroll – here

Trustee Chakrabarti – here

Trustee Mack – here

Secretary Sullivan – here

Chairman's Report

Chair Carroll extended greetings and announced that Trustee Enos resigned from the Board of Trustees. He read an excerpt from her letter of resignation where she shared that she was grateful for the time she spent with the College, and sent her sincere good wishes for the future. She added that she had the utmost respect for the administration, faculty, staff, and especially the students who work so diligently and courageously to make a better life for themselves and their families, through education. Chair Carroll stated that Trustee Enos has been a tremendous asset to the Board and she will be greatly missed. Chair Carroll also noted that this was Trustee Mack's last meeting as the Student Trustee and offered his sincere thanks and gratitude for all the work Cindy had done to advance the voice of the students in the College and with the Board. Secretary Sullivan also thanked Cindy for his contributions to Massasoit and the Board and wished him well at Bridgewater State University.

Chair Carroll noted that as we prepare for the fall semester, and we begin seeing more people on campus, he understands that there are concerns about how to bring people back together safely. He shared that throughout the pandemic there were three principles by which he was guided as he leads his organization: 1 – create an environment that is safe for our patients; 2 – create an environment that is safe for staff; and 3 – making decisions to ensure the company remains viable. He added that as the College moves forward, keeping and adapting those principles will help to keep the College viable and keep our students in a learning environment they want to be in.

President's Report

Interim President Molife echoed Chair Carroll's statement and said that as an institution the College has been using the same principles as guideposts as we bring people back to campus, keeping in mind that we have had many employees who had never left the campus including campus police, facilities, and administrative staff who continued to work throughout the pandemic. Dr. Molife added that the majority of folks will be back on campus as of July 15 and we are working with different departments to make sure that people are coming back and feel safe to do so. She added that we know this is a time of high anxiety but we are working as a team to make sure we are able to provide the services our students need and she thanked everyone for their support as we transition back to campus.

Interim President Molife shared some recent personnel changes to the Cabinet including the retirement of Melanie Haber, Vice President of Corporate and Community Education, Dr. Slandie Dieujuste has accepted an offer with Springfield College, and Joe DiMaria has been promoted to Dean of Students.

Dr. Molife shared that she was happy to announce that the Massasoit Community College Police Department received notification that they successfully passed their yearly audit conducted by the Massachusetts State Police. She added that we

continue to recognize that they are an outstanding police force and thanked them for their service to the college and the community.

The Governor's \$154.5M capital investment plan for higher education for fiscal year 2022 was recently announced noting that Massasoit was not going to receive any of the grant funding. Interim President Molife noted that the college has applied for funding for approximately three or four years, and continue to apply, for renovations to the science building. She added that the college will reapply for FY23 funding.

Interim President Molife introduce Provost Yameen who discussed the success of our early college programming noting that she was very proud to represent Massasoit at the New Heights Charter School first graduation adding that of the 89 students, all students of color, each walked across the stage with a minimum of 12 college credits and 51% of the graduating class also earned an associate degree from Massasoit Community College. Provost Yameen thanked the Board for their continued support of the College.

Elected Alumni Trustee Report

Trustee Blackler reported that she is working on a pamphlet to help solicit interest in the alumni association. She advised that the association is also discussing incentives and she is planning to meet with the president of the Middlesex Community College Alumni Association to discuss best practices for alumni participation.

Student Trustee Report

Trustee Mack stated that his night was very emotional as this was his last meeting as the Massasoit Student Trustee. He thanked the members of the Board and members of the administration for their continued guidance and support throughout his journey at Massasoit. He reflected on the opportunities afforded to him that he never thought possible and expressed his sincere gratitude for his experience and education at Massasoit. He added that he will continue with his service at the state level as the student representative for four-year institutions at the Board of Higher Education and plans to stay involved with Massasoit in the future. Chair Carroll thanked Trustee Mack on behalf of the Board for his service to the College.

Massasoit Community College Foundation Report

Mr. Grand Pré advised the Board that the Foundation is seeking approval for the final submission in connection with the state's endowed incentive match which expires on June 30, 2021. He further advised that the College received \$42,000 in matching funds and though quite short of the potential \$160,000 much was due to the fact that the College and the Foundation were hoping to use the matching funds toward the science building project which did not come to fruition. He added that on June 7, the Foundation received a donation for a ventilator valued at \$10,000 to be used in the respiratory care program and that donation is eligible for \$5,000 in matching funds. Mr. Grand Pre also advised the Board that progress is being made on the land transfer from the Foundation to the College and he expects to have a resolution to bring to the trustees at the next meeting.

A motion was made by Secretary Sullivan and seconded by Chair Carroll to authorize a request to the Massachusetts Board of Higher Education for \$5,000 in matching funds under the FY2020-FY2021 Public Higher Education Endowment Incentive Program to supplement the Ventilator Donation for the Respiratory Care Program.

Roll Call:

**Trustee Blackler – yes
Chair Carroll – yes
Trustee Chakrabarti – yes
Trustee Mack – yes
Secretary Sullivan – yes**

The motion passed unanimously.

Consent Agenda

A motion was made by Secretary Sullivan and seconded by Chair Carroll to approve items 1, 2, 3, and 4 on the Consent Agenda.

Roll Call:

Trustee Blackler – yes

Chair Carroll – yes

Trustee Chakrabarti – yes

Trustee Mack – yes

Secretary Sullivan – yes

The motion passed unanimously.

