



## BUCKS COUNTY COMMUNITY COLLEGE BOARD OF TRUSTEES MEETING

Date: December 12, 2024

Time: 10:00 AM

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Present:

Thomas J. Jennings, Chair

Richard Balukas, Ed.D.

James Dancy

Tabitha Dell'Angelo, Ph.D.

Blake Eisenhart

Jamie Fazzalore

Carol Mignoni Ferguson, via phone

Ronni Fuchs, Esq.

Adrienne King

Vincent Magyar, Esq.

John Murray

Ed Tokmajian

Phil Wursta

Michael Clarke, Esq., Solicitor

Patrick M. Jones, Ph.D., President & CEO

Absent: Broadus Davis, Ed.D, Shamsul Huda

Mr. Jennings called the meeting to order at 10:07 A.M. He introduced Ms. Jacqueline Leming-Russell, who led the pledge of allegiance. Jacqueline is a Psychology major who just completed her studies at Bucks with a 3.6 GPA. She first took a class in Fall 1987, and after a 31-year break returned to complete her degree. Jacqui has been very involved at Bucks, serving as an Orientation Leader, a student worker in the library, a member of the Drama Club, and in her role as President of the Psychology Club. Under Jacqui's leadership, the Psychology Club sponsored numerous events and off-campus trips and was awarded Student Organization of the Year at last year's Student Awards Dinner. Jacqui thanked the board and the administration, saying she had had a wonderful experience at Bucks. She said the education she received has given her the confidence to take charge of her life.

Following the Roll Call, the Chair announced that the board met in Executive Session earlier in the day to discuss the audit, contract issues, and to receive financial and legal advice.

Mr. Jennings asked for a motion to approve the minutes of the November 14, 2024 board meeting.

**Upon motion by Mr. Dancy, seconded by Mr. Murray, the Board approved the minutes of the November 14, 2024 meeting.**

### CHAIR'S REPORT

Chair Jennings reported that he and Dr. Jones recently met with Representatives Marcell and Davis, the Bucks County Commissioners and the County COO. He said they have meetings scheduled with Representative Brennan, and the Newtown Township Manager, and will be

scheduling meetings with the remaining legislators. Mr. Jennings reported that he attended the Foundation Gala in November and the recent Foundation Board meeting.

PRESIDENT & CEO'S REPORT

Dr. Jones reported the following:

Enrollment Data:

<u>As of 12/11/24</u>	<u>Winter 2024-25</u>	<u>Winter 2023-24</u>	<u>Change</u>
<b>Headcount</b>	719	684	+5%
<b>Credits</b>	2,823	2,669	+5.7%

<u>As of 12/11/24</u>	<u>Spring 2025</u>	<u>Spring 2024</u>	<u>Change 24 to 25</u>
<b>Headcount</b>	2,739	2,283	+20%
<b>Credits</b>	27,375	21,950	+25%

Dr. Jones then reported on the potential December Bucks graduates:

- Potential 232 Associate Degree Completions in December
  - 48 AA: Business Administration
  - 22 AA: Psychology: Pre-Professional Emphasis
  - 19 AA: PreK-4 Early Education
  - 15 AA: Criminal Justice
  - 11 AS: Health Science
  - 10 AS: Cybersecurity
- 18 Potential Certificates

Dr. Jones reported on the 2+2 Marketing Campaign and shared the latest flyer with trustees.

He then shared that Dean Gross recently presented a police academy proposal to the Municipal Police Officers' Education and Training Commission in Harrisburg. He noted that the college received letters of support from all our legislators and the County Sheriff. The Committee will determine if we can apply to have a police academy on campus.

Dr. Jones thanked Niels Christensen and his team for the completion of the Founders Roof project and sidewalk repaving. He also thanked Dan Kanak and his team for the new banners in the Tyler Hall courtyard.

He then reported on a few recent and upcoming events:

Recent Events:

- 12/5 – The Employee Holiday Luncheon was held. There were approximately 185 attendees, and the food was prepared by our culinary students.

- 12/6 - A Virtual Student Research Conference was held where 45 students across multiple disciplines presented their research papers and projects in panel-style sessions. Congratulations to the School of Language & Literature.

Upcoming Events:

- 12/18 – There will be a 2+2: Dual Admissions Savings Information Session at 6:00 p.m. in the Gallagher Room to discuss the benefits of Dual Admission.
- 1/21 Spring In-Service Day – Trustees are welcome to join us for breakfast @ 8am and the program @ 9am in the Zlock Performing Arts Center.

