

**BREVARD COMMUNITY COLLEGE
BOARD OF TRUSTEES
WORKSHOP**

June 13, 2005
3:05 p.m.

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

PRESENT: Mr. C. R. “Rick” McCotter III, Chairman; Mrs. Alberta K. Wilson, Vice Chairman; Mr. James W. Handley; Mrs. Miriam Martinez; Mr. James Theriac; Mr. Joe D. Matheny, Attorney; Dr. Thomas E. Gamble, Secretary

1. CALL TO ORDER:

Mr. C. R. “Rick” McCotter III, Chairman, called the Workshop meeting to order.

2. GENERAL BOARD DISCUSSION:

a. FACC Annual Trustees Legislative Debriefing/Planning Meeting

Mr. Handley reported that the FACC Trustees Debriefing/Planning meeting was held via teleconference at 1:00 p.m. on June 13, 2005, with Dr. Gamble, Mrs. Martinez and him in attendance. He reported that the highlights of the 2005 appropriations funding were discussed and that data was distributed to the Board members present for their information and review.

Mr. Handley also reported that substantive legislative issues which passed and those that did not were also discussed. He reported that the two critical legislative issues were the Residency Bill, which creates additional burdens to students to prove residency and is very restrictive; and the Excess Hours Bill. The Council of Presidents opposed the Excess Hours Bill, as they felt it applied to Universities rather than Community Colleges, since the community college mission is to promote lifelong learning. Mr. Handley noted that although these bills have passed, the Governor has not yet signed these Bills and lobbying efforts are being made to request his veto on these two issues. Mr. Handley and Mrs. Martinez concurred that there were no legislative issues that failed that were critical to the college.

Dr. Gamble reported that he was relieved that the apprenticeship challenges were avoided. He stated that inconsistency across the state on how community college contract with various agencies in apprenticeship training, will be reviewed and resolved prior to the next session, which should resolve any concerns.

The Trustees reported that the fee increases, which were approved by the Board at the May 2005, Board meeting are reflected in the current budget comparison report.

Mr. Handley reported that the status of the higher education governance lawsuit pending before the courts was briefly discussed. Presently the case has been dismissed by the courts, while allowing 45 days to exercise options to amend the lawsuit and resubmit, to allow the lawsuit to be thrown out or to appeal the decision.

Mr. Handley also reported that discussions ensued regarding strategic issues planned for the 2006-07 legislative cycle. A summary report of these issues was provided to the Trustees.

Mr. Handley stated that issues relating to the relationships between the Trustees Commission and the FACC and the Council of Presidents should be better structured to provide stronger legislative input were discussed. The possibility of adding a full-time Executive Director for the Trustee Commission was proposed to improve communication in the legislative planning process. Mrs. Martinez reported that it was further suggested that the Chair, Vice Chair and Secretary of the FACC Trustees Commission be more involved in the Council of Presidents meetings to ensure that the Trustees and Council of Presidents are of like mind in terms of pertinent legislative issues.

Mrs. Martinez and Mr. Handley reported that input from Trustees who were not involved in the teleconference is welcome. Such input should be emailed to Catherine Cornelius, FACC, at drcpc@@earthlink.net.

b. Board Policy Governance Manual

Dr. Gamble reported that the approved Board Policy Governance Manual is being finalized and will be distributed in the near future. In the meantime, the Manual was posted on the web and is available for reference at all times. He reported that he forwarded the revision to Mr. Bill Mallowney, Vice President, Policy and General Counsel, Valencia Community College, due to his experience in this area while revising the manual for Valencia Community College. The Trustees applauded Mrs. Martinez for her leadership and guidance in completing this process.

c. Request for Executive Session

Dr. Gamble requested a brief Executive Session be held at the end of the workshop. The Board concurred.

3. STUDENT RETENTION REPORT:

Dr. Brenda Fettrow, Vice President, Student Services and Dean Rebecca Ashford, Director of Enrollment Management reported on the status of college student retention efforts. Dr. Fettrow emphasized that student retention is a component of a systemic approach, with the goal of improved student services. Dr. Fettrow stated that on-going recruiting efforts will also continue.

