

# COLUMBUS STATE

COMMUNITY COLLEGE

## COLUMBUS STATE COMMUNITY COLLEGE

550 East Spring Street  
Columbus, Ohio 43215

### MINUTES

#### BOARD OF TRUSTEES MEETING

Thursday, January 28, 2016  
Columbus State Library, Media Studio, Columbus Hall

#### CALL TO ORDER:

The regularly scheduled meeting of the Board of Trustees of the Columbus State Community College was held on Thursday, January 28, 2016, in the Columbus State Library, Media Studio, Columbus Hall. The meeting was called to order by Chairperson Michael E. Flowers at 5:36 p.m.

#### ROLL CALL:

Present: Michael E. Flowers, Chairperson  
Dianne A. Radigan, Vice-Chair  
Jami S. Dewolf  
Valoria C. Hoover  
Catherine M. Lyttle  
Robert P. Restrepo, Jr.  
Richard D. Rosen  
Poe A. Timmons

Absent: Kirt A. Walker

#### CERTIFICATION OF COMPLIANCE:

President Harrison advised that the record should show that notice of this meeting has been given in accordance with Section §121.22(F) of the Ohio Revised Code.

DAVID T. HARRISON Ph.D. PRESIDENT

### **COLLEGE'S MISSION AND VISION STATEMENTS:**

Trustee Rosen read the College's Mission and Vision Statements.

### **OPENING REMARKS FROM CHAIR FLOWERS:**

Chair Flowers reflected on the observances around the country for Dr. Martin Luther King, Jr., and his work for increasing social justice. He reminded everyone that Dr. King was also a proponent of education. Chair Flowers read an excerpt of a letter written by Dr. King while he was a student at Morehouse College, titled "The Purpose of Education:"

*"Education must enable one to sift and weigh evidence, to discern the true from the false, the real from the unreal, and the facts from the fiction. The function of education, therefore, is to teach one to think intensively and to think critically."*

Chair Flowers commented that the College has its own Mission and Vision Statements, and we can be proud of the fact that we do work that promotes the idea that Dr. King had about the purpose and outcomes we all hope to achieve for the students at Columbus State Community College.

### **REMARKS:**

- Dr. Harrison explained that the 2016 Committee and Board meetings will be held at various locations, including Columbus Campus, Delaware Campus and Dublin Regional Learning Center. He stated that this will give the Trustees an opportunity to see the College in the eyes of the students, and will give him the opportunity to celebrate the great groups across campus.
- Dr. Harrison explained that Ms. Cecelia Glackin, Ex Officio Student member, will be working with Ms. Karina Brown, to invite a student guest to speak at each Board meeting.
- Dr. Harrison acknowledged Mr. Bruce Massis, Director of Libraries and Accreditation Liaison Officer, at Columbus State, for hosting the Board meeting.
- Mr. Massis explained that, five years ago, the Library embarked upon an 18-month comprehensive renovation plan that was based on the guiding principles of legendary Director of Baltimore County Public Library, Charlie Robinson. He shared that the exhibit titled, "Thurgood Marshall and the Supreme Court: 32 Cases that Changed America," was an extraordinary success.

This exhibit was inspired by Dr. Harrison, the publication of Wil Haygood's book on Thurgood Marshall, the academic expertise of Dr. Marilyn Howard, the Foundation, and the technical expertise of the Library staff. He noted that the exhibition will be supplemented with a gallery show created by artist, Vivian Pitman. The gallery show highlights Black

History Month in February. Mr. Massis also reported that Library visit numbers had risen from 9,000 a month, prior to the renovation, to 10,000 a week post-renovation.

- Ms. Cecelia Glackin introduced the first student guest, Mr. Daniel Woodley.

Mr. Woodley thanked the Board members and Dr. Harrison, and provided some general information about himself. He graduated from Magic Johnson Bridgescape: Road to Success Academy in Columbus, Ohio. He chose Columbus State for the diversity and cost. His field of interest is political science/economics. He is very active in multiple clubs on campus, and participated in Courageous Conversations. After Mr. Woodley graduates from Columbus State, he plans to transfer to Howard University or Georgetown University for his bachelor's degree and continue at Harvard Law School to obtain a law degree. He aspires to lead as a public servant, and his career aspiration is to become the President of the United States.

### **APPROVAL OF MINUTES:**

**Member Restrepo moved**, Member Hoover seconded, that the minutes of the regular meeting of the Board of Trustees held on Thursday, November 19, 2015, be approved as presented.

