# HOLYOKE COMMUNITY COLLEGE BOARD OF TRUSTEES MAY MEETING

Minutes of May 24, 2022

The 407<sup>th</sup> meeting of the Holyoke Community College Board of Trustees was held on Tuesday, May 24, 2022, remotely with Chair Robert W. Gilbert, Jr. presiding.

MEMBERG			
MEMBERS	Robert W. Gilbert, Jr., Chair		
PRESENT	Charles Epstein		
	Yolanda Johnson		
	Evan Plotkin		
	Vanessa Smith		
	Eleanor Williams		
	Trustee Cruz		
MEMBERS	Ivonne Vidal		
ABSENT	Lucy Perez		
	Suzanne Parker		
	Ted Hebert		
ALSO	Amanda Sbriscia, Amy Dopp, Andrew Fletcher, Beth Breton, Brooke Adams,		
PRESENT	Chris Yurko. Curt Foster, Estell Lopez, Evelyn Rivera-Riffenburg, Idelia Smith,		
INESENI	Jane Lerner, Jeanette Smith, Jeff Hayden, Johanna Lebron, Julissa Colon, Karen		
	Desjeans, Kevin David, Kim Hicks, Kim Straceski, Kris Ricker Choleva, Lauren		
	LeClair, Lori Wayson, Magdalena Mackowiak, Maria Brunelle, Mark Hudgik, Mary Dixey, Mary Orisich, Mi Jin Park, Michelle Robak, Narayan Sampath, Nicole Hendricks, Olivia Kynard, Renee Tastad, Shannon Sarkisian, Sharale Mathis, Teresa Beaudry, Tim Jacobson, Todd Wonders, and Veena Dhankher		
MEETING CALL TO	At 8:02 am, the meeting was officially called to order by Chair Gilbert.		
ORDER			
	Roll Call Attendance:		
	Yolanda Johnson Yes:		
	Evan Plotkin Arrived at 8:03 am		
	Vanessa Smith Yes		
	Eleanor Williams Yes		
	Cruz, Student Yes		
	Chair Gilbert Yes		
CONSIDERATION OF	Chair Gilbert asked if any consent agenda items needed to be moved to the		
CONSENT AGENDA	regular agenda. None were requested.		
ITEMS			
	• Consideration of Minutes for Board of Trustees Meeting of April 26, 2022		
	Report of Personnel Action dated May 24, 2022		
	<ul> <li>To approve personnel actions</li> </ul>		
	To empower the President of the College to approve all personal		
	actions prior to the next meeting		
	Committee Reports		
	o Advocacy		
	1.7		
	<ul><li>Audit and Finance</li><li>By-Laws and Government</li></ul>		
	D 1		

- o Equity
- o Nominating
- o Presidential Evaluation Committee

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A motion was made by Trustee Johnson and seconded by Trustee Epstein to approve the Consent Agenda.

## **Roll Call Attendance**

Charles Epstein Yes
Yolanda Johnson Yes
Evan Plotkin Yes
Vanessa Smith Yes
Eleanor Williams Yes
Cruz, Student Yes
Chair Gilbert Yes

# STRATEGIC PLANNING COMMITTEE

Kris Ricker Choleva and Veena Dhankher presented on the Strategic Plan Refresh to the Board.

• MOTION: To recommend to the Board approval of the refresh of the College Strategic Plan FY23-FY26 as presented.





#### REFRESH IMPACTS

Mission and Vision - unchanged

Values - unchanged, definitions added

- ALL Refreshed-Student Experience Statement

Strategic Frameworks

**Objectives** 

Action Items (operational) - in development

HOLYOKE COMMUNITY COLLEGE

II STRATEGIC PLAN REFRESH

HOLYOKE COMMUNITY COLLEGE 11 STRATEGIC PLAN REFRESH

#### MISSION

Educate. Inspire. Connect.