Dr. Fettrow reviewed the cost effectiveness involved in student retention, which has a long-term financial impact to the student and the college. She reported that data shows that it is three to five times more cost effective to retain students than to recruit students. Dean Ashford presented statistics demonstrating the fact that the cost of losing one student over a year's time is \$3,855. Thus, the resulting cost to the college involved with the 389 students who left Fall 2004 to Spring 2005 was \$1,499,595. Ms. Ashford stated it is important to note that some of these individuals will return to the college as students at some point thus reducing the net financial loss to the college. The Trustees pointed out that this figure does not take into consideration the expenses to the institution for relative increases to enrollment (i.e. costs for additional faculty for course additions, etc.).

Dean Ashford shared retention figures as reported in the 2004 Institutional Accountability Report, which shows comparative figures across the Florida Community College system. She reported that it is important to note that these studies only reflect data of degree-seeking students in good standing. Dr. Fettrow reported that BCC's retention rates were above the state average in this report. Dr. Fettrow reported that in the future data will be gathered and analyzed by statistical software in Dean Ashford's office to allow for more timely data tracking.

Dr. Fettrow reported that BCC's retention of African-American and Hispanic students is below the system average and has become a focus of new college initiatives for improvement.

Dean Ashford reported that the Institutional Accountability Report also tracks statistics related to work with developmental students (those who test into college prep courses based on their scores on the college placement tests administered at BCC, the SAT or ACT). These figures reflect that the data for developmental students are better than the system average. However, the declining data in 2004 for African-American students raised concerns deeming the need for further initiatives to improve the trend.

Dean Ashford reported that students report withdrawals from courses more often due to personal rather than academic reasons.

Dr. Fettrow reported that an "early alert" initiative has been put into place to send a letter to students in jeopardy notifying them of various help resources available to them. The data indicates that 36-40% of those students receiving these letters have successfully passed the courses after receiving the "early alert" letter. She reported on other initiatives such as Smarthinking.com, a web-based tutorial program for core-level courses; tutoring in learning labs; academic advising; student support services, for first generation in college students; services for students with disabilities; and career centers located on each campus.

Dr. Fettrow reported that future initiatives involve a change in focus for academic advisors to promote retention and degree completion; assignment of an advisor to all first time in college (FTIC) students testing into one or more level of prep, with advisors to serve as advocates and mentors to these students; monthly minority student "gatherings" to form bonds with other minority students and serve as a foundation to develop a minority mentoring program; conducting a student services summer retreat to allow brainstorming

by staff members to elicit more retention ideas; and, development of a more comprehensive enrollment management plan to include retention efforts.

4. 4th QUARTER STRATEGIC PLAN REPORT:

Mr. Frank Billings, Associate Vice President, Institutional Effectiveness and Strategic Management, distributed updated data on the 4th Quarter Report as an addendum to materials distributed with the Board package materials. He reported the data reflects that the college either met or exceeded 33 of the 38 performance measurements required by state statute.

Mr. Billings confirmed 99 objectives were accomplished and 90 were not accomplished. Some were not accomplished due to lack of funding or were reformatted in the 2005-2006 objectives. Dr. Gamble reported that he receives a report and follows up on items which did not receive input from the strategic manager, to determine the reasons for the omission.

Dr. Gamble reported that there is evidence that staff is beginning to recognize their accountability and responsibility in this process.

5. EXECUTIVE SESSION:

Dr. Gamble called for an Executive Session and made the following statement: "At this time, the Board will engage in a strategy session relative to collective bargaining. This is an Executive Session closed and exempt from the Florida Sunshine Law and is for the express purpose of discussions between the College President and the Board of Trustees as the Public Employer."

The session was conducted between 4:05 and 4:20 p.m.

6. ADJOURNMENT:

The workshop adjourned at 4:03 p.m.

APPROVED: _____
Chairman, District Board of Trustees

ATTESTED: _____
Secretary, District Board of Trustees