

**31562**  
**APPROVED - BOARD OF TRUSTEES COMMUNITY**  
**COLLEGE DISTRICT NO. 508**  
**SEPTEMBER 13, 2012**

**BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508**  
**COUNTY OF COOK AND STATE OF ILLINOIS**

**MINUTES**

**REGULAR BOARD MEETING**  
**THURSDAY – AUGUST 2, 2012**  
**DISTRICT OFFICE - 226 W. JACKSON BOULEVARD, ROOM 300**

Pursuant to provisions of the Public Community College Act, as amended, of the State of Illinois, County of Cook, the regular meeting of the Board of Trustees of Community College District No. 508 was held on Thursday, August 2, 2012 at 9:00 a.m., District Office, 226 W. Jackson Boulevard, Room 300, Chicago, Illinois 60606.

**ATTENDEES**

OFFICERS OF THE DISTRICT

TRUSTEES

*Paula Wolff, Chair  
Ellen Alberding, Vice Chairperson  
Larry R. Rogers, Sr., Secretary  
Marisela Lawson  
Everett Rand  
Pastor Charles Jenkins  
Susan Santiago (Absent)  
Zakeia Hampton, Student Trustee*

CHIEF ADVISOR TO THE BOARD

*Jaime Guzman (Absent)*

ASSISTANT BOARD SECRETARY

*Regina Hawkins*

CHANCELLOR

*Cheryl L. Hyman*

GENERAL COUNSEL

*James Reilly*

PROVOST/CHIEF ACADEMIC OFFICER

*Kojo Quarley*

INSPECTOR GENERAL

*John Gasiorowski*

<u>FIRST NAME</u>	<u>LAST NAME</u>	<u>DEPARTMENT/COMPANY/OTHER</u>
Christine	Aguila	Truman College/Faculty Council President
Audrey	Butler	Wright College/Local 1708
Ed	Choklet	FGM Architect/Vendor
LaTonya	Orange	OIT
Thong	Lam	OIT
Carole	Wood	Development
Greg	Chen	District Office
Rebecca	Ford	Office of General Counsel
David	Sanders	Office of Strategic Institutional Intelligence
Len	Etlinger	District Office
Helen	Henry	Board of Trustees
Charles	Ansell	District Office
Antonio	Gutierrez	District Office
Ralph	Passarelli	District Office
Vernese	Walden	District Office
Cecilia	Lopez	District Office
A.	Mayes	Center for Distance Learning
Charles	McCleanon	
Ed	Garza	District Office
Nicole	Lacey	District Office
Jeremy	Gantz	District Office
Kim	Sangster	District Office
Jennifer	Horace	Former Student
Arnetta	Mason	District Office
Olga	Gutierrez	District Office
Trey	Alim	

## **I. CALL TO ORDER REGULAR BOARD MEETING**

Chair Wolff called to order the August 2, 2012 regular Board Meeting at 9:00 a.m. and asked that everyone rise for the pledge of allegiance.

## **II. ROLL CALL**

The Assistant Board Secretary called roll:

Chair Paula Wolff	Present
Vice Chair Ellen Alberding	Present
Trustee Larry Rogers, Sr., Secretary	Present
Trustee Everett Rand	Present
Trustee Susan Santiago	Absent
Trustee Pastor Charles Jenkins	Present
Trustee Marisela Lawson	Present
Student Trustee, Zakeia Hampton	Present

Chair Wolff acknowledged that in accordance with the Illinois Public Community College Act and the Illinois Open Meetings Act, there was a quorum.

### **III. REMARKS FROM CHAIR WOLFF**

Chair Wolff and Vice Chair Alberding thanked President, Dr. Joyce Ester for her assistance on their visit to Kennedy-King College. Chair Wolff remarked how she found the visit to be quite informative. Chair Wolff also informed the Board that Mr. Jaime Guzman, Chief Advisor to the Board of Trustees, tendered his resignation, but the Board will formally thank him with a Resolution at the September Board meeting. The Chair thanked Chief of Staff, Craig Lynch for assuming Mr. Guzman's role in an acting capacity until a replacement for Mr. Guzman is hired.

