

**HOLYOKE COMMUNITY COLLEGE
BOARD OF TRUSTEES**

Minutes of November 24, 2020

The 392nd meeting of the Holyoke Community College Board of Trustees was held on Tuesday, November 24, 2020, remotely with Chair Robert W. Gilbert, Jr. presiding.

MEMBERS PRESENT	Robert W. Gilbert, Jr., Chair Jose Delgado Charles Epstein Joyanada Gi Ted Hebert Yolanda Johnson Lucy Perez Evan Plotkin Ivonne Vidal Eleanor Williams
MEMBERS ABSENT	Suzanne Parker
ALSO PRESENT	Michele Cabral, Karen Desjeans, Veena Dhankher, David Diuilus (<i>O'Connor & Drew</i>), Mary Dixey, Amy Dopp, Clara Elliott, Rosemary Fiedler, Curt Foster, Christine Gosselin-Miller, Judy Gregoire, Jeff Hayden, Anne Herron, Kim Hicks, Mark Hudgik, Tricia Kiefer, Olivia Kynard, Clare Lamontagne, Johanna Lebron, Lauren LeClair, Arvard Lingham, Nelson Lopez, Matt Noyes (<i>DHE</i>), Lea Occhialini, Melissa Paciulli, Julie Pokela, Kris Ricker Choleva, Michelle Robak, JoAnne Rome, Christina Royal, Leah Russell, Narayan Sampath, Shannon Sarkisian, Amanda Sbriscia, Laura Schlegel, Mary Shelasky, Linda Szalankiewicz, Renee Tastad, Carl Todd, Chris Yurko
CALL TO ORDER	Chair Gilbert called the meeting to order at 8:03 a.m. Roll Call Attendance: Trustee Delgado Yes Trustee Epstein Yes Trustee Gi Yes Trustee Hebert Yes Trustee Johnson Yes Trustee Perez Yes Trustee Williams Yes Chair Gilbert Yes Chair Gilbert thanked former Trustee Julie Pokela for her service to the Board and the College. Chair Gilbert welcomed the Board's newest Trustee, Eleanor Williams, from MassMutual Life Insurance Company.

**CONSIDERATION OF
CONSENT AGENDA
ITEMS**

Chair Gilbert asked if any consent agenda items needed to be moved to the regular agenda. The Nominating Committee's Motion was moved out for discussion. A motion was made by Trustee Johnson and seconded by Trustee Vidal to table the motion.

Roll Call Vote:

Trustee Delgado	Yes
Trustee Epstein	Yes
Trustee Gi	Yes
Trustee Hebert	Yes
Trustee Johnson	Yes
Trustee Perez	Yes
Trustee Vidal	Yes
Trustee Williams	Yes
Chair Gilbert	Yes

Chair Gilbert then read the Consent Agenda Items and asked for a motion to approve those items

- Consideration of Minutes Board of Trustee Meeting of October 27, 2020
- Report of Personnel Actions November 2020
- To empower the President of the College to approve all personnel actions prior to the next meeting.
- Cancellation of the Board of Trustees December 22, 2020 meeting
- Committee Reports
 - Advocacy
 - By-Laws and Governance
 - Equity
 - Presidential Evaluation
 - Strategic Planning

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

Roll Call Vote:

Trustee Delgado	Yes
Trustee Epstein	Yes
Trustee Gi	Yes
Trustee Hebert	Yes
Trustee Johnson	Yes
Trustee Perez	Yes
Trustee Vidal	Yes
Trustee Williams	Yes
Chair Gilbert	Yes

