



## BUCKS COUNTY COMMUNITY COLLEGE BOARD OF TRUSTEES MEETING

Newtown Campus  
Tyler 142

Date: November 14, 2013  
Time: 1:30 P.M.

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### PRESENT:

Blake Eisenhart, Presiding  
Dr. Frederick Breitenfeld, Jr  
S. W. Calkins  
James Dancy  
Frank Fazzalore  
Elizabeth Fineburg  
Elizabeth A. Graver  
Otto Grupp III

Frederick Gudknecht  
Carol Mignoni-Ferguson  
William Maeglin  
Garney Morris  
Thomas Skiffington  
Jeffrey Garton, Esq.  
Dr. Stephanie Shanblatt

ABSENT: Frank Farry, Madeline Kemper

Mr. Eisenhart called the meeting to order at 1:30 PM. Mr. Eisenhart 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. Fineburg, seconded by Mr. Morris, the minutes of the October meeting were approved.

### CHAIR'S REPORT

Mr. Eisenhart reported on recent activities by teams participating in Fall sports and highlighted the academic achievements of members of the Fall team sports. Mr. Eisenhart extended thanks on behalf of the Board of Trustees to our student athletes who represent us so well on the field of play while continuing to excel in the classroom.

### PRESIDENT'S REPORT

Dr. Shanblatt acknowledged the efforts of HPEN part-time faculty member, Harvey Hellerstein, in organizing students on the Newtown campus to participate in a one mile walk on campus to mark World Diabetes Day. Certified diabetes educators were also on hand from local hospitals to share information.

The President reported that during the month of October the STEM department offered programs on nanotechnology careers and women in science. Both events featured speakers employed in the sciences who shared their experiences and knowledge with the students.

Dr. Shanblatt reported that three students from UBC, Jennifer Hill, Shakia Balmer-Jenkins and Katie Armstrong recently graced the cover of a Penn-DOT publication in recognition for their initiative to install an Adopt-A-Highway sign in Hilltown.

President Shanblatt recognized Professors Bill Ford and Charlie Beem for their participation, with colleagues from Northampton and Lehigh-Carbon Community Colleges, in presenting a session on our regional two year assessment consortium at a conference in Indianapolis. The same presentation will be given at the 2013 Annual Middle States Conference in December.

The President shared news of the talent showcase of 31 faculty members, representing the Visual Arts, Music and Multimedia areas, at the Biennial Arts Faculty Exhibition through December 17 at the Hicks Art Center Gallery on the Newtown campus.

Dr. Shanblatt reported that on October 23 the Lower Bucks Campus hosted a panel discussion, "Race, Ethnicity and Cultural Understanding". The conference featured six panelists and was moderated by William Pezza, part-time faculty member. Also planned at the Lower Bucks Campus is a *'Tis the Season* exhibit in the Gallery through January 2, with an opening reception scheduled at 6 PM on Friday, November 15.

The President reminded everyone that rising star British singer songwriter Charli XCX is coming to Bucks County Community College for a rare appearance Friday, November 15, at 7:30 PM in the Gateway Auditorium. The BCCC student and alumni Reggae Punk band, The Mahlors, will open for Charli XCX.

President Shanblatt congratulated Yardley's Alexa Gutter on her selection as the 2013 Bucks County Poet Laureate. She will read from her works on Sunday, November 17, at 2 PM on the Newtown Campus and will be joined by the runners-up in the competition, as well as the 2012 poet laureate.

The President also shared with the audience a full page advertisement for College STEM programs which recently appeared in a special edition of USA Today featuring NASA and the national space program. The ad was well placed in the publication and provided an opportunity to showcase our programs nationally.

In conclusion, Dr. Shanblatt congratulated three departments for their recent achievements. The BCCC Foundation, led by Executive Director Tobi Bruhn, recently became a Gold Participant through *GuideStar*, whose mission is to revolutionize philanthropy by providing information that advances transparency, enables end users to make better decisions, and encourages charitable giving. Gold is the highest standard reflecting the Foundation's commitment to transparency and direct communication with its stakeholders.

The Radiologic Technology and Advanced Imaging programs, led by Director Marie Leodore, have been recertified for the maximum accreditation of 8 years, following their accreditation visit.

