

**Roxbury Community College**  
**Board of Trustees**  
*Gerald Chertavian, Chair*  
**Meeting Minutes**  
*September 26, 2017*

**Board of Trustees Members:**

**Present:** Gerald Chertavian, *Chair*; Mark Culliton, Remianna Hearn; Amanda Fernandez; Israul Marrero, Betty Francisco, Sheriff Tompkins, Jeff Greenberg

**Absent:** Josiane Martinez, Amanda Schaefer

**Others Present:**

Valerie Roberson, *President* Cecile Regner, *Vice President*; Kevin Hepner, *Vice President*; Lorita Williams, *Vice President*; Patricia West, *HR Chief/Officer*

The Chair called the meeting to order at 6:01 PM and determined that a quorum was present. He asked new trustees Betty Francisco, Israul Marrero and student trustee Remianna Hearn to introduce themselves. Trustees Francisco, Hearn and Marrero offered brief remarks. New trustee Chrystal Kornegay was not present for this meeting. He also thanked Trustees Curry and Leith for their service. Trustee Leith offered brief remarks, reflecting on her service to the Board and Alumni Association.

**I. Approval of Minutes: June 20, 2017**

By a motion of Trustee Fernandez and seconded by Trustee Culliton the minutes were approved.

**II. Public Comment**

There were no guests requesting to address the Board.

**III. Resolutions**

President Roberson presented two resolutions to the Board for their approval. The first resolution called for the establishment of four new academic programs including smart building management, cyber security, surgical technology and expanded radiography.

Trustee Greenberg asked if surgical technology and radiography would be certificate programs.

President Roberson replied that they were and were designed to enhance existing qualifications.

By a motion of Trustee Tompkins and seconded by Trustee Fernandez the resolution was approved unanimously.

President Roberson presented the second resolution which contained approval for the FY'18 budget. She noted it was balanced and reflects recommendations on non-personal cuts suggested by the Board at the June meeting.

Trustee Greenberg asked about a drop in energy costs in the proposed budget and asked VP Hepner to explain.

Vice President Hepner explained that this was a reflection of the savings from the renewable energy project.

By a motion of Trustee Leith and seconded by Trustee Culliton the FY'18 budget resolution was approved unanimously.

#### **IV. Committee Reports**

##### **Academic and Student Affairs (VP Cecile Regner)**

VP Regner began by explaining that the SGA president was not available this evening, but she did mention it would be a standing item on the board meeting agendas so that the trustees hear from student government more regularly. Enrollment data will be available for the October meeting.

##### **Institutional Advancement (Vice President Lorita Williams)**

President Roberson introduced Marketing & Communications Director Jordan Smock to present the RCC marketing strategy to the Board.

Director Smock walked the Board through several marketing initiatives including the RCC Gazette and SmartStart. She explained her role and the roles of her staff and what responsibilities fall under the marketing office, including website content and navigation and the College's social media accounts. She also presented the new RCC logo and refreshed brand. Website templates will be updated this week, with a big reveal planned for the Oct 5<sup>th</sup> Ribbon Cutting Ceremony. She explained that our data collection abilities are limited, but there is some information that can be obtained.

Trustee Francisco asked if social media platforms can be used to track information on interest?

Director Smock responded we can monitor traffic, but Jenzebar does not have the functionality need to include conversion codes on exit pages.

President Roberson explained that the IT system was not very robust and that our efforts have focused on components that assist with enrollment and financial aid. The functionality being discussed would be a wonderful addition but we have to prioritize IT resources.

Chairman Chertavian offered to put Director Smock in touch with his marketing team at YearUp to discuss best practices.

Trustee Culliton asked about push back on changing the College logo.

Director Smock responded that the Board was first to see the updated logo and branding, but there was near universal agreement among stakeholders that the old logo needed updating.

The Board thanked Director Smock for her presentation.

### **Human Resources (HR Director Patricia West)**

Director West introduced new employees who have joined the College since the June board meeting.

### **V. President's Report**

The President reminded the Board of the Ribbon Cutting event on Oct 5, 2017 to commemorate the completion of renovations to the Media Arts Center, Student Commons and Health Sciences Building. She also reminded the Board of the retreat scheduled for Oct 20<sup>th</sup>. The focus will be on revisiting the strategic plan and working with the RCC Foundation Board to resolve past issues and work out an MOU. She informed the Board that she would be addressing NEASC, the college's accrediting body, later this week in regards to the two year review the College participated in earlier this year.

### **VI. Executive Session**

There was no need to enter executive session. Trustee Culliton, acting as Chair, wished the general public a good evening and thanked them for their attendance.

### **VII. Adjourn**

**7: 03 PM**

**Roxbury Community College**

Board of Trustees

September 26, 2017

**RESOLUTION**

This resolution is for the approval of new academic programs to be offered at Roxbury Community College as required by the Massachusetts Board of Higher Education.

***WHERE AS,***

Roxbury Community College has researched the employer need for these associate degree and certificate programs leading to employment. Each of these programs incorporates emerging technology with changing professional qualifications.

- Smart Building Management, Associate in Science
- Cybertechnology, Associate in Science
- Surgical Technology, Associate in Science
- Computed Tomography (CT) Certificate

***NOW THEREFORE,***

It is resolved by the Roxbury Community College Board of Trustees approves the administration to move forward with these new programs for implementation in FY19. The President or her designee shall take the necessary steps to implement this resolution.

Roxbury Community College

Board of Trustees

June 20, 2017

RESOLUTION

This resolution is for the approval of the operating College Budget for Fiscal Year 2018, from July 1<sup>st</sup> 2017 until June 30, 2018.

**WHERE AS,**

- An Annual Review of the budget is prudent to endure compliance with all pertinent Commonwealth legislation and policies; and
- A comprehensive review of expected revenues and expenditures is needed to ensure that the College is operating within a balanced budget; and
- The College administrators will be responsible for evaluating all expenditures and requests and ensuring that the College is operating within this budget; and
- The FY '18 General Appropriations Act of the Commonwealth has been signed by the Governor

**NOW THEREFORE,**

It is resolved by the Roxbury Community College Board of Trustees that the attached budget shall be effective July 1, 2017 through June 30, 2018. The President or her designee shall take the necessary steps to implement the budget as voted.