



Board Meeting will be in person for Trustees and any guests (faculty, staff, students and community) in the Frost Building, Room 265 (Center for Excellence).

We will also offer a Zoom option for those guests who want to attend remotely:

Meeting Details: [https://hcc-edu.zoom.us/j/92654268009?](https://hcc-edu.zoom.us/j/92654268009?pwd=U3laMWRraFV4T0xWalRYRjg1WGh1Zz09,+13126266799,,92654268009#,,,,*406047#)

pwd=U3laMWRraFV4T0xWalRYRjg1WGh1Zz09,

+13126266799,,92654268009#,,,,*406047# US (Chicago)

Meeting ID: 926 5426 8009

Passcode: 406047

Board of Trustees - April 2023

Holyoke Community College

HYBRID (both Remote and In Person in Frost Building, Room 265)

Apr 25, 2023 8:00 AM - 9:30 AM EDT

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II. Roll Call

III. Consent Agenda

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C. To empower the President of the College to approve all personnel actions prior to the next meeting.	
D. To provide annual authorization to Narayan Sampath, Vice President of Administration and Finance, and Curt Foster, Comptroller, to sign legal documents on behalf of the College.	
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IV. Report of the Chair

V. President's Report

VI. Presidential Selection

A. Discussion and Motion to select the fifth President of the College.

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VIII. Adjournment

**HOLYOKE COMMUNITY COLLEGE
BOARD OF TRUSTEES
MARCH MEETING**

Minutes of March 28, 2023

The 416th meeting of the Holyoke Community College Board of Trustees was held on Tuesday, March 28, 2023, remotely with Chair Robert W. Gilbert, Jr. presiding.

MEMBERS PRESENT	Robert W. Gilbert, Chair Charles Epstein Trustee George Yolanda Johnson Nayroby Rosa Vanessa Smith Ivonne Vidal
MEMBERS ABSENT	Ted Hebert, Evan Plotkin, and Eleanor Williams
ALSO PRESENT	Amy Brandt, Beth Breton, Karen Desjeans, Veena Dhankher, Mayra Diaz, Andrew Fletcher, Kim Florek, Curt Foster, Kim Hicks, Harry Hill, Jane Johnson Vottero, Olivia Kynard, Lauren LeClair, Jane Lerner, Sharale Mathis, Anne Mistivar, Anne Morales Medina, Madison Pizzato (25 th Hour Communications), Kris Ricker-Choleva, Evelyn Rivera-Riffenburg, Michelle Robak, Christina Royal, Narayan Sampath, Shannon Sarkisian, Amanda Sbriscia, Shannon Shatos, Jeannette Smith, Hannah Wareham, and Chris Yurko.
MEETING CALL TO ORDER	At 8:08 am, the meeting was officially called to order by Chair Robert Gilbert. Roll Call Attendance: Trustee Epstein Yes Trustee George Yes Trustee Johnson Yes Trustee Rosa Entered at 8:24 am Trustee Smith Yes Trustee Vidal Yes Chair Gilbert Yes
CONSIDERATION OF CONSENT AGENDA ITEMS	Chair Gilbert asked if any consent agenda items needed to be moved to the regular agenda, and the Audit and Finance Committee was removed from the Consent Agenda. <ul style="list-style-type: none"> • Consideration of Minute for Board of Trustees Meeting of February 28, 2023 • Report of Personnel Actions dated March 28, 2023 • Recommendations for Tenure dated March 28, 2023 • Recommendations for Change in Rank dated March 28, 2023 • To empower the President of the College to approve all personal actions prior to the next meeting • Sabbatical Request Approval • Committee Reports <ul style="list-style-type: none"> • Advocacy • By-Laws and Governance • Audit and Finance Committee • Equity • Nominating

	<ul style="list-style-type: none"> • Presidential Evaluation Committee • Strategic Planning <p>A motion was made by Trustee Johnson and seconded by Trustee Vidal to approve the Consent Agenda as presented.</p>
<p>PRESIDENTIAL SEARCH COMMITTEE UPDATE</p>	<p>In Trustee Williams absence, Trustee Vidal updated the Trustees on the status of the Presidential Search.</p> <p>The Committee convened on Friday, March 17th to review interview questions that will be posed to the nine semi-finalists. Those interviews will be held from March 22 through March 24 at the College with the Committee in person and the candidate via Zoom.</p> <p>Final interviews will occur on campus in early April with various community stakeholders. The Board will vote at the April 25th meeting. The Committee has been fortunate to engage with vibrant and diverse candidates who come from various perspectives and experience. The Committee is looking forward to continuing its thoughtful and deliberative process to put forth a slate of candidates for the Board’s consideration.</p>
<p>AUDIT AND FINANCE COMMITTEE</p>	<p>Trustee Epstein updated the Board on the Committee’s work on a Request for Proposal for the College investments that are currently managed partially by Eaton Vance and partially by the CommonFund. The Committee will pick two finalists and make a recommendation to the Board on, what, if any changes we will make to our investment managers.</p> <p>Vice President Sampath updated the Board (with a presentation) on a provisional fee proposal motion for fiscal year 2024 as follows: Motion to accept the provisional fee proposal for fiscal year 2024, as presented and that this fee increase will not be implemented should the final General Appropriations Act for fiscal year 2024 contain sufficient appropriation to HCC to offset the proposed increase. This does not apply to increases in other fees that are specific to courses, programs, labs, technology or facilities.</p>