<p>AUDIT & FINANCE COMMITTEE REPORT</p>	<p>Finance Committee Report presented by Narayan Sampath, Vice President of Administration & Finance. Guest David Diuilus from O’Connor & Drew provided the Board an overview of the required communication, and the clean report results from the audit.</p> <ul style="list-style-type: none"> • FY 2020 Audited Financial Statements <p>A motion was made by Trustee Perez and seconded by Trustee Epstein to accept the FY 20 audited financial statements as presented.</p> <p>Roll Call Vote:</p> <table style="width: 100%; border: none;"> <tr><td>Trustee Delgado</td><td style="text-align: right;">Yes</td></tr> <tr><td>Trustee Epstein</td><td style="text-align: right;">Yes</td></tr> <tr><td>Trustee Gi</td><td style="text-align: right;">Yes</td></tr> <tr><td>Trustee Hebert</td><td style="text-align: right;">Yes</td></tr> <tr><td>Trustee Johnson</td><td style="text-align: right;">Yes</td></tr> <tr><td>Trustee Perez</td><td style="text-align: right;">Yes</td></tr> <tr><td>Trustee Vidal</td><td style="text-align: right;">Yes</td></tr> <tr><td>Trustee Williams</td><td style="text-align: right;">Yes</td></tr> <tr><td>Chair Gilbert</td><td style="text-align: right;">Yes</td></tr> </table> <p>Chair Gilbert thanked Vice President Sampath and Interim Comptroller Foster for their hard work with their team in providing us a clean audit.</p>	Trustee Delgado	Yes	Trustee Epstein	Yes	Trustee Gi	Yes	Trustee Hebert	Yes	Trustee Johnson	Yes	Trustee Perez	Yes	Trustee Vidal	Yes	Trustee Williams	Yes	Chair Gilbert	Yes
Trustee Delgado	Yes																		
Trustee Epstein	Yes																		
Trustee Gi	Yes																		
Trustee Hebert	Yes																		
Trustee Johnson	Yes																		
Trustee Perez	Yes																		
Trustee Vidal	Yes																		
Trustee Williams	Yes																		
Chair Gilbert	Yes																		
<p>CHAIR’S REMARKS</p>	<ul style="list-style-type: none"> • During the month of November, Chair Gilbert met with the President Royal, Amanda Sbriscia and HCC Foundation’s new Board Chair, Cory Murphy to discuss relationship building. He appointed Ted Hebert and Evan Plotkin to the Foundation Board for information sharing. • Chair Gilbert met with the Audit & Finance Committee. • Chair Gilbert met with the Nominating Committee. • Chair Gilbert met with the Bylaws & Governance Committee. A draft copy of the Bylaws will be available by the end of December for review and approval at the January meeting. • Chair Gilbert has been meeting with President Royal virtually at least once a week. • As a reminder, all Trustees must complete state-mandated Trustee Training by November 2021. • Chair Gilbert asked that all Committee Chairs to provide input to the Board’s recording secretary in advance of the agenda for each Board meeting. • Chair Gilbert thanked the College’s trustees, faculty and staff for the hard work this past year. <p>Trustee Plotkin joined meeting at 8:22 am and apologized for his tardiness.</p>																		
<p>PRESIDENT’S REPORT</p>	<p><u>Sabbatical Report</u> – Professor Fred Cooksey:</p> <p>Professor Cooksey provided the Trustees an overview of his sabbatical work in revising his book, <i>Quick and Dirty – A Compact Guide to Writing</i>. All Trustees were offered a free copy. This is the fifth edition of his book to help students be more efficient in English.</p>																		

Marketing Update – presented by JoAnne Rome, Director of Marketing & Communications:

HCC Marketing

Fall 2020 | Wintersession 2021 | Spring 2021

Fall Advertising

Four campaigns:

- Traditional age
- Adult
- Healthcare
- Cannabis (CR/NC)

TV ad spots, digital, radio, mail

Emphasis on flexible start dates – calmer, muted colorway

ONLINE CLASSES AT HCC

Stay home
Stay safe
Stay on track

HOLYOKE COMMUNITY COLLEGE
FALL CLASSES START **9/8**
HCC.EDU

ESTE OTOÑO

- Mantente en casa
- Mantente seguro
- Mantente en tu rumbo

Las clases en línea comienzan el
9/8 9/28 10/28

REGISTER TODAY AT
HCC.EDU/FALL

HOLYOKE COMMUNITY COLLEGE

El aprendizaje a distancia puede ser "asincrónico", "sincrónico" o a una combinación de los dos.

LIFE CHANGED.

YOUR PLANS DON'T HAVE TO.

- + SMART PROFESSORS
- + CARING STAFF
- + TRANSFERABLE CREDITS
- + AFFORDABLE TUITION/FEES

HOLYOKE COMMUNITY COLLEGE
FALL CLASSES START **9/8**
HCC.EDU



IT'S NEVER TOO LATE.

CHANGE CAREERS.
GAIN NEW SKILLS.
EARN MORE MONEY.
ACCOMPLISH SOMETHING BIG.

HCC'S FLEXIBLE ONLINE CLASSES FIT YOUR BUSY SCHEDULE.
FALL CLASSES START SEPT. 8, SEPT. 28 & OCT. 28

REGISTER TODAY!
VISIT HCC.EDU/ADULTS

**HOLYOKE
COMMUNITY
COLLEGE**

**HOLYOKE
COMMUNITY
COLLEGE**

**Get a
world-class
education.**

**In
your own
backyard.**

**HOLYOKE
COMMUNITY
COLLEGE**

Admissions
303 Homestead Avenue
Holyoke, MA 01040
413.552.2321 • admissions@hcc.edu
hcc.edu

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ORGANIZATION
US POSTAGE PAID
SPRINGFIELD MA
PERMIT NO 228

Don't put your life on hold! You can get a world-class education in your own backyard.

Online classes at Holyoke Community College are affordable and transferable to four-year-colleges near and far. Plus, online doesn't mean alone. HCC faculty, advisors, tutors, and students connect via Zoom, phone, email, and chat to ensure you have all the support you need.

