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BREVARD COMMUNITY COLLEGE
BOARD OF TRUSTEES
WORKSHOP

March 19, 2007
3:10 p.m.

Community Dining Room (Bldg. #1)
Palm Bay Campus

PRESENT: Mr. James W. Handley, Chairman; Mr. C. R. "Rick" McCotter III, Vice Chairman; Mr. James Theriac; Mrs. Kimberly Tsamoutales; Dr. James A. Drake, Secretary; Mr. Philip Nohrr, Attorney

ABSENT: Mrs. Alberta Wilson

1. CALL TO ORDER:

Mr. James Handley, Chairman, called the Workshop meeting to order. He welcomed future Board member, Mrs. Dixie N. Sansom, who attended the meeting via teleconference.

2. BOARD DISCUSSION:

a. Introduction of Ms. Judy Schatte, President, United Faculty of Florida-Brevard Community College (UFF-BCC)

Mr. Handley invited Ms. Robin Boggs, past President of United Faculty of Florida-Brevard Community College (UFF-BCC), to introduce Ms. Judy Schatte, the newly elected President of UFF-BCC, effective March 16, 2007. The Board welcomed Ms. Schatte and thanked Ms. Boggs for her service to the College during her four-year tenure.

3. ENROLLMENT TRENDS AND CHALLENGES:

Dr. Drake discussed updates to plans for addressing issues which have been identified as probable challenges in the future. He deferred to Mr. Frank Billings, Associate Vice President, Institutional Effectiveness and Strategic Management, who shared a film clip entitled "Shift Happens" which demonstrated the importance of analyzing the past to look for future trends, challenges and opportunities. Mr. Billings reported on troubling trends revealed in these reports, stating the challenge is developing effective methods to target at-risk students and re-appropriating budgets, if necessary, to ensure success.
Dr. Astrab reported three-year baseline data is vital as data may be skewed by students who have not declared their educational goals. Discussion ensued regarding trends and possible solutions.

(Mrs. Tsamoutales arrived)

Dr. Drake reported that identification of and assistance to high risk students has been identified as a strategic priority by the Board and Administration. He further reported the College is working with the Brevard County School System for early identification of at-risk students. As a part of the strategic planning efforts, smaller classes, tutoring and mentoring programs are being explored. Dr. Astrab reported that enforcing consistent high standards in the building block courses are essential for continuing student success at higher level courses, and methods of ensuring this are being studied.

4. RECRUITMENT AND RETENTION INITIATIVES:

Dr. Brenda Fettrow, Vice President, Student Services, distributed information and reported on progress made by the Office of Enrollment Management since inception approximately one year ago. She reported many student services' functions have been offered this past year and her office is carefully tracking data to determine return-on-investment (ROI) success. Dr. Fettrow reported they are pleased that new student applications have increased, but more progress is needed. She encouraged a multi-faceted approach which makes recruitment and retention "everybody's business," taking every opportunity to expose individuals to the College's offerings. Dr. Fettrow reported many areas are being studied to improve recruitment and retention as part of the strategic plan. This includes investigating if and how the College can support the student when their exit survey states withdrawal was for "personal reasons."

Dr. Drake reported strategic initiatives for the next two years will address these issues; regular progress updates to the Board will be given. He expressed the importance of the faculty members' role, as well as communication with the Brevard County Public School System. A Joint Board meeting with the School Board is planned in the near future. Dr. Drake reported a different budget approach may be necessary in order to fund these new strategic initiatives.

5. FOUNDATION SITE VISITS REPORT:

Mr. Dick Beagley, Executive Director, Foundation, reported he has made several site visits to other community colleges, as requested by the Board. Benchmarking visits were made to Indian River Community College (IRCC) and Palm Beach Community College (PBCC). He reported the demographics, structure and functions of these two colleges is very different from that of BCC. He further stated their primary focus is unrestricted fundraising and partnering with the community for financing buildings and growth, defined as "friend-raising."

In summary, Mr. Beagley reported the selection and hiring of the new Foundation Executive Director is vital to expanding the BCC Foundation. This person's relationship to the College President and community are the key to growth. He further suggested that the role and scope of the Foundation should be better

defined. In addition, innovative fundraising events, hosted at the college, should be developed, with the objective of raising unrestricted monies to help the College grow.

Mr. Beagley introduced Ms. Connie Dearmin, Foundation Administrative Assistant, who reported on the history of the BCC Alumni Foundation, which is currently dormant. Based on her meetings with other community college professionals, she reported the general consensus was that although alumni associations are not a significant source of fundraising for community colleges, the role of an alumni association is important for: 1) "friendraising"; 2) goodwill; 3) source of volunteerism; 4) planned giving; and 5) it adds to the sophistication of the institution. In summary, she reported her recommendation was: 1) hire an effective Executive Director with a long-range vision; 2) hire a dedicated alumni association specialist; and, 3) integrate the Alumni Association under the direction of the Foundation Executive Director and Board of Directors.

6. ADJOURNMENT:

The workshop adjourned at 4:17 p.m.

APPROVED: _____
Chairman, District Board of Trustees

ATTESTED: _____
Secretary, District Board of Trustees