

**BREVARD COMMUNITY COLLEGE  
BOARD OF TRUSTEES  
MEETING**

June 12, 2006  
4:35 p.m.

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

**PRESENT:** Mr. C. R. "Rick" McCotter III, Vice Chairman; Mr. James W. Handley;  
Mr. James Theriac; Mrs. Kimberly Tsamoutales; Mr. Harold Bistline, Attorney;  
Dr. Thomas E. Gamble, Secretary

**ABSENT:** Mrs. Alberta K. Wilson, Chairman

**1. CALL TO ORDER:**

Mr. C. R. "Rick" McCotter, Chair, called the meeting to order.

a. Pledge of Allegiance

Mr. McCotter opened the meeting with the recitation of the "Pledge of Allegiance."

b. Welcome to Mr. Harold Bistline

Mr. McCotter introduced and welcomed Mr. Harold Bistline, attorney, who attended the meeting in Mr. Matheny's absence.

c. Welcome/Affirmation of New Board Member, Mrs. Kimberly Tsamoutales

Mr. McCotter welcomed Mrs. Tsamoutales to the Board and administered the official oath of affirmation.

d. Additions/Corrections to Agenda

Dr. Gamble requested that the Workshop agenda Item 5, "FY 2005-06 Strategic Plan Accomplishments Report" and Item 6, "FY 2005-06 BOT Performance Objectives and Targets" be added to the agenda as Items 4.d. and 4.e.

Dr. Gamble also requested Item 8.c., "Approval of Annual Florida Education Equity Report Update" be removed from the consent agenda and place on the open board meeting for discussion.

Mr. Handley requested Item 9.b., "Approval of the DSO 2006-2007 Operating Budgets" be removed from the consent agenda.

**2. CONSENT AGENDA:**

Mr. McCotter recommended approval of the remaining consent agenda items:

- 3.a. Minutes – Board of Trustees Workshop Meeting – May 22, 2006
- 3.b. Minutes – Board of Trustees Meeting – May 22, 2006
- 8.a. Summary of Personnel Actions
- 8.b. Approval of Expenditure of Allied Health Care Challenge Grant Funds
- 8.c. Approval of Annual Florida Education Equity Report Update - removed from consent agenda
- 9.a. Approval of May Monthly Summary of Income and Expenditures
- 9.b. Approval of the DSO 2006-2007 Operating Budgets - removed from consent agenda

Mr. Handley moved approval of the remaining consent agenda items. Mr. Theriac seconded the motion.

All those voting in favor of the motion – Handley, Theriac, McCotter, and Tsamoutales; opposed – none. Motion unanimously approved. (Wilson - absent)

**3. APPROVAL OF OFFICIAL MINUTES OF PREVIOUS MEETINGS:**

- a. Minutes – Board of Trustees Workshop Meeting – May 22, 2006

Approved – consent agenda.

- b. Minutes – Board of Trustees Meeting – May 22, 2006

Approved – consent agenda.

**4. COMMUNICATIONS:**

- a. Report on the Police Testing Program (Addendum)

Mr. Johnny Perkins, Dean, Criminal Justice Program, introduced Mr. Jim Reynolds, Director, Police Testing and Certification. Mr. Perkins reported Mr. Reynolds' proactive leadership with the Brevard Police Testing Center has led to improved recruitment success.

Mr. Reynolds reported on the Police Testing Center mission and some innovative recruitment tools used to attract and screen qualified academy applicants. He stated the Police Testing Center has been part of BCC since 1987 when it was created by act of the Florida legislature for the purpose of improving law enforcement in

Brevard County. He reported projections indicate the need to hire 95-110 new officers locally in 2006, saying 70-80 of these positions will typically be filled by Police Academy graduates. Mr. Reynolds reported there are two daytime and two nighttime classes offered and although the optimum class size is 25, approximately 40 are usually in attendance. He further reported an 80-85% job placement rate for Police Academy graduates.

Mr. Reynolds reported on recruitment strategies and initiatives, with a focus on community recruiting to identify citizens of good character who would make good police officers. He indicated that minority recruitment is a high priority. A video presentation used for marketing for the Police Testing Center was shown.