### **IV. PUBLIC PARTICIPATION**

There had been one request to address the Board, but the request was withdrawn and the concerns of the speaker were resolved.

### **V. FACULTY COUNCIL REPORT**

Professor Christine Aguila, Faculty Council President, Truman College, presented the Faculty Council report that outlined Faculty Development Week, which can be viewed at: [<http://apps.ccc.edu/brpublic/2012/aug/pg3.shtml#FACULTYCOUNCILUPDATE>]

Chair Wolff asked Professor Aguila to explain the Illinois Articulation Initiative (IAI) and address the follow-up she received from her report from last month. Professor Aguila responded that faculty don't designate courses as IAI, the state institution Illinois Articulation Initiative decides if a course can become IAI approved, but it is true that faculty submit and petition for a course to become IAI, but final approval is given by this government entity. Chair Wolff emphasized how the faculty works with state wide initiatives to determine how individual courses that the faculty design and teach fit more into the overall state and transferable credits.

Professor Aguila informed the Board that Professor Polly Hoover, Vice President of the Faculty Council, is on the committee of the state courses and in charge of conducting IAI workshops at all seven colleges to help faculty, advisors and administration better understand IAI issues. Chair Wolff asked if Professor Hoover could present to the Board a more in-depth explanation. Professor Aguila responded that she would check with Professor Hoover.

In response to Chair Wolff's second question, Professor Aguila informed the Chair that there was a meeting with some local faculty council presidents, herself as district faculty council president, and Vice Chancellor Alvin Bisarya, Provost Kojo Quartey, Scott Martyn, Executive Director of Center for Operational Excellence and Charles Ansell, Project Team Leader to discuss policy workflow and present the five recommendations

from faculty council; it was suggested that Professor Aguila, Faculty Council President, Vice Chancellor Alvin Bisarya and Provost Kojo Quartey meet to discuss ideas to

improve communications and policy workflow between faculty, reinvention and the office of academic affairs. The next meeting scheduled will be between the Provost and herself.

## VI. CHANCELLOR'S UPDATES

The Chancellor remarked on City Colleges starting off the year with a \$659 million balanced budget without having to raise taxes. The Chancellor also commented on the report given by the Civic Federation which commended City Colleges Reinvention as a model that other governments should emulate.

City Colleges graduation rate has increased to 10 percent, from 7 percent, with over 3,000 graduates, making the Class of 2012 was the largest in a decade. The Chancellor discussed the strong partnerships that have developed with industry leaders in Healthcare, Transportation Distribution and Logistics (TDL) and the first new or revamped College to Careers programs set to launch this fall.

The Chancellor noted that as part of City Colleges' comprehensive review to bring benefits more in line with the market, City Colleges has reduced the District's benefits liability by \$1 million a year. The reforms in place are: ending sick day payouts for new non-union hires, freezing them for current non-union employees, increasing health insurance co-pays and deductibles, and ending premium-free lifetime retiree health care for senior City College leaders, including the Chancellor.

City Colleges is doing what needs to be done to give City College students a clear path to further college and a career by working together to ensure the students' success.

## VII. DISTRICT UPDATES

There were two power point presentations presented to the Board:

**Enrollment** – Alvin Bisarya, Vice Chancellor of Strategy, Research and Organizational Effectiveness. Vice Chancellor Bisarya discussed in detail the following highlights of enrollment.

