



State Board of Community Colleges

North Carolina Department of Insurance

325 N. Salisbury St., Room 240

Raleigh, North Carolina

January 18, 2019

10:00 a.m.

CALL TO ORDER

Following proper public notification, Chairman Scott Shook called the State Board of Community Colleges (SBCC) Meeting to order at 10:00 a.m. in Room 240 of the North Carolina Department of Insurance building in Raleigh.

ROLL CALL

Mr. Bryan Jenkins called the roll and the following members were present:

- | | | |
|-----------------------|-------------------|--------------------|
| Dr. Breeden Blackwell | Mr. Bill McBrayer | Mr. Bob Stephens |
| Ms. Lisa Estep | Mr. Ernie Pearson | Mr. Burr Sullivan |
| Ms. Toni Formato | Dr. Samuel Powell | Mr. Clark Twiddy |
| Mr. William Holder | Mr. Lynn Raye | Mr. Jerry Vaughan |
| Mr. Bobby Irwin | Mr. James Rose | Ms. Ann Whitford |
| Mr. Frank Johnson | Mr. Scott Shook | Dr. Candler Willis |

Absent: Treasurer Dale Folwell and Lt. Governor Dan Forest

ETHICS AWARENESS AND IDENTIFICATION OF CONFLICTS OF INTEREST

Dr. Willis reminded members of the Board of the ethics requirements and requested members identify any conflicts or potential conflicts of interest. Having so requested, the Chairman Shook asked the record to reflect no conflicts.

APPROVAL OF THE MINUTES

Mr. Raye made a motion to approve the agenda, Mr. Irwin seconded the motion, and the motion was unanimously approved by voice vote.

CHANGES TO THE AGENDA

The Chair polled the committee chairs as to any changes to the agenda and the results were as follows:

PERSONNEL COMMITTEE, Mr. Bill McBrayer, Chair

Mr. McBrayer stated the Personnel Committee has no changes and two items for closed session.

FINANCE COMMITTEE, Mr. Lynn Raye, Chair

Mr. Raye stated Finance Committee would like to move FC 01 – Initiate Rulemaking to Adopt 1B SBCCC 200.3 – “Establishing Multi-Campus Centers” from Future Action to Action.

PROGRAM SERVICES COMMITTEE, Dr. Samuel Powell, Chair

Dr. Powell stated Programs Committee has no changes

STRATEGIC PLANNING COMMITTEE, Mr. Jerry Vaughan, Chair

Mr Vaughan stated Strategic Planning Committee has no changes.

LEGISLATIVE AFFAIRS, Dr. Breeden Blackwell, Chair

Dr. Blackwell stated Legislative Affairs Committee tabled LEG 02 – SBCC Mandatory Meeting Change.

APPROVAL OF THE AGENDA

Mr. McBrayer made a motion to approve the agenda, Mr. Johnson seconded the motion, and the motion was unanimously approved by voice vote.

APPROVAL OF THE CONSENT AGENDA

Mr. Sullivan made a motion to approve the consent agenda, Dr. Powell seconded the motion, and the motion was unanimously approved by voice vote.

Items approved on the Consent Agenda were as follows:

FINANCE COMMITTEE, Mr. Lynn Raye, Chair

Title II Funding for Professional Development and Technical Assistance (Attachment FC 07)

Allocation for Tobacco Trust Fund Commission Grant (Attachment FC 08)

Regional Apprenticeship NC Coordinators (Attachment FC 09)

Construction and Property (Attachment FC 10)

PROGRAMS COMMITTEE, Dr. Samuel Powell, Chair

Curriculum Program Application (Attachment PROG 05)

Curriculum Program Application – Fast Track for Action (FTFA) (Attachment PROG 06)

Combined Course Library – Continuing Education (Attachment PROG 07)

Courses of Instruction – Captive/Co-opted Groups (Attachment PROG 08)

INTRODUCTION OF NEW PRESIDENTS

Dennis Troy, Chairman introduced Dr. Amanda Lee, President of Bladen Community College by Alan Holden, Chairman introduced Dr. Gene Smith, President of Brunswick Community College and they were joined by Dr. Smith's wife Jessica Smith

Ann David, Chairman introduced Dr. Jim Morton, President of Cape Fear Community College

