

**HOLYOKE COMMUNITY COLLEGE
BOARD OF TRUSTEES**

Minutes of January 26, 2021

The 393rd meeting of the Holyoke Community College Board of Trustees was held on Tuesday, January 26, 2021, remotely with Chair Robert W. Gilbert, Jr. presiding.

MEMBERS PRESENT	Robert W. Gilbert, Jr., Chair Charles Epstein Joyananda Gi Suzanne Parker Lucy Perez Evan Plotkin Ivonne Vidal
MEMBERS ABSENT	Jose Delgado Ted Hebert Yolanda Johnson Eleanor Williams
ALSO PRESENT	Teresa Beaudry, Amy Brandt, Maria Brunelle, Michele Cabral, Kris Ricker Choleva, Karen Desjeans, Veena Dhankher, Mary Dixey, Amy Dopp, Clara Elliott, Curt Foster, Joan Giovannini, Christine Gosselin-Miller, Judy Gregoire, Jeffrey Hayden, Anne Herron, Tricia Kiefer, Olivia Kynard, Johanna Lebron, Lauren LeClair, Megan Pereira, Michelle Robak, JoAnne Rome, Christina Royal, Narayan Sampath, Shannon Sarkisian, Amanda Sbriscia, Adrienne Smith, Idelia Smith, Renee Tastad, Hannah Wareham, Lori Wayson and Chris Yurko
CHAIR'S REMARKS	<p>At 8:11 a.m. Chair Gilbert provided his remarks.</p> <ul style="list-style-type: none"> • Chair Gilbert continues to meet with President Royal virtually at least once a week. • Chair Gilbert participated in the following sub-committee meetings remotely: The Bylaws Committee meeting on December 10th; the Equity Committee meeting on December 11th, the Advocacy Committee meeting on December 16th, and another Bylaws Committee meeting on December 17th. In addition, he attended the Equity Committee meeting on January 14th, and the Audit and Finance Committee on January 19th • Chair Gilbert attended new Trustee Training webinars as mandated by the State. He reminded all trustees of the required training that needs to be completed by November 2021. • Chair Gilbert thanked President Royal and the staff who worked closely with the unions to provide a solution to the issue of enrollment decline and staffing. <p>Trustee Gi provided a report on highlights of victories and challenges of the fall semester, as well as some goals for the spring semester.</p> <ul style="list-style-type: none"> • Trustee Gi worked with the Student Advisory Council to successfully advocate for a change of the state's General Law, which will allow for full-time and part-time students to become student trustees. • Trustee Gi coordinated a student to faculty panel that provided for student perspectives of remote leaning. This panel took place on the

	<p>College’s Professional Day last week. There was positive feedback from Ann Herron, our Interim Vice President for Academic and Student Affairs. The hope was to build relationships and understanding between professors and students.</p> <ul style="list-style-type: none"> • Trustee Gi introduced the Student Senate to the concept of using agile project management to track and achieve goals. The hope is to help the student senators become more organized and maintain momentum to meet their goals. • Trustee Gi’s personal goal for the semester is to continue to work with the Campus Safety Task Force to help establish a public safety review board, which would be a discussion panel made up of students, faculty, and the campus police. • Trustee Gi will be conducting a Student Senate Podcast with fellow student, Carolina Pena. The first podcast will feature an interview with Vice President Narayan Sampath. Details on podcast are still being worked out. <p>Trustee Epstein and Trustee Perez joined meeting at 8:22 am.</p>														
<p>CALL TO ORDER</p>	<p>At 8:23 am, the meeting was officially called to order by Chair Gilbert.</p> <p>Roll Call Attendance:</p> <table data-bbox="527 898 868 1186"> <tr> <td>Trustee Epstein</td> <td>Yes</td> </tr> <tr> <td>Trustee Gi</td> <td>Yes</td> </tr> <tr> <td>Trustee Parker</td> <td>Yes</td> </tr> <tr> <td>Trustee Perez</td> <td>Yes</td> </tr> <tr> <td>Trustee Plotkin</td> <td>Yes</td> </tr> <tr> <td>Trustee Vidal</td> <td>Yes</td> </tr> <tr> <td>Chair Gilbert</td> <td>Yes</td> </tr> </table>	Trustee Epstein	Yes	Trustee Gi	Yes	Trustee Parker	Yes	Trustee Perez	Yes	Trustee Plotkin	Yes	Trustee Vidal	Yes	Chair Gilbert	Yes
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<p>CONSIDERATION OF CONSENT AGENDA ITEMS</p>	<p>Chair Gilbert then read the Consent Agenda Items and asked for a motion to approve those items</p> <ul style="list-style-type: none"> • Consideration of Minutes for Board of Trustee Meeting of November 24, 2020 • Consideration of Minutes for Executive Session of the Board of Trustee Meeting of October 7, 2020 • Report of Personnel Actions January 26, 2021 • To empower the President of the College to approve all personnel actions prior to the next meeting. • Committee Reports <ul style="list-style-type: none"> • Advocacy • Audit and Finance Committee • By-Laws and Governance • Equity • Nominating • Presidential Evaluation • Strategic Planning 														

A motion was made by Trustee Perez and seconded by Trustee Parker to approve the Consent Agenda.