<http://apps.ccc.edu/brpublic/2012/aug/pg4.shtml#districtupdates>

- Several ways to calculate “enrollment”: headcount, credit hours, full-time equivalents and the number of courses
- Headcount and full-time enrollment trends 1985-2011
- Declining headcount enrollment for the past 25 years
- Demographic shifts and competition in higher education which contributed to enrollment shifts
- Enrollment growth in the for-profit sector which created more competition in higher education
- Ten year enrollment trend, headcount enrollment continued to decline
- Headcount enrollment declines are attributable to declines in adult education
- City Colleges lost more students in adult education than its competitors

- Variety of internal and external factors contributed to declines in adult education enrollment
- Analysis of enrollment in the past five years
- City Colleges declines in occupational, adult education and personal interest
- Internal and external factors contributed to increases in Baccalaureate/Transfer enrollment
- Four major fund groups for City Colleges
- Funding used for City Colleges in unrestricted operating funds
- State and federal financial aid funding related to enrollment but not property taxes
- Instructional areas that acquire funding from different sources
- State funding in general fluctuates
- Baccalaureate and general academic course increased, the state funding rate decreased
- State revenue generated by baccalaureate courses declined despite increasing credit hours

Chair Wolff asked if the increase in the four-year private not-for-profit enrollment was comparable in other places where there are competitive community college systems. Vice Chancellor Bisarya responded, in Illinois, especially in Chicago, there is a very large private sector and it has been growing. Vice Chancellor Bisarya also explained that in the state of Illinois and the Chicago area, the public sector has been decreasing or has been flat and the private sector has been increasing, there is separate data for the private sector on the national level and it can be provided to the Board members.

Chair Wolff also asked about how students are categorized as “academic” or “occupational.” She mentioned the communications class she saw at Wright College which was comprised of veterans training to be utility workers. The Chair wanted to know how they come in the door and how we categorize the student and not necessarily the credits they take. Associate Vice Chancellor Antonio Gutierrez responded that the course is created and submitted to the Illinois Community College Board and regardless of who takes the course it would still count as a regular transfer course.

Vice Chair Alberding asked for an analysis, at a later date, of the changes or decisions that City Colleges has made over the last ten year period that resulted in fewer enrollments during that time and whether, upon review, those decisions were the right decisions.

Trustee Marisela Lawson asked whether the Board can be provided with data that demonstrates which students among the adult education population convert to occupational programs or baccalaureate/transfer programs, showing that while there may be an overall decline in adult education enrollment, there may be some increases based upon adult education students shifting to the other programs. Vice Chancellor Bisarya responded that the decline in adult education is due to multiple factors, internal and external. Overall, the data shows that for adult education students starting at any level, only 3 percent make it to credit level courses.

**Marketing** – Laurent Pernot, Vice Chancellor of Institutional Advancement addressed the FY 2013 Registration, Recruitment and Marketing Campaign.

The highlights of the presentation are listed below.

[<http://apps.ccc.edu/brpublic/2012/aug/pg2.shtml#purchase>]

- FY 2013 targets (credit + 2.7% increase) adult education (+1.5% increase)
- Recruitment team – 11 of 15 hired as of July 16, 2012; Generated 300+ prospects in first few weeks
- Community Relations – Identified 15 new sites with new partners for GED and ESL programs in designated “need” areas
- Reinvented ad campaign on transit and billboards
- General Registration, adult education and ESL advertisements that ran in publications serving areas surrounding colleges and city-wide Latino and African American publications
- Mailings sent to 50,000 English-speaking and 20,000 Spanish-speaking Chicago households
- FY12 – Spring registration strategy, marketing campaign results indicators
- Shifted marketing dollars from sporadic, uncoordinated ad buys to awareness building placement for greater impact
- Summer/Fall 2012 registration campaign marketing results indicators
- FY 13 marketing plan – continuation with college to careers and vertical ads in print, online, and community billboards
- Continue the transfer message coupled with the \$40,000 value proposition
- Continue parallel target marketing campaign to drive registration to the dual enrollment program, including robo calls to CPS juniors and seniors

Vice Chancellor Pernot also informed the board as to how the FY13 advertising and mail budget of \$1.02 million will fund the multi-channel outreach program which is down from FY12 marketing budget of \$1.2 million. Target market split will be 30% of the advertising budget and will be dedicated to support the enrollment and retention efforts of the Latino Spanish-speaking market; 30% of the advertising budget will be dedicated to the enrollment and retention efforts of the African American market; The remaining 40% will be spent in general market. The advertising medium split will be 12% community/ethnic print; 20% radio; 24% billboard; 20% online and 19% direct mail. Vice Chancellor Pernot remarked that all of the students in the City Colleges ads are real current and former students.