Wes Westmoreland, Chairman introduced Dr. Jason Hurst, President of Cleveland Community College

Jerry Price, Chairman introduced Dr. Gregory McLeod, President of Edgecombe Community College

Ann Bennett-Phillips, Chairman introduced Dr. Janet Spriggs, President of Forsyth Community College

Sara Wester, Trustee introduced Dr. Rachel Desmarais, President of Vance Granville Community College

RISE SPECIAL RECOGNITION

Chairman Shook shared how the Reinforced Instruction for Student Excellence (RISE) program has impacted the System and the importance of the program. Dr. Susan Barbitta recognized the RISE College based IT team for their work. The staff members recognized were:

- Pamela Baldwin, Program Coordinator at Pitt Community College
- Angela Cline, Registrar at Pitt Community College
- Kelley Moore, Scheduling Officer at Pitt Community College
- Sonya Bartley, Systems Analyst – College Curriculum/Student Records at NCCC System Office
- Mary Brideschge, Director, Curriculum Operations & Leadership Development at Sandhills Community College
- Patrick Holyfied, Dean of Enrollment Management & Academic Support Services at Stanly Community College
- Bryan McCullough, Associate Dean, Student Records and Registrar at Davidson County Community College
- John Paul Black, Dean of Student Services, Title IX Coordinator at Lenoir Community College
- Kelley Evans, Chair of Developmental Education & ACA at Brunswick Community College
- Leslie Newman, H.S. English Instructional Coach at Brunswick Community College
- Laura Kalbaugh, Dean of Academic Success and Transitional Resources at Wake Technical Community College

REPORTS:

Dr. David Shockley, President of North Carolina Association of Community College Presidents

Dr. Shockley provided an update from NCACCP.

- Welcomed the new presidents.
- Pleased with progress being made related to the upcoming Legislative session. Presidents are meeting with members prior to session. The goal is for all General Assembly members to learn about our priorities.
- A support position was created and is shared by NCACCT and NCACCP. Ms. Ashely Blizzard came on board last week, and she has already hit the ground running. Ms. Blizzard is working with stakeholders on Legislative Day set for April 3.
- A press release will be issued with the System priorities.

Mr. Frank Johnson asked for progress on RDS. President Shockley stated meetings are scheduled to discuss removing the barriers.

Ms. Julie Woodson, President of North Carolina Association of Community College Trustees

Ms. Woodson provided an update from NCACCT:

- Met as an association last week to develop priorities for 2019.
- Mr. Bill McBrayer attended the Executive Committee meeting; President Hans called in for the meeting and the Executive Board appreciated the time spent.
- Looking forward to legislative day on April 3rd and working with staff to assure everything will occur smoothly and successfully.
- April 4-5 - will conduct trustee training and looking forward to the joint meetings
- Ms. Blizzard will be located at the NCACCT office but working with both associations.
- Working with NC State and Belk center to develop trustee training.

Chairman Shook apologized for not making the meeting. Shared a letter (attached herein) he composed and will send to NCACCT thanking them for the partnership and commending Ms. Julie Woodson as a president.

Ms. Toni Formato, President of NC Comprehensive Community College Student Government Association (N4CSGA)

Ms. Formato provided an update from N4CSGA:

- The N4CSGA Executive Board has held two meetings since last report. Focus is on planning Spring Conference to be held March 29th – 31st at the Sheraton Imperial in Durham. Any State Board member who would like to attend this conference are welcome.
- To encourage students to attend N4CSGA Conferences, the executive board created a “Workshop Suggestion Box” located on our website for easy access. Gives the opportunity for valuable input in planning process.
- At our last conference, our Parliamentarian, Ms. Jayde Trabert, designed t-shirts to sell to students at our conference displaying our theme for the year which is “Breaking Barriers; Becoming Agents of Change.”
- The N4CSGA passed a motion at our last conference requesting a special disaster relief committee to assist North Carolina Community Colleges during the aftermath of natural disasters.
- To be proactive, the executive board scheduled snow/rain dates for our upcoming division meetings to mitigate the impact of unforeseen weather circumstances.