Fiscal Year 2024 (July 2023 to June 2024) Tuition
March 2023 Board of Trustees Meeting



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Narayan Sampath : nsampath@hcc.edu

1

State Budget Process



About this step

The annual budget process begins each year when the Governor files recommendations as a bill with the House of Representatives. Under the state Constitution, the Governor must submit a proposal by the 4th Wednesday of January or, in the event of a new term, within five weeks later. This bill is called "House 1" or "House 2" depending on the year.

BILL, H.1

An Act making appropriations for the Fiscal Year 2024 for the maintenance of the departments, boards, commissions, institutions, and certain activities of the Commonwealth, for interest, sinking fund, and serial bond requirements, and for certain permanent improvements

[Download PDF](#)

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2

Fee Stabilization Provision

HIGHER ED FEE STABILIZATION

1596-2419	For recurring expenses for a reserve to provide funds to community colleges, state universities and the University of Massachusetts for innovative strategies that support cost predictability and transparency for students and families, encourage timely degree completion, protect students from economic uncertainties and promote financial planning for college including, but not limited to, price locks and other strategies; provided, that tuition and fees will continue to be set by each respective board per chapters 15A and 75 of the General Laws and that such innovative strategies are supported by and voted on by the respective board; and provided further, that the vote of the respective boards shall be provided to the executive office for administration and finance to ensure a timely transfer of funds in support of such strategies Education and Transportation Fund.....100%	59,000,000
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3

Types of courses



On Campus
100% in-person class.



Online
All work is completed online with regularly scheduled live dates set by the instructor.



Hybrid
A combination of scheduled on-campus meetings and online class work.

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Different Types of fees

- Fee set up by the State: \$24 per credit
 - \$24 for a course taught by full time faculty paid from State funds.
 - Remitted to the Commonwealth.
- Educational Service Fee: \$196 per credit
 - Student support. Example: Mental Health Initiative, Athletics
 - Academic Programs and Instruction
 - College Operations
- Distance Learning Fee: \$20 per credit for some courses
- Student Service Fee: \$145 per semester
 - Student directed clubs and associations
 - Subsidized PVTA passes for all
 - Technology Fee
 - Hotspots and Chromebooks/Laptops for any student that needs it
- Lab Fees or student activity fee
- Health Insurance if applicable

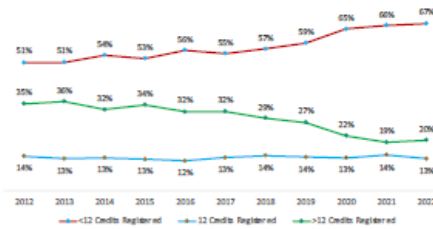
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5

Number of Credits Taken by Students in the Fall Semester

Fall 2022

	Headcount	%
<12	2375	67%
12	457	13%
>12	718	20%
Total	3550	



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Financial Aid/Pell Grants

HCC FAST FACTS

3,550 Fall 2022 Credit Student Headcount

2,065 Full Time Equivalent



4,932 Fiscal Year 2022 Credit Student Headcount

2,164 Full Time Equivalent



Pell Grants: Federal Pell Grants usually are awarded only to undergraduate students who display exceptional financial need and have not earned a bachelor's, graduate, or professional degree.

Pell is being increased by \$500 to a total annual award of \$7,395 for a zero EFC (expected family contribution) per student.

Average Financial Aid Package for the Fall 2022 semester : \$7,238

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Fiscal Year 2024 Highlights

- First budget of new administration
- Reasonable expectations for next academic year with respect to total credits
- Institutional and student support due to COVID expires June 2023.
- No revenue from Bookstore
- Significant focus on equity/BIPOC student success:
 - Continuing the child watch services
 - Keep the Homestead market open
 - El Centro
 - SUCCESS (SAMP & ALANA)
 - Subsidized CHD services
 - Institutional commitment to financial aid
 - Subsidized bus passes

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8

Grants and Scholarships

HCC SCHOLARSHIPS & GRANTS

HOLYOKE COMMUNITY COLLEGE FOUNDATION SCHOLARSHIPS

Each year, the Holyoke Community College Foundation, a non-profit organization, disburses more than \$100,000 in scholarship awards to HCC students. Applications for the next scholarship cycle are expected to be posted online here starting in early February. Applicants are considered for a variety of scholarships; the foundation scholarship committee reviews the applications and decides which scholarship best suits each applicant. Visit all the information on our [scholarship page](#).