Mr. Reynolds reported that there are no waiting lists for enrollment. He indicated that although Port and Cape Canaveral security personnel are currently not required to be sworn officers, new legislation will require state certification for Port security. Accordingly, a new curriculum will be designed for the Police Academy.

b. Report on Textbooks (Addendum)

Mr. Al Little, Vice President, Finance and Administrative Services, reported textbook costs and availability are an ongoing challenge for students; with textbook often costing more than tuition. He reported although publishers set prices, BCC's partnership with Barnes & Noble College Bookstores has proven to be beneficial to controlling textbook challenges. He introduced Mr. Brian Stark, Director of Operations, Barnes & Noble Southeast Region, and Ms. Jennifer Russell, Regional Manager, Barnes and Noble College Bookstores.

Mr. Stark reported Barnes & Noble started as a student book exchange on a college campus, which has now grown to superstores and operation of more than 550 college bookstores across the country. He acknowledged that textbook prices have exceeded the rate of inflation for the past eight years.

Mr. Stark reported on current trends toward digital textbooks and/or rentals saying digital textbooks are increasing in popularity. Thompson Publishing is now soliciting students to buy textbooks directly through them via [ichapters.com](http://ichapters.com), bypassing the local bookstore, giving the students the option of purchasing by chapter-increments (\$1.99-\$4.99 per chapter). This represents a 50% savings to the student, however there are download time limits and it will not add to a reference library. This publisher is expanding to 240 titles this Fall and it is unknown how this innovation will affect the bookstore industry.

Wiley Publishers partners with local campus bookstores by offering digital textbooks and other student aids with the purchase of each textbook bought at campus bookstores. This is a good resource; however, it eliminates the used book sale option for students and gives Wiley a monopoly on the price of their product.

Mr. Stark reported 84% of the campus book sales were purchased on-line by students from Wiley's website. College students desire immediate product availability. He reported Barnes & Noble's used book buy-back plans are popular; students can sell their books back to Barnes & Noble for a 50% refund if the book will be utilized on any campus the next semester. To maximize this benefit, individuals who make textbook buying decisions are encouraged to use the same textbook edition for several semesters to help save the students money.

Mr. Stark reported Barnes & Noble owns Missouri Bookstores, the largest wholesaler of used textbooks. They are partnering with four other leading publishers to test students' interest in digital textbooks. Studies show that students respond positively to a minimum 50% savings. The disadvantages to students are that there is no physical book available, e-books can only be downloaded to one computer, and there are limited access and timeframes. Mr. Stark also reported that students can also place their own book order at the Barnes & Noble website. These books may be shipped to any Barnes & Noble bookstore or to their home for shipping cost of \$6.95 for the first book and \$.99 to ship additional books.

Mr. Stark summarized: new books (full price); used books (25% savings); and digital books (50% savings). He reported textbook rentals are also gaining interest and Barnes & Noble is conducting studies for the N.C. state legislature which has requested Barnes & Noble to submit a business plan for a textbook rental; this report will be provided to the Board upon completion. This type program is good for public relations as student costs will be 1/3 of the full purchase price; however, the disadvantage is the school must maintain a significant inventory, requiring storage and increased administrative effort. It is estimated that each book must rent at least six times to be economically feasible. This will require faculty to be willing to utilize some outdated material. Dr. Astrab reported faculty are encouraged to utilize the same textbook for two to three years, but stated that often there are not sufficient supplies available in the third year. Additionally, all campuses, collegewide must use the same textbook for sequential courses.

Dr. Gamble reported faculty is being innovative to assist students control costs. For instance, the Communication Department faculty recently substituted an expensive "Anthology of Literature" for a spiral-bound literary compilation. Although this saved the students money, there were some faculty objections to this as it was felt the larger Anthology encouraged student exploration of other literary works outside the scope of the required assignments. Dr. Gamble further reported that faculty are encouraged to order textbook-only books (without packaged DVDs) in order to allow students to sell them back to the bookstore at the completion of the course.

Mr. Stark reported that publishers claim their price increases are due to unexpected returns of unsold books, effect of the used book market, increased cost of book production, and increased technology costs. Also, increased marketing costs and

gimmicks drive up the costs for students and the only way to combat this on behalf of the students is to educate faculty on these concerns; however newer versions with web-sources, etc. are often enticing. Mr. Stark reported that publishers' representatives market their products to faculty and Barnes & Noble strives to be the balance by educating faculty on concerns and options, asking their permission to provide information regarding these options to students. He further reported that the Barnes & Noble website includes a "Faculty Center Network" where faculty members can preview textbooks, see reviews/recommendations from other users, etc. Mr. Stark reported the availability of this resource will be communicated to the faculty members.

Mr. Stark will provide the data regarding buy-back transactions at each campus in relation to the total bookstore transactions as requested by the Board.