Presentation of the FY2020 Single Audit Report

Vice President Mitchell stated that the auditors from O'Connor & Drew presented the FY2020 Single Audit Report to the Audit and Finance Committee the previous week and added the audit is a "zero threshold" meaning if there is the slightest discrepancy in the audit there would be a finding in the report. He thanked Patricia Marcella, comptroller, and her team for their excellent work and noted that there were no findings in this report. Ms. Marcella stated that there is a copy of the report included in the Trustee packet and said that the reason for the delay in the report was due to a delay in guidance from the federal government regarding the CARES act. Ms. Marcella reiterated that this is a clean report with no findings, that it was reviewed by the Audit and Finance Committee, and thanked Todd Hughes and Kerri Jacobs in the financial aid department and Tina Vogel Pransky for their tremendous work in getting the information ready for the auditors. Chair Carroll thanked the team for their excellent work.

A motion was made by Secretary Sullivan and seconded by Trustee Blackler to approve the FY2020 Single Audit Report.

Roll Call:

Trustee Blackler – yes

Chair Carroll – yes

Trustee Chakrabarti – yes

Trustee Mack – yes

Secretary Sullivan – yes

The motion passed unanimously.

Barnes & Noble College Booksellers, LLC Contract Discussion

Vice President Mitchell clarified that there is no vote required regarding this agenda item as the College is not spending any money (noting that the threshold to come to the Board is \$50,000 or greater) however he felt it was important to inform the Trustees of the contract. Mr. Mitchell stated that the recommendation is to move forward with Barnes and Nobel and referred to the executive summary included in the Board packet. He added that it had been previously discussed with the Audit & Finance Committee, the College had tried to work with an existing estate contract using Follette Bookstore as they currently work with several Massachusetts community colleges and state universities on a single contract. Vice President Mitchell said that discussions were held with faculty, staff, and students; however, in the end Follett advised that they would pursue the contract though a bid process. Mr. Mitchell said that when the bids were reviewed it was "hands down" Barnes and Nobel with a four-year contract.

Transfer of \$6.1 million from the Citizen's Bank checking account to the investment portfolio managed by Eaton Vance. In addition, the college will liquidate four CDs upon maturity that are currently held by local banks and transfer the total proceeds of \$1.04m to Eaton Vance.

Vice President Mitchell stated that these transactions had been discussed at the Audit and Finance Committee meeting the prior week. He added that to have cash in non-interest bearing accounts is not a best practice and the College has requested through the Audit and Finance Committee and now through the full Board to move the money into the investment accounts with the intent of having the funds to bolster the operating budget. He added that it also puts the College in a stronger financial position. Patricia Marcella, comptroller, displayed a spreadsheet that illustrated the College's investment portfolio gains for the past several years and cash on hand noting that they estimate approximately \$6.1 million that can be moved to the investment portfolio.

A motion was made by Secretary Sullivan and seconded by Trustee Chakrabarti to transfer of \$6.1 million from the Citizen's Bank checking account to the investment portfolio managed by Eaton Vance. In addition, the college will liquidate four CDs upon maturity that are currently held by local banks and transfer the total proceeds of \$1.04m to Eaton Vance.

Roll Call:

**Trustee Blackler – yes
Chair Carroll – yes
Trustee Chakrabarti – yes
Trustee Mack – yes
Secretary Sullivan – yes**

The motion passed unanimously.

Presentation for digital media buying services with 5 Horizons Digital, LLC

Executive Director Yunits introduced the members of the marketing and communications team and thanked the Board for the opportunity to present the team's recommendation for the FY22 digital advertising agency. The proposal includes a request for the Board of Trustees to approve an expenditure not to exceed \$600,000 over a three-year period. Five Horizons Digital, LLC was chosen through a competitive bid process. Ms. Yunits explained that in past years the College contracted for traditional media purchasing including streaming, terrestrial radio, television and billboards, as well as some creative work that included the execution of design themes, video production, animation, copywriting, and brand development. She explained that the switch to include digital media only in this contract is because the internal capacity of the team is significantly broader than it had been in past years and the team has moved the traditional media buying and creative in house. Additionally, Rebel Interactive, the former marketing firm was brought in to accomplish several specific goals including brand development which has been complete. Ms. Yunits then reviewed the bid process, the budget breakdown between advertising dollars and management fees (\$160K for digital advertising and \$40K for management fees).

Secretary Sullivan commented that the management fee appeared to be lofty and inquired as to the payment structure. Ms. Yunits explained that the 20% fee is dependent on how much the college spends. For example, if the college only spends \$100k the management fee will be \$20k. Discussion continued regarding the contract price and that years two and three are options to renew and not required. Executive Director Yunits replied yes, they are options and not required to renew.

A motion was made by Secretary Sullivan and seconded by Trustee Chakrabarti to approve an expenditure in an amount not to exceed \$600,000 over three years with 5 Horizons Digital, LLC for digital media buying services.

Roll Call:

**Trustee Blackler – yes
Chair Carroll – yes
Trustee Chakrabarti – yes
Trustee Mack – yes
Secretary Sullivan – yes**

The motion passed unanimously.

A motion was made by Secretary Sullivan and seconded by Trustee Mack to adjourn the meeting. The motion passed unanimously.