INSTITUTIONAL GRANT

These grants are normally limited to direct educational costs, including tuition, fees, and books.

HCC EDUCATIONAL ACCESS GRANT

Awards normally range from \$150 to \$300.

HCC SCHOLARSHIP

Awarded by the Scholarships and Awards Committee to needy students who have successfully completed at least 12 semester hours at HCC.

FEDERAL GRANTS

PELL GRANT

Pell awards for 2022-23 range from \$8,370 a year for full-time (12 credits or more); \$6,278 for three-quarter time (9-11 credits); \$4,185 for half-time (6-8 credits); and \$2,093 for less than half-time (1-5 credits). Students with BA degrees or higher are not eligible. Pell Grants are restricted to a lifetime limit of 12 full-time semesters.

SUPPLEMENTAL EDUCATIONAL OPPORTUNITY GRANT

These grants normally do not exceed \$200 per year at HCC. Preference is given to students who are enrolled at least half-time (six credits or more) and are eligible for Pell Grants, with \$0 expected family contribution. Students with BA degrees or higher are not eligible.

COMMONWEALTH OF MASSACHUSETTS GRANTS

MASSGRANT

Awards range from \$700 to \$1,800 per year, depending on need. To be eligible, the FAFSA must be completed by May 1, 2022 for the 2022-23 school year. This grant is for full-time students only. Students with BA degrees or higher are not eligible.

FINANCIAL AID TUITION WAIVER

Tuition waiver reduced tuition charges and can be up to the full amount of in-state tuition. The waiver is for resident tuition only. Students with BA degrees or higher are not eligible.

ACCESS GRANT

Awards up to \$1,000 tuition and fees. Students with BA degrees or higher are not eligible.

MASSGRANT PLUS

Awards vary depending on student need and to meet tuition plus costs. Note that MASSGRANT Plus awards are made after a student's FFA has been calculated. To be eligible, the FAFSA must be completed by November 1, 2021. Available to students taking 6 credits or more per semester.

Note: Links to sources of financial aid from other states can be found [here](#).

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Recommendation:

We propose a **provisional** increase in the educational service fee by \$10 to \$206 and no change in the Student Service Fee Per semester which will result in an increase of \$70 or 4.15% per semester for someone who takes 7 credits, \$120 or 4.31% for someone who takes 12 credits and \$150 or 4.35% for someone who takes 15 credits per year

Tuition	Educational Service Fee	Student Service Fee Per Semester	Credits	Cost Per Semester	Current Cost Per Semester	Increase Per Semester	% Increase	Per Year
\$ 24	\$ 206	\$ 145	7	\$1,755	\$1,685	\$70	4.15%	\$3,510
\$ 24	\$ 206	\$ 145	12	\$2,905	\$2,785	\$120	4.31%	\$5,810
\$ 24	\$ 206	\$ 145	15	\$3,595	\$3,445	\$150	4.35%	\$7,190

Fall 2022

	Headcount	%
<12	2375	67%
12	457	13%
>12	718	20%
Total	3550	

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10

Questions and Thank you?

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11

Trustee George brought to everyone's attention a letter that was sent by the Student Senate; however, Vice President Sampath had not yet received it. Trustee George further explained that the Student Senate would like to encourage a rejection of this fee increase. The students are concerned that this fee increase will increase students dropping out, and would like to bring the

	<p>concerns forward. The students also feel they are being charged for items that they may not need; i.e., bus passes, etc.,</p> <p>After further discussion, it was decided to table the motion until further conversation with the Student Senate. President Royal provided an overview to the Trustees of the strong likelihood that the College will receive funding from the State this year. A motion to table the fee increase motion was made by Trustee Smith, and seconded by Trustee Vidal.</p> <p>Roll Call Vote:</p> <table data-bbox="532 432 850 663"> <tr><td>Trustee Epstein</td><td>Yes</td></tr> <tr><td>Trustee George</td><td>Yes</td></tr> <tr><td>Trustee Johnson</td><td>Yes</td></tr> <tr><td>Trustee Rosa</td><td>Yes</td></tr> <tr><td>Trustee Smith</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 George	Yes	Trustee Johnson	Yes	Trustee Rosa	Yes	Trustee Smith	Yes	Trustee Vidal	Yes	Chair Gilbert	Yes
Trustee Epstein	Yes														
Trustee George	Yes														
Trustee Johnson	Yes														
Trustee Rosa	Yes														
Trustee Smith	Yes														
Trustee Vidal	Yes														
Chair Gilbert	Yes														
<p>REPORT OF THE CHAIR</p>	<p>Chair Gilbert shared the highlights since the last meeting.</p> <ul style="list-style-type: none"> • He participated remotely for the nine semi-finalists interview in late March for the position of President. He noted that the Committee has narrowed it down to four finalists, who are all highly qualified, and has forwarded the information to Commissioner Ortega at the Department of Higher Education; who will have an opportunity to interview all candidates through Zoom. He encouraged everyone’s participation in this search process in early April, 														
<p>PRESIDENT’S REPORT:</p>	<p>President Royal gave an opportunity to introduce new employees. Vice President Sampath introduced Kim Florek, the new Chief Information Officer.</p>														
	<p>President Royal asked Vice President Sbriscia to introduce the Marketing and Communications Team to share today’s presentation.</p>														
	 <p>The logo features the Holyoke Community College name on the left and the Office of Marketing and Communications name on the right, with a list of staff members below.</p>														