Dr. Jones closed by thanking Dr. Kelleway for her service to the college in numerous roles over the years, including leading academic affairs, student affairs, and as Provost. Dr. Kelleway will be returning to faculty in January. He said she stepped up when the college needed her, and she strengthened the institution.

MARKETING & COMMUNICATIONS PRESENTATION

Mr. Dan Kanak, Vice President of Marketing & Communications, Ms. Amelia Fox, Director, Web Services & UX, and Ms. Samantha Walter, Director, Digital Marketing, gave a presentation on the Marketing and Communications department. Mr. Kanak began by introducing the team and sharing a list of the department's services, including marketing strategy and execution, content strategy and messaging, public relations, internal communications, social media, and advertising and digital marketing. He went on to explain the different types of marketing campaigns, both macro (high reach, high visibility) and micro (shorter in duration, very targeted, and usually digital). Ms. Walter presented the winter online marketing campaign, which focuses on enrollment for visiting students and has targeted messaging in PA and NJ. She also shared an update on social media, including analytics. Ms. Fox then presented on the college website, showing a web analytics overview and behavior tracking with heat maps. Board members thanked the team for the impressive presentation.

REVISED COURSE FEES FOR FY26

Dr. Kelly Kelleway reported on the proposed course fees adjustments for FY26. She said adjustments to certain course fees are being recommended to cover additional faculty-related costs, addition of SonaSim licenses, lab materials, or reductions in fees due to students opting to purchase their own supplies. The fee adjustments are on the Consent Agenda.

PUBLIC COMMENT

There was no public comment at this time.

FINANCE & AUDIT COMMITTEE – Ms. Fuchs

Ms. Fuchs reported that there are two deadlines for filing the audit. The state deadline is December 31, and the federal, single audit deadline is March 31. Ms. Fuchs said the college missed both deadlines last year due to staff turnover and a change in auditors. She said they were hopeful this year to make both deadlines, however, the college will not meet the state deadline of December 31. She said this is not caused by any of the same issues as last year. The college audit must include numbers from the Foundation audit; however, the Foundation audit will not be complete until the end of December or beginning of January. She said the college requested, and was granted, a 30-day extension. The goal is to file the state audit on January 31 and the federal audit on March 31. The next committee meeting will be on Thursday, December 19.

HUMAN RESOURCES COMMITTEE – Mr. Eisenhart

Mr. Eisenhart reported that the Human Resources Committee met on December 4 where updates were given by Drs. Jones & Blanco. He said the committee also reviewed the three revised policies on today's Consent Agenda and recommend them for approval. The next committee meeting will be in early February at the Upper Bucks Campus.

GOVERNANCE COMMITTEE – Ms. Fazzalore

Ms. Fazzalore reported that the Governance Committee met on December 6 and reviewed the three revised policies on today's Consent Agenda, which they also recommend for approval. The committee will continue to meet as needed via Zoom.

CONSENT AGENDA – Mr. Niels Christensen

The Chair announced that all action items would be considered on the Consent Agenda unless a Trustee requested an item be removed for specific discussion and individual action. There were no requests.

**Upon motion by Ms. Fuchs, and second by Ms. Fazzalore, the Board of Trustees approved all items as set forth on the Consent Agenda.**

- *Revised Course Fees for FY26*
- *2025 Winter Copier Lease Refresh – Fraser Advanced Information Systems*
- *Burglar & Duress Alarm System Replacement – The Protection Bureau*
- *Burglar & Duress Alarm Service Contract - EverOn*
- *Tableau Renewal*
- *Revised Policy 1.10 – Equal Opportunity*
- *Revised Policy 1.11 – Americans with Disabilities Act*
- *Revised Policy 4.8 – Tuition Waiver*

BOARD COMMENT

Chair Jennings closed by thanking the college staff who help facilitate all the board activities. He also thanked the board for their attendance at committee and board meetings and for volunteering to serve. He noted that there will not be a public meeting on January 9. Instead, the board will have a retreat. Dr. Jones wished everyone a happy holiday season and expressed his gratitude for making his first six months a true pleasure.

ADJOURN

Upon the motion to adjourn being duly made and seconded, the meeting was adjourned at 11:11 A.M. The next regularly scheduled meeting of the Board of Trustees will be held at the Newtown Campus on February 13, 2025, at 10:00 A.M.

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Shamsul Huda, Secretary