A vote was taken which resulted in:

AYES: Members Flowers, Radigan, Dewolf, Hoover, Lyttle, Restrepo,  
Rosen, Timmons

NAYS: None

### **ANNUAL REORGANIZATION OF THE BOARD:**

#### **ELECTION OF OFFICERS FOR 2016**

The Nominating Committee recommended the following Slate of Officers for 2016:

|                   |   |
|-------------------|---|
| Chair             | Mr. Michael E. Flowers                          |
| Vice-Chairperson  | Ms. Diane A. Radigan                            |
| Secretary         | Dr. David T. Harrison                           |
| Treasurer         | Mrs. Terri Gehr                                 |
| Deputy Treasurers | Dr. David T. Harrison and Ms. Aletha M. Shipley |

Trustee Valoria Hoover will represent the Board of Trustees on the Foundation Board.

The delegate for the Ohio Association of Community Colleges will be Trustee Robert P. Restrepo; the alternate will be Trustee Richard D. Rosen.

Ms. Jackie DeGenova administered the Oath of Office to the newly-elected officers.

Chair Flowers thanked his colleagues for their willingness to serve, and commented that both he and Vice-Chair Radigan are honored and appreciative of the opportunity to serve the College.

**Moved by the Committee**, Member Radigan seconded, that the Slate of Officers proposed by the Nominating Committee be elected as Officers of the Board of Trustees of the Columbus State Community College for the 2016 organizational year.

A vote was taken, which resulted in:

AYES: Members Flowers, Radigan, Dewolf, Hoover, Lyttle, Restrepo,  
Rosen, Timmons

NAYS: None

#### **DATES ESTABLISHED FOR BOARD AND COMMITTEE MEETINGS FOR 2016:**

The Board and Committee meeting schedule for 2016 was accepted.

**Member Hoover moved**, Member Timmons seconded, that the dates established for Board and Committee meetings for 2016 be approved as presented.

A vote was taken, which resulted in:

AYES: Members Flowers, Radigan, Dewolf, Hoover, Lyttle, Restrepo,  
Rosen, Timmons

NAYS: None

#### **REPORT OF INDEPENDENT AUDITORS ON THE FINANCIAL STATEMENTS FOR THE YEAR ENDED JUNE 30, 2015:**

Mrs. Gehr provided an overview of the Auditor's report to the Board. She shared that the audit of the financial statement yielded another clean opinion for the College. The auditors were extraordinarily complementary of Ms. Aletha Shipley, Controller, and her team, and for managing a significant change in this year's financials, the implementation of Governmental Accounting Standards Board Statement No. 68 (GASB 68).

**Member Timmons moved**, Member Dewolf seconded, that the Board of Trustees accept, as presented, the reports of the Independent Auditors on the Financial Statements as of June 30, 2015, of the College and the Foundation, as prepared by Plattenburg & Associates and Rea & Associates, respectively.

A vote was taken, which resulted in:

AYES: Members Flowers, Radigan, Dewolf, Hoover, Lyttle, Restrepo,  
Rosen, Timmons

NAYS: None

### **REVISED FISCAL YEAR 2016 OPERATING BUDGET:**

Dr. Harrison explained the higher-than-budgeted revenues provide an opportunity to recommend the following strategic allocations:

*Technology.* An allocation of \$1.8 million from this year's revenues will give the College the opportunity to meet several technology needs, including the conversion to the enterprise system vendor's supported database, system updates for a new student placement testing approach, and a down-payment on the College's annual technology infrastructure needs which cost \$3.5 million annually to maintain.

The College avoided passing special technology fees on to students in order to fund annual technology infrastructure needs by using FY15-16 state capital funds for this purpose while it explored new revenue streams necessary to provide for these annual operational expenses.

*Leveraging Assets.* Columbus State collaborated with neighborhood stakeholders during its master planning process and has continued to do so since the adoption by the Board of Trustees in July 2013 of a master plan designed to advance the College's goals of student success, workforce development and civic engagement. The aspirational plan envisions a modernized, greener and more vibrant neighborhood in which the Columbus campus resides. The Board recognized in adopting the plan that it would require active engagement of a variety of stakeholders and investors for the plan to be realized over time.

Neighborhood stakeholders and the City of Columbus have invited the College to assume leadership for creating and leading the implementation of an investment plan. The City of Columbus is considering a \$300,000 commitment – \$100,000/year for 3 years – to provide resources for a leadership infrastructure. Columbus State is well-positioned to provide such leadership, and by setting aside a \$300,000 match, the College demonstrates its commitment to establish a framework within which it can work closely with stakeholders to create and implement an investment plan for the Columbus campus neighborhood. These monies will not be spent until the Board of Trustees formally adopts a plan of action.