FY24 Strategic Goals Office of Marketing and Communications

GOAL 1

To be known as professional and strategic partners to the campus community

GOAL 2

To support the student life cycle at all levels: awareness, inquiry, applicant, admitted, enrolled, registered, alumni

GOAL 3

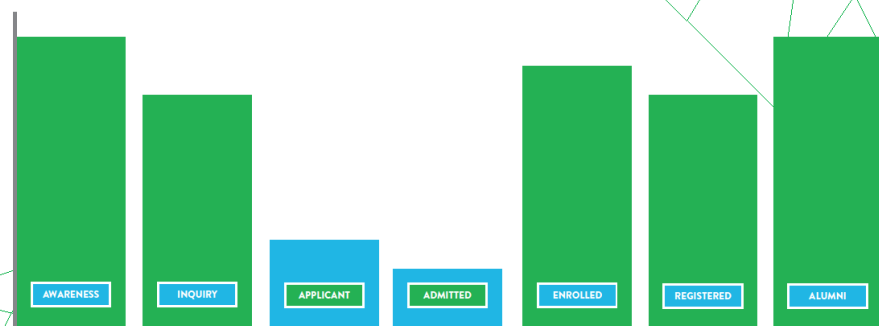
To support Institutional Advancement goals of raising money and increasing participation

GOAL 4

To connect to the community through relationship building and sponsorship efforts

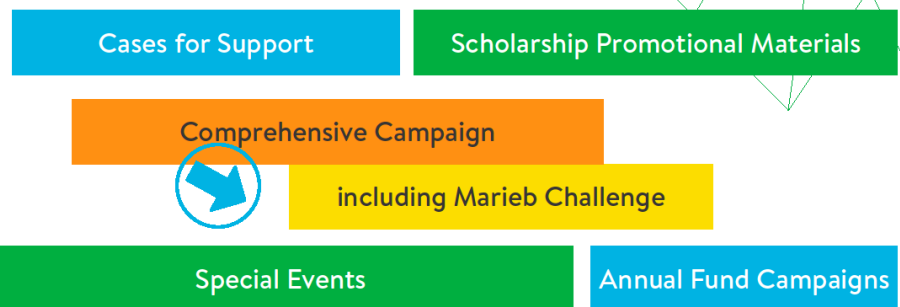
HCC MARKETING & COMMUNICATIONS DEPARTMENT ²

How does Marketing support the Student Life Cycle?



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How does Marketing support the Philanthropy Cycle?



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What else do we do?

- Strategic Communications
- Emergent Messaging
- Weather-Related and Other Closures
- Crisis Communications
- Executive/Leadership Communications
- Promotion / Publicity / Media Relations
- Electronic Communications
- Marketing Metrics
- Brand and Stylistic Appearance
- Editorial Style Guidance
- Strategic, Coordinated, and Cost-Effective
- Production and Procurement
- Campus-wide and Community Committee Participation

HCC MARKETING & COMMUNICATIONS DEPARTMENT 5

2022 Paragon Award winner



HCC MARKETING & COMMUNICATIONS DEPARTMENT 6

VARIOUS Visual Identity Systems

We provide programs, divisions, clubs, and events with visual identity systems when appropriate.

The next few pages demonstrate the attention to detail and creativity that HCC Marketing provides when a visual identity is the appropriate course of action.

- ALANA Men in Motion
- Black History Month
- Deaf Studies Conference
- Day of Giving
- El Centro
- Itsy Bitsy Child Watch
- Itsy Bitsy Zoomcast
- Puerto Rican Studies Association Conference
- TRIO Student Support Services
- Veteran Services at HCC
- Western Mass CORE



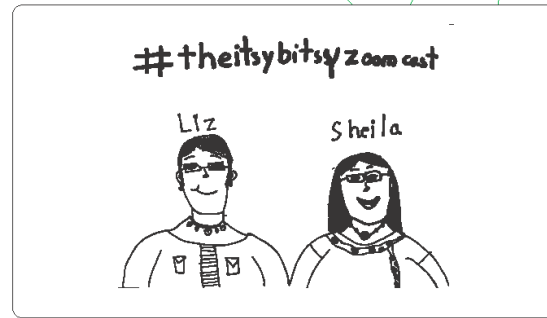
HCC MARKETING & COMMUNICATIONS DEPARTMENT 7