#### VISION

Holyoke Community College aspires to be a college of academic excellence known for helping students overcome barriers to success.

#### - Values Statements Added VALUES

Kindness, inclusion and trust are the foundation of the work that we do together. Innovation and collaboration enable us to explore and implement the ideas that will shape our future.

#### VALUE STATEMENTS

- Innovation: We empower each other to explore, share, and actualize our ideas to continuously improve the HCC experience for all. We do this with creativity and agility by keeping an open mind, taking risks, evaluating outcomes, and learning from mistakes.
- Collaboration: We work as a community to develop and achieve common goals through an open exchange of ideas. We do this by encouraging wide-ranging participation, intentional communication, and the pursuit of diverse perspectives and expertise.
- Kindness: We approach all interactions with empathy and in consideration of one another's needs. We act with the highest levels of professionalism, respect, and civility as we seek common ground and strive for mutual understanding.
- Inclusion: We provide a fair and welcoming environment where all voices are heard and meaningfully included to contribute to the growth and success of HCC. We take intentional action, challenge our assumptions, foster belonging, and respect the uniqueness of individuals and diverse groups.
- Trust: We assume the best in others, prioritize transparency, and communicate with honesty, clarity, and consistency. We do this thoughtfully by including all stakeholders in the decision-making process and following through with our commitments.

Basis for culture work on campus

# STUDENT EXPERIENCE STATEMENT

Holyoke Community College commits to delivering a transformational student experience characterized by:

- A student-ready environment with connections that draw people, services, and resources together to address students' needs and ensure their success
- An affordable, relevant education designed to produce equitable student outcomes, resulting in career and transfer opportunities that enable all students to thrive
- An approach to educating the whole person that consistently meets students where they are and engages them in real-world learning experiences
- A vibrant, diverse, and inclusive college community that enriches the learning experience, delivers unwavering encouragement, and builds lifelong connections.

Faculty and staff of Holyoke Community College commit to support this transformative experience through:

- Accessible, guided, and intuitive services that support and inspire students and their families
- Culturally responsive practices that promote equity within and beyond the classroom
- Technology, data, and predictive analytics that enable HCC to deliver personalized, proactive, and responsive programs and services
- An agile and supportive culture that recognizes the importance of professional development to build knowledge, skills, and a deep understanding of our students.

- Edited for clarity and focus on becoming a student-ready environment

1: Teaching & Learning

 Enhance and expand innovative teaching and learning practices that result in a quality education for all.

2: Equity & Student Success Collaborate with the communities we serve to increase equity.

3: Workforce Development & Transfer  Align program outcomes with workforce demands and student needs for employment and transfer.

4: Financial Sustainability  Create a sustainable model for long-term financial stability and growth.

- slight changes to statements to be outcomes focused, and a move to a more explicit financial strategy

Strategic Plan Refresh: FY23-FY26

Objectives and Metrics

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Educate. Inspire. Connect.

# Strategic Plan Refresh

- Continue tracking on our student success metrics from prior cycle
  - · Course completion, retention, graduation, and transfer rate
- · Continue our focus on equity and equitable outcomes
- · Revised metrics
- · Developed new metrics -
  - · Equity in course completion
  - · Tracking students from non-credit to credit program
  - · Annual credit hours
  - · Unique donors

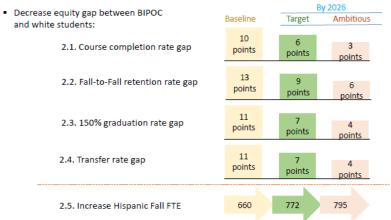
#### **TEACHING & LEARNING**

Strategy #1: Enhance and expand innovative teaching and learning practices that result in a quality education for all.