COMMITTEE REPORTS

PERSONNEL COMMITTEE, Mr. Bill McBrayer, Chair

Mr. McBrayer moved to enter closed session pursuant to North Carolina General Statute section 143-318.11(a)(1) to prevent the disclosure of information that is confidential or privileged pursuant to North Carolina General Statute sections 115D-27 and pursuant to North Carolina General Statute section 143-318.11(a)(6) to consider the qualifications, competence, performance, and fitness of

individual prospective public employees. Mr. Stephens seconded, and the Board entered closed session via voice vote.

The Board discussed the matters referenced above.

Mr. McBrayer made a motion to go into open session, seconded by Dr. Powell, approved via voice vote.

On behalf of the Personnel Committee, Mr. McBrayer recommended and moved the following item be approved by the board:

Dr. Gayle Greene as Acting President of Wake Technical Community College from February 1, 2019 – April 12, 2019.

The motion was unanimously approved by voice vote.

On behalf of the Personnel Committee, Mr. McBrayer recommended and moved the following item be approved by the board:

Dr. Lisa Chapman as President of Central Carolina Community College

The motion was unanimously approved by voice vote.

FINANCE COMMITTEE, Mr. Lynn Raye, Chair

Initiate Rulemaking to Adopt 1B SBCCC 200.3 – “Establishing Multi-Campus Centers”

(Attachment FC 01)

Ms. Grovenstein shared that as of a result of discussions in the Multi-Campus Funding Study Committee, recommendations are being made to adopt rule 1B SBCCC 200.3 codifying the guidelines of establishing and maintaining Multi-Campus status. The item provides the definition, criteria, and process that the colleges must follow. The rule language includes the fact that the center must be within 10 miles of main campus or provide reason and the MCC must enroll a minimum of 300 budget FTE via face-to-face or hybrid. If a center falls below that amount, it is notified the first year. The second year would be a reduction of 50% funding and third year to have funding removed if it remains below the required FTE.

Mr. Raye asked how many multi-campus centers are in the System. Ms. Grovenstein stated there are currently thirty-six (36).

Ms. Estep verified this rule would include all campuses including existing. Ms. Grovenstein confirmed all multi-campus centers would be held to these standards except for College of The Albemarle Dare County Campus and Gaston College Kimbrell Campus and Textile Technology Center which were approved directly by General Assembly.

On behalf of the Finance Committee, Mr. Raye recommended and moved the following item be approved by the board.

Initiate Rulemaking to Adopt 1B SBCCC 200.3 – “Establishing Multi-Campus Centers”
(Attachment FC 01)

The above item was approved by voice vote.

Additional Allocation for Title II Adult Education and Family Literacy Acts Providers (Attachment FC 02)

Ms. Grovenstein stated this allocation will be 100% federal funds. The board previously approved allocations to the 63 providers in July 2018. The \$1.5 million request is to spend carryover funds that had been unexpended. This would help providers work to transition students to postsecondary education or to the workforce.

On behalf of the Finance Committee, Mr. Raye recommended and moved the following item be approved by the board.

Additional Allocation for Title II Adult Education and Family Literacy Acts Providers
(Attachment FC 02)

The above item was approved by voice vote.

State Board Reserve and Perkins Funding for Student Services Academies (Attachment FC 03)

Ms. Grovenstein shared the funding is split between Perkins funds and state funds from State Board Reserves. This program will mimic the Financial Aid academy funded by the State Board in November 2017 (FC 11). This program will focus on Chief Student Development Administrators and Disability Services Leadership Academies beginning Fall 2019. Ongoing costs will be covered by registration fees.

This professional development will be conducted face-to-face initially to develop the network of contacts with a goal of eventually making the modules available online in the future. Ms. Estep is happy to see professional development for Disability Services staff at the campus and would like to see training for working with disabled students expanded to all members of the colleges once developed. Disability Services should not be held solely accountable for the students and needs should be addressed by the whole school.

On behalf of the Finance Committee, Mr. Raye recommended and moved the following item be approved by the board.

State Board Reserve and Perkins Funding for Student Services Academies (Attachment FC 03)

The above item was approved by voice vote.