PROCESS Itsy Bitsy Logo

VARIOUS VISUAL
IDENTITY SYSTEMS

Challenge: Is there a way to keep the originality and playfulness of the original identity while maintaining the preference of no "cutesy fonts" ?

original



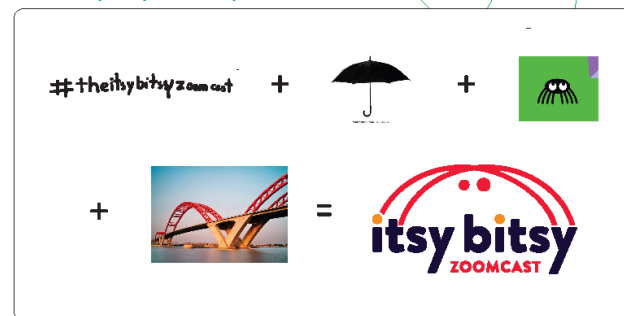
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PROCESS Wants & Needs

VARIOUS VISUAL
IDENTITY SYSTEMS

Focused on two important aspects of the Zoomcast: Itsy Bitsy Spider and the original handwriting of 9 year old Marianne Gould. Created a new word mark, all in lower case, with an umbrella, spider, and bridge as inspiration for the icon.

updated for 2021 and beyond



HCC MARKETING & COMMUNICATIONS DEPARTMENT ⁹

Special Projects

Special Projects

More than 392 since Jan. 1, 2022 including:

- Becoming a Student cards
- Registration checklists
- Business cards
- Letterhead
- CORE materials
- Youth Program postcards
- CEC materials and advertising
- Nursing flyers and cards
- ALANA shirts and hoodies
- Foundation holiday gift boxes
- ESOL program flyers
- Digital sign slides
- Campus map updates
- 2022 Case Statement & Annual Report
- Strategic Plan 2023-26 Booklet
- Strategic Plan 2023-26 Brochure
- Presidential Search Profile and Webpage
- Connection magazine online (in process)

Large Projects

Concept to delivery can take 12-36 months:

- The Connection magazine
- Environmental branding/banners
- Wayfinding maps
- Exterior wayfinding signage
- Interactive wayfinding kiosks
- Food truck branding
- Environmental banners

Community Sponsorships

- Homework House
- Dress for Success
- Longmeadow Pride Alliance Pride Festival
- Ronald McDonald House
- AAAPAA (African American Female Prof Assoc)
- Blue 2 Green Springfield Jazz Festival
- Food Bank of Western Mass -- Monte's March
- Holyoke Rows Paper City Regatta
- Longmeadow Pride Alliance
- Nueva Esperanza Fiesta Patronales
- The Springfield Puerto Rican Parade
- Holyoke High School
- Chicopee High School
- Chicopee Comprehensive High School
- Northampton High School
- Monson Public Schools
- Agawam High School

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Social Media & Web Management

Social Media

- HCC is active on Facebook, Twitter, Instagram, and TikTok
- Every day we share important news and deadlines, answer questions, encourage authentic engagement, and celebrated everything HCC
- HCC's new TikTok account was launched in October, and there have already been more than 48,000 views of our content
- An average 37,000 people reached each month via Facebook
- Create original content (text, photo, video, graphics) for each social media channel
- Manage & participate in social conversation
- Train & coach social media administrators across campus
- Manage content calendar

Website

- Web editor: update website content and design
- Lead the Web Review Committee, meeting bi-weekly to carry out student surveys/user testing, and to make strategic edits & updates that further accessibility and equity, maintain distinct college "voice," and respond to student needs with new functionality. These include implementation of the "ChatNow" function & the new Students landing page.
- 90% of current students say finding information using the website is "very easy" or "somewhat easy"
- User testing: Website reviewers in target demographic praised "colorful, professional-looking website," "photos of students," and "overall ease of navigation"

HCC MARKETING & COMMUNICATIONS DEPARTMENT ¹¹

News/Media Relations



- 2 issues of *The Connection* (spring, fall) published
- 6 editions of bi-monthly News to Go newsletter sent
- 24 editions of twice-monthly Need to Know newsletter produced
- 121 photo sessions of HCC people and events conducted
- 122 news stories, Spotlight profiles, and blog items posted to website
- 125 media releases sent
- 458 links to media stories about HCC added to "In the News"
- 2,945 media mentions tracked