*Auxiliary Fund.* Total revenues for auxiliary enterprises are projected to be \$39,334 or 1.3% lower than originally budgeted. Even though enrollment is higher than initially budgeted, revenues are trending lower largely due the College's continued textbook affordability and digitization initiatives. Operating and miscellaneous expenses are projected to essentially equal the original budget. The auxiliary fund is expected to balance within the revenues the enterprises are projected

to generate.

**Member Hoover moved**, Member Dewolf seconded, that the Board of Trustees approve the Revised FY 2016 Operating Budget for the College's general fund and the auxiliary fund.

A vote was taken, which resulted in:

AYES: Members Flowers, Radigan, Dewolf, Hoover, Lyttle, Restrepo, Rosen, Timmons

NAYS: None

**FINANCIAL STATEMENTS AS OF, AND FOR THE SIX MONTHS ENDED  
DECEMBER 31, 2015:**

Mrs. Gehr reported on the College's financial statements as of, and for the six months ended December 31, 2015.

**Member Timmons moved**, Member Dewolf seconded, that the Board of Trustees approve the Financial Statements as of, and for the Six Months Ended December 31, 2015.

A vote was taken, which resulted in:

AYES: Members Flowers, Radigan, Dewolf, Hoover, Lyttle, Restrepo, Rosen, Timmons

NAYS: None

**LOW ENROLLMENT COURSE REPORT:**

Dr. Harrison explained the Ohio Department of Higher Education requires that the Boards of Trustees of each state institution of higher education evaluate all courses and programs based on enrollment and student performance. For courses with low enrollment, Boards are asked to evaluate the benefits of delivering the course through a regional collaboration. He noted that Dr. Cooley and Dr. Anderson worked with Columbus State's academic leadership to develop the report for the Board's review.

Dr. Cooley shared that the report is the result of a concerted effort by College faculty, staff, and administrators to balance student success and the need for fiscal and organizational efficiency.

**Member Rosen moved**, Member Radigan seconded, that the Board of Trustees approve the Low Enrollment Course Report required by the Ohio Department of Higher Education.

A vote was taken, which resulted in:

AYES: Members Flowers, Radigan, Dewolf, Hoover, Lyttle, Restrepo,  
Rosen, Timmons

NAYS: None

**COLLEGE CREDIT PLUS ALTERNATIVE PAYMENT STRUCTURE:**

Dr. Harrison explained that the payment structure for the 2016-17 academic year requires Board approval. He noted that Columbus State's tuition is below the state's tuition rate, and added an amendment to the Resolution which states:

For each semester in the 2016-17 school year, starting with the Summer 2016 Semester, Columbus State will determine whether funds remain from the prior year's textbook allocation. If funds do remain, Columbus State will pay textbook shipping costs for all partnering Districts until that amount is exhausted.

**Member Lyttle moved**, Member Hoover seconded, that the Board of Trustees approve the College Credit Plus Alternative Payment Structure; as amended.

A vote was taken, which resulted in:

AYES: Members Flowers, Radigan, Dewolf, Hoover, Lyttle, Restrepo,  
Rosen, Timmons

NAYS: None

**PRESIDENT'S REPORT:**

• **Staff Employees of the Month**

Full-time Staff Employee of the Month for December 2015 was Dustin Iacovone, Academic & Fitness Specialist, College Recreation & Wellness.

• **ASL Students assist Shadowbox Performers**

Interpreting Education students provided interpreting services for guests at the Shadowbox Cabaret's annual "Holiday Hoopla" shows. The shows are the culmination of a semester-long internship at Shadowbox for the students. Dr. Harrison acknowledged Dr. Thomas Habegger and his team for their enthusiastic response to Trustee Rosen's invitation to engage with the Shadowbox Company.

- **Autumn Semester 2015 Commencement**

Mr. Wil Haygood was the Autumn commencement speaker, and was awarded an honorary associate degree at the commencement ceremony. Dr. Harrison noted that Mr. Haygood's sister received her degree, and he was delighted to be a part of that celebration.

- **Apple HIMT Digital Pathways Pilot Kickoff**

The College hosted an iPad Pilot kickoff event at the Apple Store in Easton to introduce students to the iPad functionality. The event was held on a Sunday evening and was well attended, with approximately 35 students. The digitization investments from the Board and Cardinal Health will support the next step of implementation within the HIMT pathways program. Dr. Harrison thanked everyone involved with this project.

