



## BUCKS COUNTY COMMUNITY COLLEGE

### BOARD OF TRUSTEES MEETING

Newtown Campus  
Date: September 12, 2019  
Time: 1:30 P.M.

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#### PRESENT:

Elizabeth Fineburg, Presiding  
David R. Breidinger  
James Dancy  
Blake Eisenhart  
Frank Fazzalore,  
Elizabeth Graver  
Otto Grupp III  
Carol Mignoni-Ferguson

William Maeglin  
Linda Mannherz  
Garney Morris  
Carol Shelly  
Philip Wursta  
Jeffrey Garton, Esq.  
Dr. Stephanie Shanblatt

ABSENT: Frank Farry and Thomas Skiffington

Those in attendance observed a moment of silence in remembrance of Frederick Gudknecht, Trustee Emeritus, who recently passed away.

Ms. Fineburg called the meeting to order at 1:30 PM and announced that earlier in the day the Board of Trustees met in executive session to discuss real estate, labor relations and personnel matters.

Upon motion by Ms. Graver, seconded by Mr. Eisenhart, the board approved the minutes of the June meeting, with Mr. Maeglin abstaining.

#### CHAIR'S REPORT

The Chair welcomed everyone back for the new academic year and commented that the Board is looking forward to working together this year to move the college forward.

#### PRESIDENT'S REPORT

President Shanblatt recognized Professor Shelly Reed for the outstanding work she does with the Bucks Choir group, as evidenced by the inspiring performance just witnessed at a recent Phillies game.

Dr. Shanblatt announced that that the Radiography program was awarded a 3-year extension to its accreditation, extending the period to the maximum of 8 years. Congratulations to Dean Connie Corrigan and the program faculty who made this possible.

Next, the President shared news about a few of the community programs offered by the college.

- Thanks to local artist Rose Marie Strippoli and LBC Executive Director Jim Sell, we are offering free classes in Water Color Techniques for veterans.
- Through its in-school youth program the college employed a group of high school interns to campus for the summer. The students gained valuable work experience that will assist them in the future. Christine Harvey coordinated this program for the college.
- Workforce Development staff have joined forces with PA Career Link to implement a \$600,000 grant to training out-of-school youth. Applicants between the ages of 16-24 may apply for the program to be offered at both Bristol and Perkasio campuses.
- For those avid readers in our midst, the Bucks Book Discussion Group kicks off another season this evening, thanks to the leadership provided by Professor Michael Hennessey.

Dr. Shanblatt also reported on recent activities of the Advancement staff.

- The Golf Outing was a great success, raising more than \$52,000 for use in funding Foundation initiatives. Thanks to both the golfers and those who were involved in planning and staffing the day.
- Kudos to Corey McDonough, Videographer, who received a Medallion Award from the National Council for Marketing & Public Relations for a photograph he took of one of our manufacturing students.
- The Foundation hosted the Centurion Scholars Reception earlier this week to celebrate the achievements of our students. The event brought together scholarship donors and recipients for an inspirational evening. Thanks to Jenny Salisbury for her efforts in bringing this about.

In conclusion, the President highlighted upcoming cultural events on campus.

- The Zlock PAC kicks off the new season this evening with a concert at 7:30 PM featuring the Joscho Stephan Trio whose roots lie in Gypsy Swing music.
- The Hicks Art Center Gallery is hosting a new exhibit featuring the paintings of Kukuli Velarde. A gallery reception and artist's talk will be held on September 18 from 5-7 PM.
- Not to be missed, the college will host a Tibetan Buddhist Monk Residency, Sand Mandala and Cultural Showcase from September 16-20. All events are free and open to the public.

#### PUBLIC COMMENT

There was no public comment.