Vice Chair Alberding asked that since most of the marketing is retail marketing to the actual student, what about the people who influence the students decision whether they are high school students or adult students. Vice Chancellor Pernot responded yes, there are magazines that targets teens and high school students and marketing will definitely target advertising to channels that are more likely seen by parents.

Trustee Rand complimented Vice Chancellor Pernot and Vice Chancellor Bisarya for providing the access for the students to get an education and advertising in a number of minority newspapers and venues. Trustee Lawson also complimented Vice Chancellor

Pernot and Vice Chancellor Bisarya on the community relationships they have established and how it is going to create a huge impact on the students.

Chair Wolff asked if any of the Presidents had any comments. President Laackman commented on how Harold Washington College appreciates the support and President Aybar complimented the recruiters on-line that have made a big difference in the short time they have been at Daley College. President Ester complimented the marketing department for working with the students at Kennedy-King College and the people in the neighborhood. Chair Wolff commented that the Mayor and she are both pleased with the enrollment and marketing goals and objectives, and the metrics to measure them that the Chancellor and her team are setting in place.

### **VIII. REVIEW OF BOARD AGENDA ITEMS**

Chair Wolff remarked that the agenda items are always discussed in advance of the Board meeting. She and Trustee Alberding had been given a full briefing on them at a prior meeting. Chair Wolff then asked for a review of the August Board agenda items beginning with Resolution 1.00 and ending with 6.00. General Counsel, James Reilly informed the Board that pursuant to Section 1.4.2 of City Colleges' bylaws, Trustee Rand would open the nominations for the annual election to fill the Board offices of Chairperson, Vice-Chairperson and Secretary. Trustee Rand nominated Paula Wolff as Chairperson, Ellen Alberding as Vice-Chairperson and Larry Rogers, Sr. as Secretary. There were no other nominations from the floor, Trustee Rand asked for a second on the nomination proposed. Trustee Marisela Lawson seconded the nomination. Trustee Rand then asked for a motion to approve Resolution 1.00.

<Motion>      Trustee Pastor Charles Jenkins  
<Second>      Trustee Marisela Lawson      Motion Carried

Once all agenda items were reviewed, Chair Wolff noted that pursuant to the ethics policy, the Chair had a tangential involvement in the appointment of two people (Project Team Leader and Community Affairs Liaison). She respectfully abstained from voting on these two matters and asked that the minutes reflect the abstention.

### **IX. APPROVAL OF AUGUST AGENDA ITEMS**

Chair Wolff asked for a motion to approve the August 2, 2012 Board packet, the July 12, 2012 Ad Hoc Construction Committee Minutes and the July 12, 2012 Public Hearing and Regular Board Minutes.

<Motion>      Trustee Everett Rand  
<Second>      Trustee Larry Rogers, Sr.      Motion Carried

**X. CLOSED SESSION**

Pursuant to the Open Meetings Act, (Sections 2(c) 1, 2(c) 2, 2(c) 5, and 2(c) 11, Chair Wolff called for a motion to hold Closed Session at 10:35 a.m. for a discussion of Personnel, Collective Bargaining Litigation and Real Estate.

<Motion> Trustee Vice Chair Ellen Alberding  
<Second> Trustee Secretary Larry Rogers, Sr. Motion Carried

**XI. RETURN FROM CLOSED SESSION**

Closed Session ended at 11:30 a.m. There was no action taken during closed session.

< Motion> Trustee Vice Chair Alberding  
<Second> Trustee Secretary Rogers Motion Carried

**XII. MOTION TO ADJOURN**

Chair Wolff asked for a motion to adjourn the meeting.

<Motion> Trustee Everett Rand  
<Second> Trustee Secretary Rogers Motion Carried

Meeting adjourned at 11:35 a.m.

**Larry R. Rogers, Sr.  
Secretary,  
Board of Trustees**

**Submitted By - Regina Hawkins, Assistant Board Secretary**