The Board expressed appreciation for the report and partnership efforts to control costs for the students.

c. Presentation of City of Cocoa Beautification Award (Addendum)

Dr. Brenda Fettrow, Vice President, Student Services, reported the City of Cocoa recently awarded BCC's Cocoa Campus one of two commercial beautification awards for 2006. Dr. Gamble reported that similar beautification efforts will soon take place on the Melbourne Campus. A plaque was presented to Dr. Gamble and the Board.

d. FY 2005-06 Strategic Plan Accomplishments Report (Addendum)

Mr. Frank Billings, Associate Vice President, Institutional Effectiveness and Strategic Management, reported each year strategies are identified which are linked to Board objectives, culminating with this final report, provided to the Board for review. He indicated that areas that show no response to updates are due, in part, to data which was provided after the closing date; a report updating blank fields will be provided at the August Board meeting. The Board requested that only pages affected by the updates be provided for insertion into the present report.

The Board suggested that, in the future, this document be provided in August to ensure adequate time for submission of data and compilation. Dr. Gamble reported the insert sheet distributed today is a more accurate depiction and in the future the more concise Dashboard format will be provided to the Board periodically rather than a voluminous report. Dr. Gamble stated that the document is primarily a management tool and that it will be available on the website in the future for the Board's review.

Mr. McCotter pointed out that many diversity issues were not funded and that since improving diversity at the college is a significant Board priority, funding should be evaluated for these areas. Dr. Gamble reported that the language in section is in need of editing providing specific strategies and ends. Mr. Billings reported that performance and activity-based funding information will be added in the future. Dr. Gamble reported he is very pleased with the staff's prompt acceptance and compliance of the strategic planning process.

e. FY 2005-2006 BOT Performance Objective and Targets (Addendum)

Mr. Frank Billings, Associate Vice President, Institutional Effectiveness and Strategic Management, reported the FY 2005-06 BOT Performance Objective and Targets is a final report regarding the 26 Board objectives as part of a three-year, rolling strategic plan. He recommended the fourth year be removed as three year increments are more manageable.

Mr. Billings indicated the report shows 26 Board objectives color-coded to indicate performance, as compared to the 2004-05 baseline. Specifically red coloring indicates the figure did not exceed either last year's number or two-year target; black indicates they met or exceeded last year's number, but did not meet the two-year target; and, blue indicates last year's number was exceeded, as well as the two year performance target.

Dr. Gamble reported that many objectives relate to specific performance relating to minorities and it is important to note the numbers are very small making minor changes appear larger. In addition, the low unemployment rate in Brevard County has affected the enrollments in all areas, including diversity, hurting statistics. He further reported that this trend is consistent across the entire region and state except for Miami and Orlando due to a large influx of population to these areas.

Dr. Gamble reported that he is pleased with progress with the Hispanic population, but concerned about African-American population statistics. He further reported Dr. Fettrow is working on a plan for the freshman year experience for first-time-in-college (FTIC) students which should help student success. Dr. Fettrow reported there are many components to this plan, including the Call-Center, mentoring and on-line advising to help the success and retention of all students, including minorities.

Dr. Fettrow reported that a mentoring program has been developed for FTIC students, including minorities, needing prep classes. This mentoring program has been offered for two full semesters, but it has not been widely utilized. She reported she is working with Dr. Astrab to determine how to encourage participation without it appearing to be a penalty. Dr. Gamble reported the service may need to be mandated to ensure student success for students requiring prep classes.

Dr. Astrab reported that additional programs are planned if Title III funds are made available, including professional development and student-engagement and facilitation activities to make the classroom experience more interactive and engaging. Dr. Gamble reported that if awarded, Title III grant funds totaling \$1.8 million will be instrumental in improving below-standard accountability factors; however, student success initiatives will be implemented, nonetheless, as it is the administration's highest priority.

Discussion ensued regarding the success of the Rosen Foundation program for minority educational success. Dr. Gamble reported that community involvement from a young age is an essential element to the success of this program.

Dr. Gamble reported UCF faculty in Brevard County have continued to increase and joint use efforts are flourishing, including a joint chemistry/math class to support the Pre-Engineering program and Educator Preparation Institute (EPI) science/math initiative. Dr. Fettrow reported the UCF Consortium is forwarding lists of students who were not accepted at UCF to her office so that letters of invitation to BCC explaining the 2+2 program will be mailed. In addition, the UCF letters of denial will include a recommendation to see a Consortium Community College partner. Dr. Fettrow reported that Consortium marketing efforts are continuing in a positive manner.

**5. CITIZEN'S PRESENTATION:**

None.

