

**BREVARD COMMUNITY COLLEGE
BOARD OF TRUSTEES
WORKSHOP**

January 26, 2004
2:00 p.m.

Board Room (#231)
Administration Building (Bldg. #2)
Cocoa Campus

PRESENT: Mr. James W. Handley, Chair; Dr. Alexandra M. Penn Williams, Vice Chair;
Mr. C. R. “Rick” McCotter III; Mr. Joe D. Matheny, Attorney;
Dr. Thomas E. Gamble, Secretary

ABSENT: Mrs. Miriam E. Martinez; Mrs. Alberta K. Wilson

1. CALL TO ORDER:

Mr. James Handley, Chair, called the meeting to order.

2. GENERAL DISCUSSION:

- a. Dr. Gamble suggested that Section C of the Board Self-Evaluation be discussed as part of the general discussion for the Board to complete the review.
- b. Mr. Handley inquired if Mrs. Martinez had scheduled an appointment to meet with Mr. Garrison regarding the nursing program as discussed during the December workshop. Dr. Gamble responded that he recommended Mrs. Martinez postpone this appointment in order to evaluate the outcome of a joint meeting that was held on January 12th with local health providers and BCC to discuss possible future collaborative efforts.
- c. Dr. Penn Williams stated that the Board would utilize input from Human Resources and the Safety Committee to draft a policy related to background checks and fingerprinting.
- d. Dr. Gamble circulated photographs of the Melbourne gymnasium and discussed the remodeling process.
- e. Mr. McCotter reported that the Titusville (North Brevard area) is expecting a large building boom, with approximately 2,000-4,000 homes being planned, platted, or approved in the Titusville area. This growth should impact the registration for BCC, especially the Titusville campus. Dr. Gamble added that the space industry projections are also very positive, which will support this growth. He indicated that marketing efforts should include BCC information to be distributed to all new residents, via the Chamber and/or “Welcome Wagon” type program. Mr. Spraggs, who is a member of the Titusville Chamber,

confirmed that a newcomers magazine is being produced for distribution to new residents, which would be an ideal format for a BCC advertisement. Mr. Matheny added that the upscale condominium market is also booming in the area.

3. BOARD SELF-EVALUATION (2002-2003):

The Board continued their discussion of the 2002-2003 Board Self-Evaluation, Section C, Powers and Duties of the Board:

Powers and Duties of the Board:

1. Minutes: The ratings were high, with the exception of one low score, which indicates that one trustee felt that this area needed improvement. Mr. Handley stated that to his knowledge there is no problem with the process, and he was unaware of any concerns in this regard.
2. Property Control: No discussion required.
3. College Operations: No discussion required.
4. Personnel: The ratings were good, however, it was noted that the new state statutes are under review as there is a possible conflict. Dr. Gamble stated it is his inclination that until this is question is resolved, he will have the Board approve Personnel Actions to avoid any problems. This could be bypassed if the Board's revised Policy Governance Manual supports the delegation of this responsibility to the District President.
5. Citizens Presentations: No discussion required.
6. Advisory Committees: No discussion required.
7. Facsimile Signatures: One trustee was not previously familiar with this procedure, but was informed.

4. ACADEMIC PLANS TO ACHIEVE THE ONE-COLLEGE CONCEPT

Dr. Don Astrab, Executive Vice President, Academic Services/Chief Learning Officer, described the current direction and plans toward ensuring the one-college concept at BCC. The goal is to have a mirror image model for all five BCC campuses with identical programs, procedures, titles, etc., in order to prevent confusion and conflict. Plans to increase faculty participation will maximize the effectiveness and understanding of the efforts, while minimizing burn-out. There are plans to add Program Coordinators and students to Advisory Committees to help accomplish this goal.

Dr. Astrab described an initial effort toward the one-college goal started in September 2003 when the Computer Science Department was tasked with the goal of creating one collegewide schedule for the computer science program. Independent cooperation became obvious after the third meeting and their initial goal was ultimately accomplished with enthusiasm. The efforts should become easier as people become more familiar with thinking toward the one-college goal. This process will be repeated in the future across all departments and more than fifty discipline areas, and will hopefully expand to outcomes and successes.

Dr. Astrab emphasized that efforts are coordinated with task forces established to study Department Chair, Program Coordinator and faculty teaching roles. In addition, there is a goal to standardize forms, procedures and techniques on all campuses, which will minimize costs and create an environment for accountability in setting and reaching one-campus goals. Standardization is of particular importance to adjunct faculty who may be teaching on several different campuses.