- **Creative Campus Planning**

Dr. Harrison acknowledged the late Denny Griffith, who served for 16 years as the President of Columbus College of Art and Design. He shared that Mr. Griffith was a great friend, and his first conversation about the Creative Campus was in Mr. Griffith's office, which helped spark the process for the development of Columbus State's Master Plan.

Dr. Harrison explained that a Transition Team has been assembled to develop a work plan. He thanked Trustee Hoover and Trustee Rosen for representing the Board of Trustees, and Mr. Ron Seiffert and Mr. Bob Tannous for representing the Foundation Board.

Advisory Team Partners in the work with the City of Columbus include: CCAD, Columbus Museum of Art, Discovery District, Edwards Companies, MORPC, and State Auto.

- **Foundation Board**

Dr. Harrison presented the Foundation Board of Directors roster. He noted the College has a very strong Foundation Board, and the Board of Trustees and Foundation Board will be working more closely together on our shared vision. He stated that Trustee Hoover has done an incredible job with bridging the work of the Boards.

- **Giving Tuesday**

- **Gift from Mrs. Rosen and Trustee Rosen Launched a New Tradition of Philanthropy for Columbus State**

- The Rosens' gift of \$50,000 was leveraged by developing a match incentive campaign for #GivingTuesday. #GivingTuesday is the first Tuesday after Thanksgiving, and a global day of giving supported by social media.
- As a result of the campaign, 49 additional gifts (9 new donors) participated; raising an additional \$13,400 in matching gifts.



- In addition, the Foundation is in the process of creating a network of advocates to explore ways to use these funds to better support students who are single mothers.

- **Looking Ahead**

- Courageous Conversations
  - Community Forum on Education – February 17
  - Business Roundtable – February 29
  - Community Think Summit – April 1
- AACC Pathways Institute – February 4-6
- i3 Grant Post Award Meeting, US Department of Education – February 23
- Apple Executive Briefing, Cupertino – March 9-11
- Central Ohio Compact Summit – April 7

- **2016 Marketing and Media Plan**

Dr. Harrison introduced Mr. Allen Kraus, Vice President of Marketing and Communications, who presented an overview of the 2016 Marketing and Media Plan.

- Marketing and Admissions
  - Described the close relationship between Marketing and Admissions to attract students.
  - Characterized the call to action in marketing as intended to drive prospective students to visit, inquire, and connect with College Coaches.
- Audience segments
  - Identified four key broad audience segments: (1) high school students who are career program prospects, (2) high school students bound for four-year degrees, (3) young adult students in their early 20s, (4) adult learners, likely to have previous work and college experience.
  - Also identified key “influencer” audiences, including family members, business and industry partners, and opinion leaders.
- Media consumption among audiences
  - Presented a high-level overview of media consumption (including broadcast and cable TV, terrestrial and digital radio, Internet usage, local newspaper readership, and device ownership) by the four audiences segments.
  - Outlined the College’s media buying behavior.
- Case study: *ExactTRACK*
  - Described the new *ExactTRACK* 3+1 business program partnership with Franklin University, much of the promotion of which happened via digital advertising.
  - Outlined online activity associated with promoting the programing, including

Facebook banner ads and geofencing mobile ads.

- New 30-second television spots
  - Described messaging in new TV spots as intended to emphasize good outcomes for Columbus State graduates and promote community and business partnerships.
  - Debuted three spots: “Work Study for Workforce,” “Far-Flung Grads,” and “Graduation.”
  - Described two additional spots in development.

**OLD BUSINESS:**

There were no items to bring before the Board.

**NEW BUSINESS:**

There were no items to bring before the Board.

**PUBLIC PARTICIPATION:**

No public participation.

**EXECUTIVE SESSION:**

**Member Radigan moved**, Member Lyttle seconded, that the Board of Trustees adjourn to Executive Session according to Ohio Revised Code §121.22 for the purpose of considering the purchase of property for public purposes.

A vote was taken which resulted in:

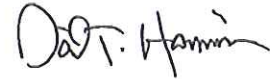
AYES: Members Flowers, Radigan, Dewolf, Hoover, Lyttle, Restrepo,  
Rosen, Timmons

NAYS: None

The regular meeting of the Board of Trustees reconvened from Executive Session at 7:16 p.m.

**ADJOURNMENT:**

There being no further business to come before the Board of Trustees, the meeting was adjourned at 7:17 p.m.



---

Dr. David T. Harrison  
Secretary, Board of Trustees

Vickie Hunter, January 28, 2016