Baseline Target Ambitious 84% 1.1. Increase Fall course completion rate 81% 77% 60% 1.2. Increase Fall-to-Fall retention rate 53% 24% 21% 1.3. Increase 150% graduation rate 17% Baseline Target **Ambitious** 1.4. Assess the impact of equity-focused professional development program offered to Not 80% 100% 100% of faculty and staff Available

# **EQUITY & STUDENT SUCCESS**

Strategy #2: Collaborate with the communities we serve to increase equity.





Strategy #3: Align program outcomes with workforce demands and student needs for employment and transfer.

3.1. Increase transfer rate to 4-year institution

Baseline Target Ambitious

19% 23% 26%

3.2. Increase non-credit enrollment

2,700 3,500 3,850

3.3. Increase the percentage of HCC non-credit students matriculating into credit programming.\*

who become employed upon graduation/completion.\*

Baseline

TBD

\* Revised data source/collection - anticipated Spring 2023

3.4. Increase the percentage of students

easure under development - anticipated Summer 2022

#### FINANCIAL SUSTAINABILITY

Strategy #4: Create a sustainable model for long-term financial stability and growth.

By 2026

Baseline

Target

Ambitious

Increase total annual credit hours

65,500

67,465

68,120

Increase revenue streams beyond student tuition and fees

\$9,442,000

\$9,725,260

\$9,819,680

Increase total annual revenue in charitable contributions, including estate commitments, to the HCC Foundation

\$1.75m \$8.5m \$10m

Ambitious

Increase the total annual number of unique donors making gifts to the HCC Foundation by 50%

250 - 4007 - 440

1,287 1,40

Increase the implementation of process reimagine and redesign projects

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#### NEXT STEPS

#### Summer 2022

- o Identify FY 2023 Objective Leads
- o Finalize FY 2023 Actions Items
- Create SP materials and add to website

#### Fall 2022

- o Kickoff of FY 2023-2026 plan
- o Reconvene Refresh Team
- o Convene new Planning and Innovation Committee of shared governance
- o Align new committees with strategies

#### Spring 2023

- o Assess FY 2023 Action Items / Update on Progress
- Identify FY 2024 Objective Leads and Action Items

End of Presentation!

	MOTION: a motion was made by Trustee Epstein and seconded by Trustee Plotkin to approve the refresh of the College Strategic Plan FY23-FY26 as presented.		
	Roll Call Charles Epstein Yolanda Johnson Evan Plotkin Vanessa Smith Eleanor Williams Cruz, Student Chair Gilbert	Yes Yes Yes Yes Yes Yes Yes Yes	
CHAIR'S REMARKS	Report of the Chair		
	<ul> <li>The board ass address the re The reports w</li> <li>The President the President</li> </ul>	the following highlights. Seessment results are being report will be accomplished will be ready by the June means of the Augustian will include a structure of the Augustian and the Augustian will include a structure of the Augustian will include a structure of the Augustian will be accomplished with the deadline of the Augustian will be accomplished with the	in the next fiscal year. eeting. a survey of Trustees and ld be completed as soon
PRESIDENT'S REPORT	President's Report		
Academic and Student Affairs Enrollment & Retention Initiatives	Dr. Sharale Mathis presented on the Academic and Student Affairs Enrollment & Retention Initiatives  ACADEMIC AND STUDENT AFFAIRS  HOLYOKE COMMUNITY COLLEGE  ACADEMIC AND STUDENT AFFAIRS  ACADEMIC AND STUDENT AFFAIRS		

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# ACADEMIC AND STUDENT AFFAIRS Enroll

**Enrollment and Retention Initiatives 2022** 

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#### Introduction

- Guided by data the college has embarked on a phased approach to enrollment and retention aligned with our Strategic Plan.
  - NECHE Report
  - Pandemic
  - Declining enrollment & retention
- Funding Sources
  - Success Grant
  - HEERF
  - o Reallocation of Institutional funds
- 1st Phase
  - ALANA
  - SAMP
  - Western Mass Core
  - El Centro
  - Student Affairs
    - Admissions & Onboarding
    - Financial Packaging





# African American, Latino, Asian, & Native American (ALANA) Men in Motion

Mission: Provide inclusive academic support, advising, mentoring, and community engagement to cultivate the academic success of men of color at HCC. To work with other stakeholders in creating a Success Team that will serve ALANA students.