- Story generation, assignment, newswriting, and editing of original news stories, features, and profiles about HCC programs, students, faculty, staff, and alumni
- Send press releases, stories, and photos; monitor coverage, and serve as chief media liaison
- Serve as principal campus photographer and maintain photo archives
- Manage "News, Events and Media" section of HCC website
- Event promotion
- Creation of internal communications bi-weekly "Need to Know" and bi-monthly
- "News to Go" newsletters to staff and students
- Copywriting, editing, proofreading
- Monitor social media channels and update as needed

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Advertising



PRINT

- African American Point of View
- Business West
- Daily Hampshire Gazette
- El Pueblo Latino
- El Sol Latino
- HealthCare News
- Valley Advocate
- The Republican
- Westfield Evening News
- Turley Publications
- Massachusetts Restaurant Association
- Metro Media/Holyoke Chamber of Commerce Directory
- Greater Springfield Chamber of Commerce Directory
- Campus Box Spirit Shop (Holyoke High School football and basketball)
- Local High School Yearbooks

DIGITAL

- Facebook/Meta
- Gazettenet

TELEVISION

- Google
- Instagram
- MassLive
- Spotify
- Valley Advocate online
- WWLP.com
- Hilltown Families
- Springfield and Holyoke Chamber Directories

RADIO

- WWLP
- WGGB
- Pandora
- WGGB
- WHYN FM 93.1
- WLXZ Lazer 99.3
- WMAS FM 94.7
- WSPR-FM/AM (La Bomba-Spanish)

BILLBOARDS

- Summer 2022
- Carew St. E/O Main St., Springfield
- Main & Spring streets, Holyoke
- Rt. 5 S/O Ingleside
- Main St. N/O Elmwood WS Spfld.
- I-91 Center St., Exit 13, Chicopee (Digital Board) Spring 2023
- Rt 5 S/O Ingleside (N/O Main) Holyoke
- Chicopee St opp Emerson St NS Chicopee
- Prospect St at RR Overpass S/S Chicopee

GAS TOPPERS

- City of Springfield

HCC MARKETING & COMMUNICATIONS DEPARTMENT ¹³

2022-2023 MEDIA BUY PLAN

25th Hour // 3

CAMPAIGN	Fall 2022 General	Winter 2023 General	Spring 2023 General	Flex Start Seasons 2023	EBL Summer 2023	Summer 2023 General	TOTAL SPEND
Dates	7/1/22 - 9/30/22	11/1/22 - 12/31/22	1/1/23 - 3/31/23	4/1/23 - 6/30/23	7/1/23 - 9/30/23	10/1/23 - 12/31/23	
Facebook/Instagram	\$5,000.00	\$6,000.00	\$4,000.00	\$7,500.00	\$2,500.00	\$5,000.00	\$30,000.00
Google (SEO)	\$15,000.00	\$8,500.00	\$6,000.00	\$10,000.00	\$5,000.00	\$10,000.00	\$47,000.00
YouTube	\$3,500.00	-	\$3,500.00	-	-	-	\$7,000.00
Snapchat	\$5,000.00	\$5,000.00	\$4,000.00	\$5,000.00	\$5,000.00	\$7,500.00	\$31,500.00
Spotify	\$2,500.00	\$2,500.00	\$2,000.00	\$2,500.00	-	\$2,500.00	\$12,000.00
TikTok	\$5,000.00	\$6,000.00	\$6,000.00	\$5,000.00	-	-	\$22,000.00
OTT	\$12,500.00	-	\$10,000.00	-	-	-	\$22,500.00
Geofence	\$2,500.00	\$2,000.00	\$3,000.00	\$2,500.00	\$2,500.00	\$5,000.00	\$17,500.00
SMART Mailer	-	\$2,500.00	\$2,500.00	\$2,500.00	-	\$2,500.00	\$10,000.00
Billboard	-	-	\$9,500.00	\$7,500.00	-	-	\$17,000.00
Local Television	-	-	\$5,000.00	\$5,000.00	-	-	\$10,000.00
Local Radio	\$5,000.00	\$3,500.00	\$5,000.00	\$5,000.00	-	\$3,500.00	\$20,000.00
Local Newspaper	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	-	\$2,500.00	\$10,000.00
Transit/Gas Pumps	-	\$2,500.00	-	-	-	-	\$2,500.00
Contingency	-	-	-	-	-	-	\$4,000.00
Social Media Support	-	-	-	-	-	-	Value ADD
Email Marketing Support	-	-	-	-	-	-	Value ADD
TOTALS	\$50,000.00	\$40,000.00	\$60,000.00	\$55,000.00	\$15,000.00	\$40,000.00	\$300,000.00

2022-2023 OVERALL DATA

25th Hour // 4

PLATFORM	IMPRESSIONS	CLICKS	CTR	INDUSTRY AVG CTR
Facebook/Instagram	2,858,201	27,976	0.98%	0.9%
Google	209,150	31,101	14.90%	2.0%
YouTube	192,130	101,727 (VIEWS)	53.0% (VIEW RATE)	27.0% (VIEW RATE)
Snapchat	1,038,430	12,403	1.19%	0.75%
Spotify	570,113	383	.07%	0.15%
TikTok	2,789,927	15,199	0.55%	0.75%
OTT	381,300	N/A	N/A	N/A
Geofence	774,072	869	0.12%	0.13%
TOTALS	8,793,363	87,931		

TOP PERFORMERS

25th Hour // 5

Register Now!
Start Here. Go anywhere.