5. **POLICY GOVERNANCE**

Although Mrs. Martinez was unable to attend the Board workshop, she provided copies to the Office of the District President for distribution to the Board. Mr. Matheny confirmed that all state statutes had been addressed; and perhaps more than necessary. Dr. Gamble indicated that he would like to minimize the number of policies in Section 500 by making the CEO accountable for many of these requirements. Mr. Matheny stated that this is a subject of discussion among many of the colleges, however, he felt the trustees must maintain responsibility, until these issues are clarified. He did confirm that several items were placed on the list in order to exercise an abundance of caution. Dr. Gamble stated that he will be watching the progress of Valencia Community College (VCC) on this issue, taking the lead under the guidance of Mr. Bill Mallowney, VCC Vice President, Policy & General Counsel. Dr. Gamble will also address the issue with General Counsel in Tallahassee. After proper study and consultation, Dr. Gamble will review the list and draft language regarding transfer of CEO accountability to be presented to the State for review and indicated he expects to have this input available for presentation to the Board by late Spring or early Summer.

The following actions should be completed before the next meeting:

1. Dr. Gamble to start drafting recommended policies;
2. Dr. Penn Williams to consult with Ms. Oglesby, Human Resources, regarding the proposed background check and fingerprinting policy; and
3. Dr. Gamble to present a recommendation on Board "Ends" in line with the statewide K-20 goals and accountability standards.

6. **2ND QUARTER GOALS**

Mr. Frank Billings, Associate Vice President for Institutional Effectiveness & Strategic Management, provided the Strategic Managers' Accomplishment Report and the District

President's High Priority Projects/Objectives Report, 2nd Quarter FY 2003-2004, and requested comments or questions regarding the report.

Mr. Handley suggested that the summary report be expanded in the future to include specifics regarding problem areas and successes rather than just providing percentages, to provide a more comprehensive picture.

Mr. Billings stated that the cumulative effort of the strategic planning process is measured in learning outcomes and satisfaction of the K-20 measurements. As a result, a future supplemental report relating specifically to learning outcomes is forthcoming. Dr. Gamble remarked that almost all of the K-20 goals deal with learning outcome issues, but there are other important institutional issues. Thus these goals will be added as part of the revised Board's "Ends" Statements. The revised report will include three levels: State K-20 requirements, Board "Ends", and institutional needs and requirements. In addition, each quarter's progress will be reflected relative to each previous and subsequent quarter.

A question was raised and discussion ensued regarding the confusing acronyms and crediting standards related to various degrees and certificate programs in the State of Florida. The Board suggested that this topic be pursued with the Department of Education. Mr. Handley requested Dr. Gamble draft a proposal on this subject for the Department of Education's consideration.

Mr. Billings concluded by reporting that the State of Florida continues to significantly exceed the national averages for retention. BCC also exceeds the system averages for retention in AA and PSV programs and continues to make progress in AS retention.

7. **MEDIA RELATIONS**

Mrs. Ingrid Bradley, Associate Vice President for Community Relations & Marketing, discussed proper procedures and protocol for dealing with the media. She reported that the Florida Today editor recently indicated that their primary mission is to be a watchdog of the government and to raise the voice of the people in taking a stand and instigating conversation. BCC, as a public institution, is obliged to respond to all media inquiries with maximum disclosure and minimum delay.

BCC submits 400-500 press releases a year, with 70 to 80 percent of those being published. Mrs. Bradley indicated that she and Dr. Gamble are the two key spokespeople, while occasionally delegating to specific subject-matter experts. Faculty may speak to the media, but should stress they are only giving their personal opinions. The Trustees are also important spokespeople in the appropriate situation, but should always communicate a unified message. The Community Relations Department is available to help with statements, as needed. Mrs. Bradley advised that written, factual statements are preferred and speculation and "off-the-record" statements should be avoided, although providing background and facts is generally fine. She further advised that when speaking to the press it is imperative to differentiate clearly between personal opinions and official college positions. Additionally, as a courtesy, communicate with other people or offices involved when a media inquiry is made.

Mrs. Bradley also distributed copies of the BCC Communications Style Guide, which defines proper formats for official college communications.

APPROVED: _____

Chairman, District Board of Trustees

ATTESTED: _____

Secretary, District Board of Trustees