#### Goals/Objectives:

- To provide personalized attention to support men of color at HCC
- To provide support for academics, the financial aid application process, the transfer process, and career planning
- To provide a holistic high-impact advising approach in order to improve the success rates for ALANA students with the ultimate goal of eliminating achievement gaps (Strategic Plan: Strategy #2; Objective 2.1)
- To provide coordinated care and a two-tiered advising system that includes a Success
   Team (a primary advisor, mentor, tutor and learning coach) through EAB Navigate

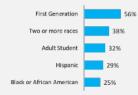




## African American, Latino, Asian, & Native American (ALANA) Men in Motion



Demographics At A Glance:



Measurable Outcomes:

Increase average GPA from 2.62 to 2.77 by 2024

Increase the Fall-to-Spring retention rate for all ALANA Male students from 63% to 66% by 2024.

Increase the Spring-to-Fall retention rate for all ALANA Male students from  $\bf 58\%$  to  $\bf 61\%$  by 2024.



# ACADEMIC AND STUDENT AFFAIRS

## African American, Latino, Asian, & Native American (ALANA) Men in Motion



HOLYOKE

## PARTICIPATION RETENTION





#### STUDENT FEEDBACK

52 participants were surveyed (or 47.2% of total ALANA students)

#### met with their mentor regularly attended more than one ALANA event responded "support" was the best thing they gained from ALANA joined ALANA for "support" 33% COLLEGE responded that the best thing they gained from ALANA was a feeling of belonging or collaboration

# ACADEMIC Student Ambassador Mentorship Program (SAMP)

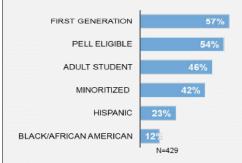
- Peer Mentoring, equity-driven initiative that serves HCC women, nonbinary, and
- SAMP's core values are Leadership, Professional Development, and Community.
- Success Ambassadors: Mentors who also take on an ambassadorship
- Success Scholars: Mentees supported by Success Ambassadors and Success Coaches
- Core Values in Action: Outcomes

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#### ACADEMIC AND STUDENT AFFAIRS

### SAMP Student Population

#### Demographics At A Glance:



#### Cohort 444 students

\*15 Success Ambassadors \*429 Success Scholars

#### Success Ambassadors

\*GPA ≥ 3.0

\*Completed and registered ≥ 6 credits

#### Success Scholars

\*GPA ≥ 1.75 ≤ 2.99
\*Enrolled ≥ 6 credits

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#### SAMP Measurable Outcomes

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Increase average Cumulative GPA

Increase Fall-to-Spring retention rate for all SAMP participants

Increase Spring-to-Fall retention rate for all SAMP participants

Decrease retention gap between BIPOC and SAMP students

Baseline	2024 Target
3.16	3.26
78%	80%
68%	70%

3 2 points points



western mass

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#### Western Mass CORE



Western Mass CORE works in jails, in the community, and at HCC to develop and maintain academic pathways for people impacted by the criminal legal system, and facilitate linkages to local colleges and universities.

#### CORE provides:

- Access to academic opportunities for students on the inside
- Support through the enrollment and financial aid process
- An on-campus community of mentors and peers
- Individualized academic and career advising
- Referrals to other services, like housing, food assistance & counseling
- A collaborative partner for institutions in the western Massachusetts region

#### CORE Objectives:

- Conduct a needs assessment
- Run 1 course Fall 21 & 3 courses
   Spring 22
- Engage with community partners

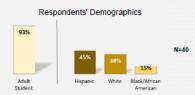
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## CORE: Educational Needs Assessment Pilot Data