Register Now!
Start Here. Go anywhere.

SPRING @ HCC
Register now for online and on-campus classes.

Register Now!
Start Here. Go anywhere.

Register Now!
Start Here. Go anywhere.

SPRING @ HCC
Register now for online and on-campus classes.

Holyoke Community College | Apply Now | Email Today | www.hcc.edu

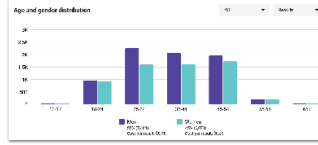
Holyoke Community College | Flexible Grant Dates | Start Here. Go Anywhere | www.hcc.edu

Holyoke Community College | Transfer to a four-year university? We offer hundreds of courses, as well as financial aid, support, and more services. Register & Get Welcome to Holyoke!

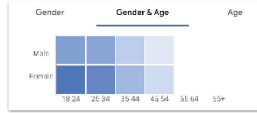
AUDIENCES

25th Hour // 6

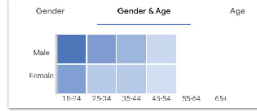
Facebook/Instagram



Google



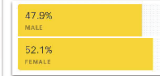
YouTube



AUDIENCES

25th Hour // 7

Snapchat

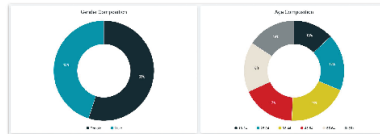


Spotify

Audience
Who gets your ads

Country: United States of America
Location: 01000, Hampshire, Buxtonville | 01008, Hampshire, Mansford | 01009, Hampshire, Melbartown | 01005, Hampshire, Amherst
View all
Language: Any
Age: 18-64 | Gender: All

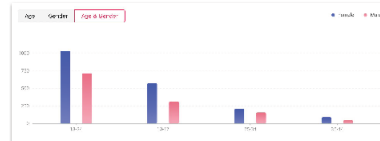
Geofence



AUDIENCES

25th Hour // 8

TikTok



OTT

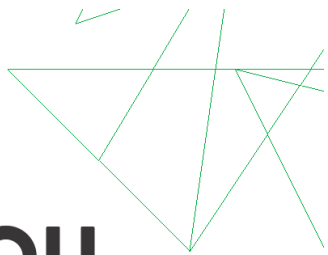
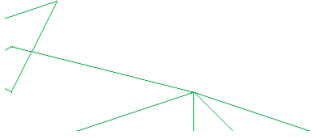
Audience Targeting

Segment Type: Segment

Audience Profiles: Education - College & Universities

Demographics (US): Persons: 18-24

Home & Family: College Students

	 <h1 style="text-align: center;">THANK YOU</h1>  <p style="text-align: right;">HCC MARKETING & COMMUNICATIONS DEPARTMENT ²⁰</p>																
	<p>President Royal updated the Trustees on the visit to the College from Massachusetts Commissioner of Education, Noe Ortega on March 22, 2023. Students led a tour around campus, which included stopping by classrooms and talking with faculty. The tour stopped by Itsy Bitsy Child Watch, the Homestead Market and the Thrive Center. Trustee Williams and Trustee George were able to join the group for lunch as another opportunity for him to interact with different folks across campus. President Royal also invited him to attend our Commencement in early June.</p>																
<p>ADJOURNMENT OF MEETING</p>	<p>On a motion by Trustee Epstein and seconded by Trustee Johnson it was VOTED to adjourn the meeting.</p> <p>Roll Call Attendance:</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 80%;">Trustee Epstein</td><td>Yes</td></tr> <tr><td>Trustee Hebert</td><td>Yes</td></tr> <tr><td>Trustee Plotkin</td><td>Yes</td></tr> <tr><td>Trustee Rosa</td><td>Yes</td></tr> <tr><td>Trustee Smith</td><td>Yes</td></tr> <tr><td>Trustee Vidal</td><td>Left at 9 am.</td></tr> <tr><td>Trustee Williams</td><td>Yes</td></tr> <tr><td>Chair Gilbert</td><td>Yes</td></tr> </table> <p>The meeting was adjourned at 9:34 a.m.</p>	Trustee Epstein	Yes	Trustee Hebert	Yes	Trustee Plotkin	Yes	Trustee Rosa	Yes	Trustee Smith	Yes	Trustee Vidal	Left at 9 am.	Trustee Williams	Yes	Chair Gilbert	Yes
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Trustee Vidal	Left at 9 am.																
Trustee Williams	Yes																
Chair Gilbert	Yes																