Tuition and Registration Fee Waiver Report (Attachment FC 04)

The Tuition and Registration Fee Waiver Report is required by the General Assembly by February 1st. Ms. Grovenstein reviewed the report. Primary growth of waivers is due to Career and College Promise enrollment. Ms. Whitford asked if this is an unfunded mandate. Ms. Grovenstein stated there is budget FTE for instruction being provided. The membership hours of college courses taken by the high school

students are counted. To refine the receipts amount, the most recent viable data is utilized. The challenge is by the time the budget is funded, the data is two years old. With continued growth of waivers, the lag can create a receipts shortfall. President Hans stated the funding is vital. Ms. Grovenstein stated it provides a vital public service.

On behalf of the Finance Committee, Mr. Raye recommended and moved the following item be approved by the board.

Tuition and Registration Fee Waiver Report (Attachment FC 04)

The above item was approved by voice vote.

Allocation for Finish First (Attachment FC 05)

President Hans reminded members when the May 2018 meeting was at Wake Technical Community College, Dr. Kay Wang presented Finish First. The college developed a technological tool at Wake Tech CC which tracks student credentials. In one year, over 4,000 students achieved a high value certificate. The college has applied for grants and received a grant from Lumina and Belk Foundation.

On behalf of the Finance Committee, Mr. Raye recommended and moved the following item be approved by the board.

Allocation for Finish First (Attachment FC 05)

The above item was approved by voice vote.

Allocation for Minority Male Success Initiative (Attachment FC 06)

Ms. Grovenstein shared this allocation will be for the upcoming three fiscal years. There are three categories colleges could qualify for; Early Alert, Success Coach Project, and Programmatic. The awards are based on past performances and the promise of project proposals. Staff will continue to review the data to assure the programs are performing well.

Chairman Shook stated Halifax CC has shared the Pride Program previously, an ancillary program which has a huge impact. Vice-Chairman Rose asked for regular updates to look at increasing funding in the future. Ms. Grovenstein shared updates will be provided. President Hans stated the program is re-focusing to help transition techniques which have worked well elsewhere. Mr. Vaughan asked how many individual students that will be touched by this in a given year. Dr. Kelley stated it is difficult to predict, but the re-focus would help scale up for a larger impact. President Hans complemented staff for the hard work and looks forward to seeing the impact.

On behalf of the Finance Committee, Mr. Raye recommended and moved the following item be approved by the board.

Allocation for Minority Male Success Initiative (Attachment FC 06)

The above item was approved by voice vote.

PROGRAMS COMMITTEE, Dr. Samuel Powell, ChairAppeals for Award of the North Carolina Title II Adult Education and Family Literacy Act (AEFLA)
(Attachment PROG 03)

Dr. Chapman explained the appeals listed in the agenda item are appeals for those providers which were not awarded competitive Title II grant funds in FY 2018-21 when approved July 2018. The request is for the Board is to certify the results of the appeals by the seven (7) service providers. The State Board approved an appeals process, also in July 2018, which was to be followed due to the competitive basis which differed from past years. Not all the providers received funding which had participated in the past. Dr. Chapman reviewed the background of the process changes in 2014. During this time the system was transitioning from the Workforce Innovation Act to the Workforce Innovation and Opportunity Act. The transition enabled the System to be more data-and-outcome results focused.

Ms. Martin reminded the State Board it approved a temporary rule which outlined the appeals process. Ms. Martin shared the structure of the review panel and process. The recommendations include summary of appeals and the recommendations of the appeal panel. It is up to the Board to decide if it wishes to approve the recommendations of the review panel.

The members discussed the fact the funding impacts the 243 funds, but providers did receive the 231 funds. The recommendation by the committee was to not provide additional funding for any of the seven (7) providers.

On behalf of the Programs Committee, Dr. Powell recommended and moved the following item be approved by the board.

Review Panel Recommendation on Appeals for Award of the North Carolina Title II Adult Education and Family Literacy Act (AEFLA) (Attachment PROG 03)

The above item was approved by voice vote.

Additions to Special Curriculum Program Application List (Attachment PROG 04)

Dr. Powell reviewed the program. Mr. Johnson asked what Mechatronics covers. Dr. Chapman shared “mechatronics” is an industry term. Dr. Powell stated it covers mechanical processes controlled robotically. Dr. Willis provided details surround the term, its meaning, and applicability in industry.

On behalf of the Programs Committee, Dr. Powell recommended and moved the following item be approved by the board.