Roll Call Vote:

Trustee Epstein	Yes
Trustee Gi	Yes
Trustee Parker	Yes
Trustee Perez	Yes
Trustee Plotkin	Yes
Trustee Vidal	Yes
Chair Gilbert	Yes

FINANCIAL UPDATE

Vice President Sampath presented a financial update.

The Audit and Finance Committee met on January 19th to discuss the second Quarter Statement of Revenue and Expenses. The College is expecting a shortfall of about 3000 credits in the spring. The Committee also discussed the investments with Common Fund and Eaton Vance. The College will receive a second round of stimulus funding from the federal government, which includes about \$1.8 million of direct student aid. The College is awaiting more specific guidance from the authorities in the next few days.

Vice President Sampath provided an update from the information that was presented in Executive Session in October, and the status of those discussions.



HCC Board of Trustees, Fiscal Update

January 2021



Educate. Inspire. Connect.



Steps taken

- Every position including part-time positions are reviewed at Cabinet
- Program Prioritization started in FY20
- Budget Committee formed in Spring of 2020
- Contracted with Donahue Institute for Enrollment Projections (Jan 2020)
- Reduced expenses by 7% for FY21
- Reduced PTNB by 33 positions (March 2020)
- Offered Early Retirement Incentive Program (Sept 2020)
- Offer Voluntary Unpaid Leave Options (Sept 2020)
- Proposed changes announced to the unions (Oct 2020)
- Build Future Budgets Based on Realistic Enrollment (FY22 & 23)

Fiscal Impact on Budget

Category	Salary	Fringe	Total	Number of positions
Early Retirement (ERIP)	\$934,196	\$364,337	\$1,298,533	13
Unpaid Leave (Impact only in FY21)	\$50,471	\$19,684	\$70,155	6
Retirements (NOT ERIP) That Will Not be Filled	\$242,082	\$94,412	\$336,494	3
Vacant Positions Eliminated	\$1,166,000	\$454,740	\$1,620,740	22
Retrenchments	\$682,019	\$265,988	\$948,007	9
New Hires in FY21 & FY22	\$410,000	\$159,900	\$569,900	7
Open Vacancies	\$650,000	\$253,500	\$903,500	9

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Net Impact on Budget

Early retirements that will not be filled	\$811,370
Unpaid leave (only in FY21)	\$70,155
Retirements (NOT ERIP) That Will Not be Filled	\$336,494
Vacant Positions Eliminated	\$1,620,740
Retrenchments	\$948,007
TOTAL REDUCTIONS	\$3,786,766
New Hires in FY21 & FY22	\$569,900
Open Vacancies	\$903,500
TOTAL ADDITIONS	\$1,473,400
NET IMPACT ON PAYROLL IN FY22 AND BEYOND	\$2,243,211*

*Does not include unpaid leave as the impact will be only in FY21

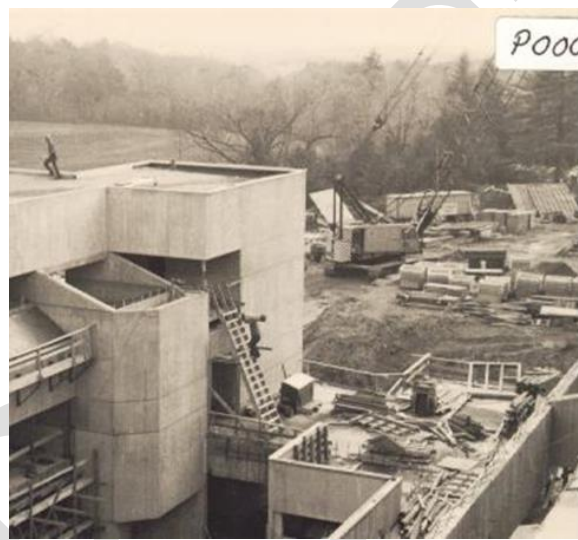
PRESIDENT'S REPORT

75th Anniversary Celebration Update – presented by Amanda Sbriscia, Vice President of Institutional Advancement and Executive Director of the HCC Foundation



Honoring our past.
Laying the groundwork our future.

Celebrating the 75th Anniversary of Holyoke Community College



A Galvanizing Engagement Moment

Milestone events are different from other special events because they bring together stakeholders from across the institution – and from throughout the community it serves – to ***share a common story***.

-Council for Advancement and Support of Education (CASE)

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Goals

- Create a powerful shared experience rooted in our institution's values
- Engage our community and strengthen connections
- Capture the culture and spirit of HCC
- Position the college for campaign success
- Generate enthusiasm and inspire action

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Guiding Principles

- Create meaning
- Remain authentic
- Make an impact

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What can we expect?