The Marketing and Public Relations Communications department recently received a first place award among community college websites in the region encompassing the eastern seaboard from Maine to Maryland; one of the College commercials was also awarded a prize. Staff members Steve Bacher and Brant Steen were instrumental in the website design.

#### PUBLIC COMMENT

There was no public comment.

#### BOARD COMMITTEES

##### STUDENT & COMMUNITY RELATIONS COMMITTEE – Elizabeth Graver, Chair

There was no committee report this month.

##### ACADEMIC AFFAIRS COMMITTEE – James M. Dancy, Chair

Interim Provost Catherine McElroy presented a report on the STEM department whose programs of study prepare students for employment in careers offering high starting wages and many job opportunities. Enrollment in STEM has increased 12% overall in the past five years, fueled by significant increases in the engineering area. Faculty have been actively involved in adding new programs, such as Applied Engineering, as well as new course offerings designed to offer students more learning options. STEM student clubs are vibrant and develop service activities which capitalize on the unique technological expertise of members. The department is currently involved in the renovation of a new multi-purpose lab on the Lower Bucks campus, as well as planning for the new building to be built adjacent to Founders Hall.

##### STRATEGIC PLANNING, MARKETING & ASSESSMENT – Mr. Blake Eisenhart, Chair

Vice President Barbara Yetman presented the proposed Strategic Plan for 2014-2019, including mission, vision and strategies. The three strategic directions which will guide planning for the next five years are: maximize students' ability to succeed, ensure a quality experience and lead with innovative and responsive education. Mr. Eisenhart thanked Ms. Yetman and the Planning

Advisory Group for their diligent work in producing an excellent and comprehensive plan which uniquely captures the spirit of the institution and the desire to continuously improve.

**Upon motion by Mr. Eisenhart, seconded by Mr. Morris, the Board of Trustees approved the 2014-2019 Strategic Plan as presented.**

Next Ms. Yetman presented a report which included recruiting, enrollment and marketing highlights. Recruiting events were expanded in number and scope reflecting the current competitive college enrollment marketplace. Highlights include the new Ambassador Program which pairs volunteer faculty and staff with prospective students and strong participation in the Dual Enrollment program.

Overall enrollments trended downward reflecting the environment across the state where the majority of community colleges experienced declines in FTEs. Part time students remain in the majority; a positive note was provided by the increase of Spring to Fall retention by 1%. Ms. Yetman also provided detailed enrollment data by school district, program of study, campus and student demographic category.

Ms. Yetman noted that the College employs various marketing strategies and regularly evaluates them in terms of cost and effectiveness. In our constantly changing technology environment staff work to communicate in the medium most favored by students. The preliminary results of the follow-up environmental scan by Clarus indicated that perception and top of mind awareness of Bucks in the community has increased since the initial scan seven years ago, indicating our focused marketing efforts are yielding results. Efforts in the near future will be directed toward implementation of an honors program in Fall 2014, careful mining of Clarus data to identify market opportunities, as well continued efforts to expand onsite testing in the high schools and to improve retention of current students.

FINANCE COMMITTEE – Dr. Frederick Breitenfeld, Chair

**Upon motion by Dr. Breitenfeld, seconded by Mr. Fazzalore, the Board of Trustees approved the following:**

**Ratification of Executive Committee Award**

- **Purchase of HVAC equipment for Hicks Art Center to Cooperative Purchasing Network Cooperative #R5045 for \$28,592.**

**Other Contracts**

- **Extension of benefit brokerage services contract for one year to Gallagher Benefit Services, Inc. for \$100,000.**
- **Purchase of roofing restoration materials for Hicks Art Center to U.S. Communities Purchasing Alliance Agreement #09-5408 for \$20,501.**

**Sole Source Contract**

- **Purchase of 26 microscopes for the STEM department from Miller Optical Instruments, Inc. for \$29,371.**

Financial statements for the period ending October 2013 were provided for review.

HUMAN RESOURCES COMMITTEE—Elizabeth Fineburg

There was no committee report this month.

BOARD COMMENTS

There were no board comments.

Upon the motion being duly made and seconded, the meeting was adjourned at 2:30 PM. The next regularly scheduled meeting of the Board of Trustees will be on December 12, 2013 at 1:30 PM on the Newtown Campus.

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Thomas Skiffington, Secretary