**6. CONSTRUCTION AND DEVELOPMENT:**

a. Approval to Proceed with the Cocoa Village Playhouse Annex (Addendum)

Dr. Brenda Fettrow, Vice President, Student Services, introduced Ms. Staci Hawkins-Smith, Executive Director, Cocoa Village Playhouse; Ms. Patty Larson, Accounting Manager; and, Mr. Richard Moon, Director, Maintenance and Plant Operations and provided a brief history of the Cocoa Village Playhouse Capital Campaign, which started several years ago to raise funds for adding an annex building to the east side of the existing building. The estimate for completion of this project is currently \$2.2 million.

Ms. Hawkins-Smith presented the building plans, which have been approved by the Cocoa Village Playhouse Board. She reported on an overview and functionality of the proposed plan, including costuming area, storage, restroom facilities, and a practice studio. She reported the third floor will also provide for a future workshop for hoisting sets and props and office space. She reported the exterior of the annex will be in keeping with the historical aspects of Cocoa Village.

Dr. Fettrow reported on the financial aspects of the Capital Campaign, which included a very successful "It's a Wrap" progressive dinner event which netted \$75,000. Plans are to make this an annual event due to its success. She reported currently the campaign fund balance is \$1,716,584 which includes cash in the bank, contributions eligible for match, outstanding pledges, plus interest earnings. Ms. Larson reported that after expenses the balance is \$1,420,166 including anticipated match funds, of which \$656,590 is available for immediate disposal.

Dr. Fettrow reported that although the current balance is approximately \$500,000 short of the anticipated cost not including furnishing costs, approval of the plan by the Board will allow selection of a Construction Manager and enable lock-in of a guaranteed maximum price (GMP). Dr. Fettrow also reported that additional grant funds through the Eckerd Family Foundation and other sources are being cultivated.

Dr. Gamble reported that proceeding with the project will increase optimism, which hopefully will generate additional donations.

Mr. Moon reported the anticipated project schedule is to present the top three construction manager candidates at the August Board meeting and to present the GMP at the September Board meeting with a projected start date of October 2006. Dr. Fettrow reported the annex plan consists of 11,348 gross square feet.

Dr. Fettrow invited the Board to tour the area. The Trustees thanked her for the invitation and the thorough report. Dr. Gamble recommended approval to proceed with the Cocoa Village Playhouse Annex.

Ms. Tsamoutales moved approval of the construction drawings as presented to proceed with selection of a construction manager for the Cocoa Village Playhouse Annex. Mr. Handley seconded the motion. All those voting in favor of the motion – Tsamoutales, Handley, Theriac and McCotter; opposed – none. Motion unanimously approved. (Wilson - absent)

**7. OLD BUSINESS:**

a. Report on Pending Legal Actions – Mr. Matheny (Addendum)

Mr. Harold Bistline, Attorney, reported that he had reviewed Mr. Matheny's report and was available for questions. There were none.

**8. NEW BUSINESS:**

a. Personnel Actions (Addendum)

The Personnel Actions were presented to the Board for information only; with no further action required.

b. Approval of Expenditure of Allied Health Care Challenge Grant Funds

Approved - consent agenda.

c. Approval of Annual Florida Education Equity Report Update (Addendum)

Mr. Frank Billings, Associate Vice President, Institutional Effectiveness and Strategic Management, reported that advancing college equity and diversity continues to be one of the highest priorities of the college. He reported the Department of Education is concerned about closing the gap between overall white AA graduates and Black/Hispanic graduates relative to percentage rather than population. For instance in 2004-2005 the gap was 9.8% and in 2005-2006 the gap increased to 17.2% for the black population. However, for the Hispanic population the gap lowered from 17.9% in 2004-2005 to 6.8% in 2005-2006. Mr. Billings reported the Department of Education wants to know what steps are being taken to close this gap, the initiatives for which are included in the first three pages of the report.

Mr. Billings reported the college consistently exceeds the goals for recruiting minority populations, but struggles with success and retention. Dr. Gamble reported this is a system-wide problem as evidenced by the report. In addition, any changes cause a large statistical impact due to the small numbers involved. Dr. Gamble recommended approval of the Annual Florida Education Equity Report Update.

Mr. Billings reported the equity report also reflects gender and race equity in faculty/staff and sports participation, for which we are in compliance.