Additions to Special Curriculum Program Application List (Attachment PROG 04)

The above item was approved by voice vote.

LEGISLATIVE AFFAIRS COMMITTEE, Dr. Breeden Blackwell, Chair

Requested Report Modifications (Attachment LEG 01)

Ms. Shuping stated the first item lists changes proposed to General Assembly reports. Ms. Whitford asked if this will change any of the information Board receives. Ms. Shuping stated the information will continue be provided to the Board. Second page are changes recommended by staff.

On behalf of the Programs Committee, Dr. Blackwell recommended and moved the following item be approved by the board.

Requested Report Modifications (Attachment LEG 01)

The above item was approved by voice vote.

Joint UNC Board of Governors and SBCC Legislative Agenda (Attachment LEG 03)

Ms. Shuping stated this outlines the joint Legislative priorities agreed upon by NCCCS and UNCGA.

On behalf of the Programs Committee, Dr. Blackwell recommended and moved the following item be approved by the board.

Joint UNC Board of Governors and SBCC Legislative Agenda (Attachment LEG 03)

The above item was approved by voice vote.

SBCC Awards, Mr. Scott Shook, Chairman

Chairman Shook presented the names of the 2019 SBCC Award winners. The individuals in the room were asked to refrain from sharing the winner's names until later in the day to give time to the committee chairs to call the winners to congratulate them. Chairman Shook thanked each of the members who participated in the process.

Staff of the Year Award – Chairperson was Ann Whitford, winner of the award is Ms. Cynthia Rodriguez from Fayetteville Technical Community College.

Excellence in Teaching Award – Chairperson was Jim Rose, winner of the award is Ms. Ginger Harris from Central Carolina Community College.

President of the Year – Chairperson was Lisa Estep, winner of the award is Dr. Carol Spalding from Rowan-Cabarrus Community College

I.E. Ready – Chairperson was Lynn Raye, winner of the award is Ms. Lynn Austin

Distinguished Partners – Chairperson was Sam Powell, winner of the award is Rowan Cabarrus, City of Kannapolis – Mayor Darrell Hinnant, and Castle Cook represented by Mark Spitzer.

Chairman Shook made a motion to approve the award winners, Mr. McBrayer seconded. The motion passed unanimously.

PRESIDENTS REPORT

President Hans said he has two items to share with the Board.

Roanoke Chowan has received a warning letter from SACSCOC (accrediting agency) outlining some concerns about governance. If concerns are not addressed, could lead to probation later in the year. The college has had one call with SACSCOC and another one scheduled for later in the month. Staff is in close touch with Dr. Elliott, the president. The Board of Trustees met with those individuals on several occasions. The Board's attorney, a key player in this whom President Hans knows well, is Charles Francis. He fully understands the Board must respond to SACSCOC with the right answers. There have been several candid conversations on this topic. We are on the same page and the Trustees Association has been providing guidance and council to the members involved to avoid further problems. President Hans stated he will be at Roanoke-Chowan on Thursday, January 24, 2019 as part of his tour of the colleges. There will be much more to report through Ms. Estep's committee at the next meeting. Opened the floor for initial questions.

- Mr. Johnson asked if the Board/College is being asked to provide answers or act. President Hans stated both.
- Ms. Whitford shared she thinks we cannot allow one of the colleges to become unaccredited. If these issues aren't addressed appropriately, that could happen. There is a process now, at what point is that process triggered? President Hans stated hopefully never because it could result in a lot of other consequences. The existence of that process will help spur corrective actions. If the warning letter is not addressed properly, it could lead to probation and possible sanctions. President Hans is comfortable we are not going to get to that point. Ms. Whitford stated she hopes it will not, but this has been an ongoing problem through several presidents, so it seems to be a Board problem. President Hans stated Ms. Whitford's point is well-taken and everyone is working to untangle the knots. There are a variety of actors involved in this situation. The governance questions are up-front which is why we are pleased Charles Francis is the attorney.
- Mr. Holder asked if there is anything that the State Board can do now. President Hans stated he will get back to the State Board to let them know. Staff will keep the Board updated.
- Chairman Shook thanked Julie Woodson and the Trustees Association for taking an active role in trying to help the trustees.