Spring Semester 2021: January – June

- Internal audience engagement
 - Town Hall, Professional Association, Student Senate
 - Zoom backgrounds
 - Email signatures
 - Social media frames
 - Logos and letterhead
- Broad community messaging
 - Presidential Op-Ed
 - Presidential letter to all constituents (alumni, donors, retirees, partners, etc.)

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Spring Semester 2021: January – June

- Content- and Community-Building
 - Interviews with alumni from every decade
 - “Conversations with Christina” alumni events
 - 1-on-1 conversations with donors, long-time friends and community partners
 - “75 for 75” – moments in our history (social media and email)
- Events
 - Virtual Theatre production: *In These Times*
 - Day of Giving
 - Commencement

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Summer 2021

- Standalone 75th Anniversary website launch, which will:
 - Invite and display story submissions, including options for stories *in honor of* and *in memory of*
 - Showcase “75 for 75”
 - Highlight video interviews recorded during spring
 - Make the case for financial support
 - Announce \$75,000 in scholarship funding for Latinx students
 - Feature stories of moments and people from throughout HCC’s history
 - ...and more!

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Fall Semester 2021: September – December


- Billboard campaign (multi-month, supporting fall enrollment push)
- Engagement continued
 - Website-driving content delivered via email, direct mail, social media
 - Virtual “Conversations” events, one-on-one meetings ongoing
- Special edition of the *Alumni Connection* magazine
- Legacy Lunches, small-group campus tours (planned, but monitoring)
- HCC Foundation Annual Golf Tournament (planned, but monitoring)
- Annual President’s Dinner (to be delivered in some format)

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Two key areas of focus and investment

- Marketing
 - Spread awareness
 - Build connections
 - Tell HCC story
- Fundraising (Strategic Plan, Strategy 4 / Objective 4.2)
 - Campaign Feasibility Study
 - Prioritize and invest in the *entire* gift cycle: Research, cultivation, engagement, solicitation, stewardship
 - HCC Foundation Development & Fundraising Committee

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What is my role?



A passionate advocate for our future

- Continue to speak well of HCC
- Connect others to our work and mission
- Invest in ways that are meaningful to and appropriate for you
- Share your story and encourage others to do the same



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Focusing on Impact

Top-notch celebrations are characterized by one trait: they are impactful. When the curtain closes on a milestone anniversary, institutions can step back, map out steps for the future, and take purposeful action.

-Council for Advancement and Support of Education (CASE)

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EDUCATE EDUCAR
EDUCATE. INSPIRE. CONNECT.
INSPIRE INSPIRAR
EDUCAR. INSPIRAR. CONECTAR.
CONNECT CONECTAR



Thank you!

Amanda Sbriscia
Vice President of Institutional Advancement
& Executive Director, HCC Foundation

Other Updates –

- HCC appeared before the NECHE Board last week, and we have told informally that the College has been re-accredited by the New England Commission of Higher Education (NECHE). President Royal thanked everyone who was involved, including the Steering Committee, Trustees, faculty, and students who participated in the recent visit. An interim report will be due in 2023 on items of concern in the out-briefing report.
- The College Affairs Committee is exploring scenarios for Commencement, and the College expects to decide soon.
- Dr. Anne Herron, Vice President for Academic and Student Affairs, is working with the Deans to look at Fall offerings, and Cabinet is discussing a possible return to campus. We will keep you up to date.
- The College is receiving a second stimulus package. The Higher Education Relief Fund (HERF) portion of the stimulus package is over twice the size of the CARES Act funding; and is likely to be about \$7.6 million for HCC. These dollars are one-time use dollars and not ongoing sources of revenue, with a portion that goes directly to students.

	<ul style="list-style-type: none"> • After an RFP process, the College has chosen the Center for Human Development (CHD) as the vendor for mental health support for our students. <p>Dr. Anne Herron introduced and welcomed the new Dean of Health Sciences and Culinary Arts, Amy Brandt.</p>														
ADJOURNMENT	<p>On a motion by Trustee Epstein and seconded by Trustee Vidal it was VOTED to adjourn today's meeting.</p> <p>Roll Call Vote:</p> <table data-bbox="527 493 868 777"> <tr><td>Trustee Epstein</td><td>Yes</td></tr> <tr><td>Trustee Gi</td><td>Yes</td></tr> <tr><td>Trustee Parker</td><td>Yes</td></tr> <tr><td>Trustee Perez</td><td>Yes</td></tr> <tr><td>Trustee Plotkin</td><td>Yes</td></tr> <tr><td>Trustee Vidal</td><td>Yes</td></tr> <tr><td>Chair Gilbert</td><td>Yes</td></tr> </table> <p>The meeting was adjourned at 9:19 am.</p>	Trustee Epstein	Yes	Trustee Gi	Yes	Trustee Parker	Yes	Trustee Perez	Yes	Trustee Plotkin	Yes	Trustee Vidal	Yes	Chair Gilbert	Yes
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Respectfully submitted,

Ivonne Vidal, Secretary
Board of Trustees

Approved: Robert W. Gilbert, Jr., Chair, February 23, 2021