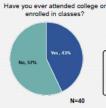




- Administered at 2 HCSD jails (April 2022)
  - o 32 men
    - 8 women
- Respondents with previous college experience
  - 6 attended HCC
  - 11 attended other local CC (STCC, BCC, GCC)
- What courses are respondents most interested in?
  - Business, Human Services, Music, Culinary, Accounting
  - Certificates: Accounting, Human Services, and Mental Health Studies











# CORE: Course Offerings & Connections

# **CORE** State & Local Connections:



Term	Course (Gender)	# Students	Completion Rate
Fall 2021	HIS 150 (Men)	12	83%
Spring 2022	POL 140 (Women)	6	83%
	ENG 101 (Men)	10	100%
	MTH 142 (Men)	9	100%

#### Recruitment, Enrollment & Retention Support:

- · Monthly sessions: HCC Introduction, Testing, Application, Fin Aid, Advising

- Student Needs, Education & Career MA Department of
- Mass Fair Housing Mass Hire
- · AISS/HCSD
- · Follow My Steps
- · Petey Greene
- Holyoke Safe Neighborhood Assn
- (HCSD) Women's Fund
- oMass Prison Ed
- Consortium (MPEC)

- Corrections
- HCC Nursing Program
- HCC Foundations of Health/Community Health Worker
- HCC Cannabis
   Education Center
- HCC Human Services
- · Amherst College
- Westfield State





#### El Centro

El Centro aspires to provide a Hispanic-Thriving learning community to meet the needs of Latinx students, where they can receive culturally responsive guidance and support essential to achieve academic success, advancement, and a sense of belonging.

#### Goals/Objectives

- Student Recruitment
- Academic & Transfer Advising
- Mental Health & Wrap-around Support
- Career Readiness & Exploration
- Financial Aid Advising
- Cultural Belonging & Community Engagement

#### **Identified Population**

- Part time
- Developmental Ed
- Stop out
- Post High School

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#### El Centro: Measurable Outcomes

#### Admission:

- Increase the overall admit to enrolled yield for Hispanic students from 43% to 47% by 2024.
- Increase the number of Full-Time Hispanic student from 33.2% to 35% by 2024.

#### **Enrollment:**

- Increase the average Fall credits registered by Hispanic student from 8.7 to 9.1 by 2024.
   Retention:
- Increase Fall-to-Fall retention rate for all Hispanic students from 43% to 46% by 2024.
- Increase the overall graduation rate for first-time degree seeking Hispanic students from 9% to 11% by 2024.

#### Transfer:

 Increase the transfer rate of first-time degree seeking Hispanic students within 150% of normal time from 19% to 21% by 2024.





## El Centro: Current Initiatives

#### Team Retreat

- In 2 months hired core team
- Building a culture of assessment
- Collaborate with Estela Lopez, HSI expert for programmatic support
  - Develop action steps

#### Internal Collaboration

- Admissions: Campaign to target Stop Out Students
- Adult Ed./Workforce: Collaboration with PAFEC/Ludlow Adult to establish pathway for adult students
- Gateway to College: Continued support for transitioning students

#### **External Collaboration**

#### Community Recruitment:

- Participate in various local community functions including Nueva Esperanza's Noche de San Juan
- · CHD Homelessness Services
- Valley Opportunity Council





# Student Affairs: Admissions and Onboarding

- Utilizing feedback from Achieving the Dream, EAB Enrollment Audit, and Campus Works, the Admissions department is undertaking process improvements:
  - o Automate and streamline the student enrollment experience
  - Optimize technology, improve communication, and increase capacity for person-to-person support resulting in:
  - Increase
    - percentage of complete applications from 85% to 90% by Fall 2023
       admit-to-enroll yield from 50% to 60% by Fall 2023, an increase of 500
    - admir-to-enroll yield from 50% to 60% by Fall 2023, an increase of 500 students
       students
    - in NEW Latinx student enrollment by 13% by Fall 2023 (53 students)