Register now for summer and fall classes.

**You've got this,
and we've got you.**

HOLYOKE
COMMUNITY
COLLEGE

COVID-19
is disrupting
the present.

We'll help you
prepare for the
future

HOLYOKE
COMMUNITY
COLLEGE

Don't put your
education on hold!

**HOLYOKE
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**Put that expensive college on hold
—not your education!**

Online classes at Holyoke Community College are affordable and transferable to four-year colleges near and far. HCC is known for its quality: our grads transfer to Amherst, Brandeis, Cornell, Mount Holyoke, Smith, Williams and many other selective colleges and universities. In fact, we send more students to UMass Amherst and Westfield State than any other community college!

This fall, stay safe, stay home, and stay on track by earning credits at HCC.

**You've got this,
and we've got you.**

Results

- Google yielded a click through rate of 4.64%, which is above the industry standard of 3.78%.
- Facebook click-through, conversion, and engagement rates were industry average at 0.55% [switching to video for winter/spring]
- Spotify has done very well. Our average click through rate is 0.41% (the average standard across all industries is between 0.10% and 0.25%.)

Wintersession advertising

Digital

- Google search
- Google Display
- Facebook
- Instagram
- Spotify

**Earn 3 credits in
10 days at HCC.**

Register Now!
WINTERSESSION
Starts January 4, 2021

HOLYOKE
COMMUNITY
COLLEGE

FINISH

Earn 3 credits
in just 10 days
at HCC—at a
fraction of the
cost of a four-
year college or
university.

HOLYOKE
COMMUNITY
COLLEGE

Register now!
WINTERSESSION
starts **1/4**

**RECESO
EN HCC**

Obtenga
3 créditos
en 10 días.

HOLYOKE
COMMUNITY
COLLEGE

¡Regístrate ahora!
WINTERSESSION
comienzan **1/4**

Spring Advertising

Five campaigns:

- Traditional age
- Adult
- Healthcare
- Cannabis (CR & NC)
- Vet Tech

Emphasis on flexible start dates
TV ad spots, digital, radio

Your Healthcare Career Starts Here



HCC makes it easy for you to earn your degree and get the job you want.

Learn more at our online info session:
December 3, 2020 | 6 p.m.

REGISTER NOW!
HCC.EDU/HEALTHCARE

HOLYOKE
COMMUNITY
COLLEGE

Want to love your job?



Become a veterinary technician or veterinary assistant.
Caring faculty. Financial Aid available.
Register today!

HOLYOKE
COMMUNITY
COLLEGE

LA VIDA ESTÁ CAMBIANDO

LAS CLASES COMIENZAN
1/23 2/16 3/29

» Aprende más en hcc.edu



HCC te preparará para lo que venga, sea lo que sea.

» Asequible. Flexible.
Ayuda financiera disponible.

HOLYOKE
COMMUNITY
COLLEGE

Life is CHANGING

CLASSES START
1/23 2/16 3/29

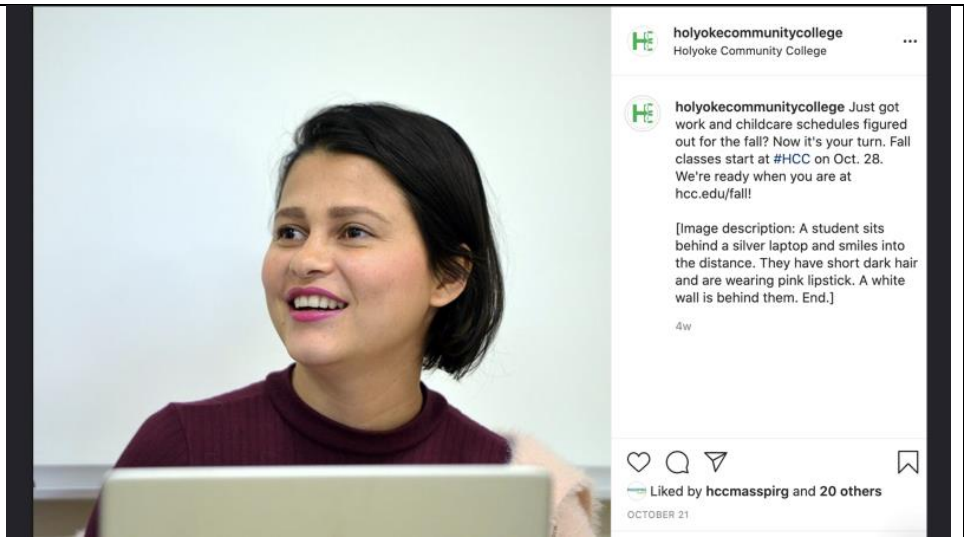
» Learn more at hcc.edu



HCC will prepare you for whatever comes next.