President Hans introduced Ms. Kelly Williamson from APCO Worldwide to speak about the marketing campaign being launched for the System. The campaign will help raise awareness about the system. Working closely across the system to involve stakeholders. Currently, this is a one-year agreement, but President Hans would like to see this be a multi-year engagement which is sustained.

Ms. Williamson shared how APCO will roll out the program over the next year. She stated her company runs campaigns to help organizations and companies navigate significant change through marketing.

Mission of Campaign – educate on the mission and values of NC Community Colleges, elevate perceptions, and inspire specific actions among key stakeholders, including enrollment.

Anytime APCO puts together campaigns, it is important to understand the audience. There will be focus on message and messenger. The principles to be followed include:

- Understanding audience – influencer identification

- Understanding what inspires action
- Know it cannot be one size fits all
- We must use plain language
- There must be a commitment to a clear action plan
- The plan must integrate across various media, and we must define and measure the success.

The Approach includes; understanding landscape and understanding the audience to bring down to a focused strategy. Once the strategy is in place, the program will target and scale and determine how to activate and optimize.

The Roadmap includes; research from January through March, strategy & plan development in April, and campaign launch & execution from May through December.

Ms. Williamson welcomed any input or feedback throughout the program. Have done campaigns which parallel the needs for the Community College System.

Mr. Raye stated high schools are a pool where the system needs to dig deeper to communicate with parents and the students. Ms. Williamson stated speaking to the influencers of decision-making has been discussed at some of the meetings. President Hans shared this is a reason this campaign needs to be sustained so that we can change the engrained perceptions.

By request, Ms. Williamson gave examples on how they will track the statistical feedback to assure the program is working and set benchmarks on the perceptions after the first wave of the campaign. Each part of the campaign will have a metric attached. Mr. McBayer stated he is excited because it sounds like whatever we talk about will be what sells. President Hans stated we will have different messages for different learners.

Mr. Holder asked how the information will be tracked as to whether a person registered based on the campaign. Ms. Williamson shared when the campaign is done well, it becomes part of the conversation, but there will be no straight line to identify the full impact.

Ms. Whitford hopes that this campaign will help the state and local foundations to raise money. President Hans stated colleges are being included in the conversations and is part of the advisory group. We can learn success stories and limitations. Ms. Whitford shared the success of her alma mater's marketing campaigns. Dr. Blackwell shared the Hospital Association has worked with Ms. Williamson in the past.

The Board discussed the importance of sharing the stories of the students in the campaigns. Ms. Williamson stated storytelling will be at the center of this. APCO will work with the System to determine what has the highest priority, then roll it out in stages to not dilute the message by trying to hit everyplace at once. Ms. Williamson reviewed the seven pieces which will build the momentum.

Mr. Raye asked how this will work in conjunction with the local college's marketing plans. President Hans stated it will be at the discretion of the local college. Umbrella campaign with volume on a sustained basis with a consistent recognizable message. Colleges can tap into the campaign and pitch services and programs relevant to their area.

President Hans thanked Ms. Williamson for her update.

BOARD MEMBER QUESTIONS / COMMENTS

Dr. Willis stated he feels we need restate our primary mission: Preparing our students to survive and flourish in the economic environment in which they are going to spend their professional careers. We are given resources by the State to be stewards of to accomplish those goals. In so doing, we from time-to-time have acquired the services of vendors and when we enter an agreement with a vendor we of course enter the obligations to perform our part of the contractual features and contractual obligations, but we do not acquire an ongoing responsibility to keep them in business when they no longer serve our needs or fail to win our business through the procedures we set up. So, in fact to do so just to spare them pain is to mis-handle our resources and to shortchange our primary mission.

DATE OF NEXT MEETING

The next State Board meeting is scheduled for Thursday, February 14, 2019 through Friday, February 15, 2019 via telephone. More information regarding this meeting will be communicated.

EXPIRING TERMS AND VACANCIES

There are currently no terms expiring and one vacancy for the membership of the State Board.

ADJOURNMENT

Dr. Powell motioned to adjourn, seconded by Mr. McBrayer, unanimously approved by voice vote at 12:28 p.m.

RESPECTFULLY SUBMITTED BY:
Secretary

APPROVED BY:

Peter Hans, System President

Mr. Scott Shook, Chair