Respectfully submitted,

Ivonne Vidal,
Secretary Board of Trustees

Approved: Robert W. Gilbert, Jr., Chair

**HOLYOKE COMMUNITY COLLEGE
OFFICE OF THE PRESIDENT**

MEMORANDUM

TO: Board of Trustees
FROM: Dr. Christina Royal, President
DATE: April 25, 2023
SUBJECT: Personnel Updates

MCCC Unit Professional Appointment (Grant Funded)

Name	Title/Area	Date of Hire
Melanie Young	Special Programs Coordinator/Health Sciences & Culinary Arts Division	04/18/2023

Non-Unit Professional - Retrenchment

Name	Title/Area/Funding	Effective Date
Olanrewaju Ajayi	Executive Director of Professional Education and Corporate Learning/Business & Community Services/State Funded	06/30/2023

SUGGESTED MOTION: To approve the personnel actions listed above for the above Non-Unit Professional Staff and MCCC Unit Professional Staff.

COMMITTEE REPORTS

Advocacy

No Report

Audit and Finance

No Report. The April meeting was cancelled due to conflicts with Presidential Finalists' Open Forums on campus.

By-Laws and Governance

No Report

Equity

No Report. The Committee would like to remind Trustees that there will be Board Equity Training on Tuesday, April 18, 2023 at 9 am via Zoom. Calendar invitations have been sent.

Nominating

No Report

Presidential Evaluation

No Report

Strategic Planning

No Report

Board Engagement Opportunities

Spring 2023

For a complete and regularly-updated listing of HCC events, visit us at hcc.edu/events. Additional events celebrating our students and graduates are still being scheduled for spring 2023, and we will keep you informed as details are finalized.

For another way to engage, visit us at hcc.edu/news to read spotlight profiles, stories about HCC's people and programs, a monthly news blog, and more. Share within your networks and on social media.

SUGGESTED ATTENDANCE

EQUITY TRAINING: Addressing Anti-Blackness with LaToya Winkfield

ALL

DATE: April 18, 2023 from 9 am to 10:30 am

LOCATION: Via Zoom

The Equity Committee would appreciate your participation in this Equity Training scheduled for April.

"TOGETHER HCC" 24-HOUR DAY OF GIVING

ALL

DATE: Tuesday, April 25, 2023

TIME: All day

LOCATION: Online

This 24-hour day of giving is focused on supporting students and programs with gifts of all sizes to the HCC Foundation. Now in its third year, TogetherHCC has been recognized nationally by the Bellwether College Consortium and was selected as the focus of a presentation for the 2022 CASE Conference for Community College Advancement. Watch your email and social media as the day approaches for everything you need to know in order to participate.

A CELEBRATION OF HCC AND PRESIDENT CHRISTINA ROYAL

ALL

DATE: Wednesday, May 3, 2023

TIME: 3 pm-5 pm

LOCATION: Campus Center Dining

Celebrating the Leadership of President Christina Royal from 3 pm to 5 pm, Campus Center. In recognition of President Christina Royal's leadership, join us for a community celebration of HCC and all we have accomplished since 2017

HONORS & AWARDS NIGHT

DATE: Wednesday, May 17, 2023

TIME: 6:30 – 8:30 p.m.

LOCATION: David Bartley Center for Athletics

A celebration of students who earned honors and awards for their outstanding achievements during the 2022-2023 academic year.

COMMENCEMENT

ALL

DATE: Saturday, June 3, 2023

TIME: 10:00 a.m.

LOCATION: MassMutual Center, Springfield

More details for members of the Board of Trustees and platform party will be forthcoming.

Springfield Adult Learning Center (SALC) Spring Celebration

DATE: Tuesday, June 6, 2023

TIME: 6:00 p.m.

LOCATION: TBD

The Springfield Adult Learning Center (SALC) offers free day and evening English classes for adults in Massachusetts. Students improve their communication skills for college, careers, and community engagement.

Ludlow Area Adult Learning Center (LAALC) Spring Celebration

DATE: Thursday, June 8, 2023

TIME: 6:30 p.m.

LOCATION: Zoom (link forthcoming)

The Ludlow Area Adult Learning Center (LAALC) provides free instruction in English for Speakers of Other Languages (ESOL). Students also work with an academic and career advisor and build technology skills that provide support for transition to college; workforce development; family literacy, and more.

END OF FISCAL YEAR

DATE: Friday, June 30, 2023

Each year, HCC strives to achieve 100% giving participation among the college's Board of Trustees, Foundation Board of Directors, and Alumni Council. To make a gift before the end of FY23, please visit hcc.edu/donate or contact John Sieracki, Leadership Gift Officer & Manager of Campaign Initiatives, at jsieracki@hcc.edu / (413) 552-2746.

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