» Affordable. Flexible.
Financial Aid available.

HOLYOKE
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COLLEGE



Holyoke Community College
Published by Hannah Wareham [?] · July 16 · 🌐

Your life experience is valuable! Take one of our challenge exams or submit transcripts, and you could cut your #HCC courseload by earning credit for your knowledge and experience. Email admissions@hcc.edu for more info!

Performance for Your Post

863 People Reached

17 Reactions, Comments & Shares 🗨️

13 Like	11 On Post	2 On Shares
2 Love	1 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

6 Post Clicks

2 Photo Views	0 Link Clicks 🗨️	4 Other Clicks 🗨️
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Annual advertising | Monthly visibility

- Six BusinessWest placements and section sponsorship in Resource Guide
- Westover Air Base Guide
- All regional high school yearbooks
- St. Patrick's Day, Pride, Veterans Day
- Sponsorships such as Monte's March

Press Metrics – Keeping HCC Visible

News stories added to HCC website

- FY 17: 77
- FY 18: 80
- FY 19: 82
- FY 20: 87

Press releases distributed

- FY 17: 100
- FY 18: 115
- FY 19: 127
- FY 20: 131

In the News archive

- FY 17: 100+
- FY 18: 339
- FY 19: 468
- FY 20: 425

Comparison w/ STCC

FALL-WINTER

MONTH	HCC	STCC
Sept.	• 158	• 46
Oct.	• 199	• 98
Nov.	• 133	• 165
Dec.	• 101	• 49
Jan.	• 160	• 89
Feb.	• 214	• 61
TOTAL	2,140	1,259

SPRING-SUMMER

MONTH	HCC	STCC
Mar.	• 151	• 64
Apr.	• 139	• 57
May.	• 131	• 60
Jun.	• 136	• 80
Jul.	• 72	• 57
Aug.	• 144	• 83
TOTAL	773	401

Why Media Matters...

- Free advertising for the college
- Helps keep HCC top-of-mind
- Tells our story/the story of the students we serve
- Reminds our community of the value of HCC...
- ...and our mission.



Other Updates –

- The HCC Foundation established the Moira Maguire Fund for Student Success. The fund will focus on providing students with emergency school supplies. Over time as the fund grows to an endowed level, a portion of the fund is intended on the College’s focus on addressing the child care barrier that our students face.
- President Royal announced Tricia Kiefer as Interim Dean of Social Sciences, Business and Integrative Learning.
- The College Affairs Committee has proposed four different scenarios for the 2021 Commencement:
 - Smaller graduation ceremonies by academic division or meta-major categories held outside at on campus at HCC;
 - Limited ceremony at MassMutual;
 - Drive-through ceremony; or
 - Fully online ceremony.

The college held a Town Hall on November 23, 2020 to solicit feedback from staff and faculty on the commencement options. The next step will be for the college to solicit feedback from students as well. The comprehensive spreadsheet from the College Affairs Committee will be shared with the Trustees.

- The President and Cabinet are evaluating interim positions across the college, with one of the following actions:
 - Forego search process – direct appointment
 - Initiate search process
 - Extend interim period with further review.

NOMINATING COMMITTEE

Update provided by Committee Chair Trustee Johnson:

The Committee would like to put forth Trustee Ivonne Vidal for the position of Secretary.

A motion was made to accept Trustee Ivonne Vidal for the position of Secretary by Trustee Perez and seconded by Trustee Plotkin to approve the nomination of Trustee Vidal for Board Secretary.

	<p>Roll Call Vote:</p> <p>Trustee Delgado Yes</p> <p>Trustee Epstein Yes</p> <p>Trustee Gi Yes</p> <p>Trustee Hebert Yes</p> <p>Trustee Johnson Yes</p> <p>Trustee Perez Yes</p> <p>Trustee Plotkin Yes</p> <p>Trustee Vidal Yes</p> <p>Trustee Williams Yes</p> <p>Chair Gilbert Yes</p>
<p>ADJOURNMENT</p>	<p>On a motion by Trustee Johnson and seconded by Trustee Perez it was VOTED to adjourn today’s meeting.</p> <p>Roll Call Vote:</p> <p>Trustee Delgado Yes</p> <p>Trustee Epstein Yes</p> <p>Trustee Gi Yes</p> <p>Trustee Hebert Yes</p> <p>Trustee Johnson Yes</p> <p>Trustee Perez Yes</p> <p>Trustee Plotkin Yes</p> <p>Trustee Vidal Yes</p> <p>Trustee Williams Yes</p> <p>Chair Gilbert Yes</p> <p>The meeting was adjourned at 9:23 am.</p>

Respectfully submitted,

Karen Desjeans, Recording Secretary
Board of Trustees

Approved: Robert W. Gilbert, Jr., Chair, January 26, 2021