## COMMITTEE REPORTS

### ACADEMIC, STUDENT & TECHNOLOGY COMMITTEE – William Maeglin, Chair

Provost Lisa Angelo presented five new full-time faculty members to the Board. New faculty members this semester include Michael Campagna, Business & Innovation – Culinary Arts, Karen Gatewood, Health Sciences – Medical Technology, Linda Shanahan, Health Sciences – Nursing, Felicia Porrazza, Kinesiology & Sport Studies – Nutrition and Lauren Rumberger, STEM – Chemistry. Ms. Angelo also introduced Lonnette Blair who has joined the staff as Director, Associate Degree Nursing Program.

Next, Megan Smith, Executive Director, Marketing, Public Relations and Creative Services, presented an overview of the marketing plan for the year. A few of the key strategies to be employed are enhanced storytelling, fresh video content, social media surge and increased use of innovative channels to reach new markets. Among new initiatives are a winter session campaign with Carvertise at the University of Delaware, ticket contests with Courier Times to promote attendance at Zlock PAC events and updated Admissions materials and social media content. New partnerships with Bristol Borough Teen Foundation, Experience Yardley, TMA Seatbelt Check and the United Way of Bucks County offer new avenues for community exposure.

The plan continues to draw heavily on digital marketing and social media to facilitate outreach to student populations who are heavy users of electronic media. Instagram Takeovers featuring alumni and students, along with new and varied video content, are part of the social media surge to reach our students where they are. New community events planned for fall semester are an open house specifically for working adults and a holiday Maker's Market featuring the work of faculty, staff and students. Going forward, the department will continue to focus its efforts on increasing exposure of the Bucks brand through targeted marketing strategies and use of innovative communication methods driven by a comprehensive annual plan.

Mr. Maeglin noted that Board has had the opportunity to review the new strategic plan developed over the previous academic year.

**Upon motion by Mr. Maeglin and seconded by Ms. Shelly, the Board of Trustees approved the Strategic Plan for 2020-2025 as presented.**

Both Mr. Maeglin and Ms. Fineburg shared the enthusiasm of the entire Board regarding the new strategic plan and the opportunities it offers for the college and for our students.

Dr. Shanblatt thanked the Board, on behalf of all faculty and staff, for their trust in all the work done by everyone over the last year. By their approval this afternoon, the Board has given the faculty and staff a roadmap to move forward. The college community is grateful to the Board for their support and encouragement.

CONSENT AGENDA – Blake H. Eisenhart, Chair, Finance Committee

Ms. Fineburg announced that all action items would be considered on the Consent Agenda. Trustees were advised that if discussion were requested on any item, that item would be removed from the Consent Agenda.

Mr. Eisenhart stated that the President and the Vice President of Administration have represented to the Board that these contracts strictly comply with college procurement policies and internal control procedures, consist of expenditures necessary for the operation and mission of the college and represent the lowest or best final offers.

**Upon motion by Mr. Eisenhart and seconded by Mr. Fazzalore, the Board of Trustees approved the following consent agenda items as presented:**

- **Ratification of Summer 2019 Executive Committee Actions**
  - **Bid Award – Student Services flooring to the Fayette Group, Inc. for \$71,109.**
  - **Other Contract – STEM microscopes to Leica Microsystems, Inc. for \$32,500.**
- **Other Contracts**
  - **Vehicle replacement for Doylestown PSTC to Fred Beans Autogroup, using COSTARS, for a total of \$40,123 over 72 months at \$557 per month.**
  - **Security Awareness Training Software License to Living Security, Inc. for one year at \$27,000.**
  - **Advertising contract renewal to Carvertise, Inc. for \$44,500 for one year.**
  - **Vehicle purchase for STEM department to Sloan Toyota at \$40,055 over 72 months at \$556 per month.**
- **Security and Safety contract renewal, with the International Union, Security, Police & Fire Professionals of America Local 506, for the four-year period July 1, 2019 to June 30, 2023.**

BOARD COMMENTS

There were no board comments.

ADJOURN

Upon the motion being duly made and seconded, the meeting was adjourned at 2:00 P.M. The next regularly scheduled meeting of the Board of Trustees will be on October 10, 2019 at 1:30 PM on the Newtown Campus.

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Philip Wursta, Secretary