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# Student Affairs: Admissions and Onboarding









PUBLIC SCHOOLS







# ACADEMIC AND STUDENT Student Affairs: Current Enrollment Initiatives AFFAIRS

Initiative	# of students	Success looks like What is the measurable, quantifiable goal?	
No-Show Outreach - outreach to students who were registered for classes in Spring 2022 but did not attend any classes.	61	20% or 12 students enrolled in either summer or fall 2022.	
Stop-out Outreach - outreach to students who were enrolled in fall 2021, eligible for spring 2022 but not enrolled.	1,402	7.5% or 105 students	
Enrollment Campaign through Navigate	1,655	60% yield or 993 students	
Admissions Funnel Work - admitted but not yet enrolled	1,450	60% yield or 870 students	
Accepted Students Days	1400	75% yield for those who attend	
Reg Express	100	75% yield for those who attend	
Former Dual Enrollment - outreach + \$100 scholarship	300	25% yield or 75 students	
Summer Accelerator	30	30 students enrolled in free developmental courses	

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## Student Affairs: Financial Aid Packaging

- · Automated Financial Aid file review and packaging
  - Reduces the number of files needing manual processing from 100% to 25%
  - Reduce award letters received by students from 14-21 days to within 3 days of complete FAFSA submission to bring in line with admission decisions
- Revised SAP letter and process
  - o SAP letter revised with student-friendly language and calls to action
  - o Enhanced process of notification through EAB Navigate
  - o Proactive advisor interaction to assist with appeal process

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# Student Affairs: Financial Aid Packaging

- Updated Packaging Policy to include additional funds for cost of living expenses
  - o Funds in the form of additional grant aid and loans
  - o Supports students in staying on track to degree completion
- Packaging policy changes are designed to directly impact the following Strategic Plan metrics
  - Increase:
    - 150% graduation rate
    - fall-to-fall retention rates
    - total annual credit hours

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# Summary: Impacts to Enrollment & Retention

- These are the leading indicators to meet the Strategic Plan Refresh objectives
  - impacting all strategy frameworks (1-4)
- Increase BIPOC student enrollment & retention
  - o improve sense of belonging for students to HCC
- Summer engagement with mentorship and equity-driven initiatives
- · Increase and expand engagement with community partnerships
- Use of a EAB platform to enhance communication with students in the admissions & onboarding experience
- Implementation of process improvement plans to better support students providing financial incentive as a full time status (cost of living)
- · Opportunities for future funding

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# ACADEMIC AND STUDENT AFFAIRS

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	Anniversary on May a the evening.  President Royal update the Professional Assombly President Royal acknowledges and the Professional Assombly President Royal acknowledges.	ted everyone who came out to the celebrate the College's 75 <sup>th</sup> 5, 2022. Our Student Trustee, Yannelis, spoke at the event in ted the Board that the Shared Governance proposal passed at ciation meeting on May 1, 2022.  Developed that the Springfield Regional Chamber just named and Owner of NAI Plotkin it's 2022 Richard Moriarty ward.	
ADJOURNMENT	On a motion by Trustee Hebert and seconded by Trustee Johnson, it was <b>VOTED</b> to adjourn today's meeting.		
	to adjourn today 5 meeting.		
	Roll Call Attendance:		
	Charles Epstein	Yes	
	Yolanda Johnson	Yes:	
	Evan Plotkin	Yes	
	Vanessa Smith	Yes	
	Eleanor Williams	Yes	
	Cruz, Student	Yes	
	Chair Gilbert	Yes	
	The meeting was adjo	ourned at 9:38 am.	

Respectfully submitted,

DocuSigned by:

Eleanor Williams 7/5/2022

Eleanor Williams, Secretary Board of Trustees

- DocuSigned by:

Robert Gilbert 7/6/2022 —ACOB84574E6043F...

Approved: Robert W. Gilbert, Jr., Chair