Mr. Theriac moved approval of the Annual Florida Education equity Report Update. Mr. Handley seconded the motion. All those voting in favor of the motion – Theriac, Handley, McCotter, and Tsamoutales; opposed – none. Motion unanimously approved. (Wilson - absent)

d. Request for Future Board Meeting/Workshop Agenda Items:

Mr. Theriac request a follow up discussion on textbook issues upon receipt of information requested from Mr. Stark, Barnes & Noble.

**9. FINANCIAL ACTIONS:**

- a. Approval of the May Monthly Summary of Income and Expenditures (Addendum)

Approved – consent agenda.

- b. Approval of DSO 2006-2007 Operating Budget (Addendum)

Mr. Mark Cherry, Associate Vice President, Financial Services, reported the increased budget in the Foundation's miscellaneous category was due to inclusion of a contingency for the new Executive Director salary as well as possible renovations and/or maintenance to the Foundation House.

Mr. Cherry also explained that the King Center printing costs rose despite decreased advertising as the King Center plans to distribute two schedule mailings in the coming year. However, the advertising budget was decreased as being more realistic based on current year expenses. Dr. Gamble recommended approval of the DSO 2006-2007 Operating Budget.

Mr. Handley moved approval of the DSO 2006-2007 Operating Budget. Mr. Theriac seconded the motion. All those voting in favor of the motion – Handley, Theriac, McCotter, and Tsamoutales; opposed – none. Motion unanimously approved. (Wilson - absent)

**10. REPORT OF THE PRESIDENT:**

- a. Presidential Evaluation Process:

Dr. Gamble reported that a schedule of the president's evaluation process was provided. He reported that much of the evaluation process will be available and conducted by the Trustees online.

Dr. Gamble reported the evaluation process includes interviews of community leaders by the Trustees. He requested the current Community Leadership list be reviewed for changes as desired by the Board suggesting that Mr. Stan Payne be added in lieu of Ms. Dixie Sansom, as she is no longer at the Port. Mr. Handley suggested the names on this list change periodically, and made the following suggestions: add Ms. Helen Voltz and Mr. Ron Pritchard rather than Mr. Truman Scarborough. In addition, it was suggested Representative Altman be added in lieu of Senator Posey. The Board concurred with these changes.

The Trustees divided the community representatives amongst themselves to interview as part of the presidential evaluation process. Dr. Gamble requested that interview results be provided to Mrs. Martin by June 25, 2006.

Dr. Gamble also reminded that Trustee assignments to college Committees will take place at the August 2006 Board meeting.

b. Legislative Summary:

Dr. Gamble reported a summary of the outcome of this year's legislative process was provided.

c. Recognition of Mr. Al Little - Ken Jarrett Award Recipient:

Dr. Gamble reported Mr. Al Little was selected to receive the prestigious Ken Jarrett Service Award by the Division of Community Colleges and Workforce on behalf of Council of Business Affairs (COBA) for his outstanding contributions to community college business officers in the spirit of helping others. The Board congratulated him on this honor.

d. Hurricane Track:

Dr. Gamble distributed an updated hurricane track prediction and reported that the college is prepared in the event of an emergency. He displayed the vests which will be provided only to individuals who are authorized to come on campus during declared weather or other emergencies; no one will be allowed on campus without the vest, with the exception of individuals who are evacuating to designated shelters. He reported the County first-responders (firefighters, police, etc.) will be housed in Building 20 on the Cocoa Campus. The designated public shelters are Building 3, Cocoa Campus and Buildings 1 and 10, Melbourne Campus.

**11. COMMITTEE REPORTS**

a. Alumni Association – Mrs. Wilson

No report

b. BCC Foundation – Mr. Theriac

No report.

c. Cocoa Village Playhouse – Mr. McCotter

No report.

d. King Center for the Performing Arts (King Center) – Mr. Handley

Mr. Handley reported a reception was given at the King Center in honor of outgoing King Center Chairman, Mr. Phil Nohrr. He further reported the King Center is now projecting a profit of approximately \$112,000.

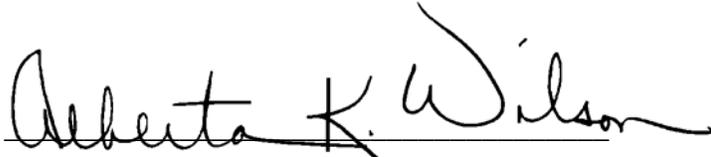
e. Planetarium – Mr. Handley

No report.

**12. ADJOURNMENT:**

There being no further business to come before the Board, the meeting adjourned at 7:10 p.m.

APPROVED:



Chair, District Board of Trustees

ATTESTED:



Secretary, District Board of Trustees