




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

Minutes of August 24, 2021

The 399th meeting of the Holyoke Community College Board of Trustees was held on Tuesday, August 24, 2021, remotely with Chair Robert W. Gilbert, Jr. presiding.

MEMBERS PRESENT	Robert W. Gilbert, Jr., Chair Charles Epstein Ted Hebert Yolanda Johnson Suzanne Parker Lucy Perez Vanessa Smith Eleanor Williams																
MEMBERS ABSENT	Evan Plotkin Ivonne Vidal																
ALSO PRESENT	Amy Brandt, Beth Breton, Maria Brunelle, Saúl Cabán, Michele Cabral, Julissa Colón, Harmony Cross, Karen Desjeans, Veena Dhankher, Amy Dopp, Curt Foster, Raúl Gutiérrez, Jeff Hayden, Mark Hudgik, Tricia Kiefer, Olivia Kynard, Johanna Lebron, Sharale Mathis, Lea Occhialini, Mi Jin Park, Kris Ricker Choleva, Joanne Rome, Christina Royal, Shannon Sarkisian, Adrienne Smith, Idelia Smith, Linda Szalankiewicz, Renee Tastad and Chris Yurko																
MEETING CALL TO ORDER	<p>At 8:03 am, the meeting was officially called to order by Chair Gilbert.</p> <p>Roll Call Attendance:</p> <table data-bbox="529 1234 863 1499"> <tr><td>Charles Epstein</td><td>Yes</td></tr> <tr><td>Ted Hebert</td><td>Yes</td></tr> <tr><td>Yolanda Johnson</td><td>Yes</td></tr> <tr><td>Suzanne Parker</td><td>Yes</td></tr> <tr><td>Lucy Perez</td><td>Yes</td></tr> <tr><td>Vanessa Smith</td><td>Yes</td></tr> <tr><td>Eleanor Williams</td><td>Yes</td></tr> <tr><td>Chair Gilbert</td><td>Yes</td></tr> </table> <p>Chair Gilbert welcomed new Trustee, Vanessa Smith, who is the Senior Vice President & Chief Legal Officer for Baystate Health.</p>	Charles Epstein	Yes	Ted Hebert	Yes	Yolanda Johnson	Yes	Suzanne Parker	Yes	Lucy Perez	Yes	Vanessa Smith	Yes	Eleanor Williams	Yes	Chair Gilbert	Yes
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CONSIDERATION OF CONSENT AGENDA ITEMS	<p>Chair Gilbert asked if any consent agenda items needed to be moved to the regular agenda.</p> <p>Chair Gilbert called for a vote of the Consent Agenda.</p> <ul style="list-style-type: none"> • Consideration of Minutes for Board of Trustee Meeting of June 22, 2021 • Report of Personnel Actions dated August 24, 2021 <ul style="list-style-type: none"> • To approve the personnel actions for the Non-Unit 																

	<p>Professional staff, MCCC Unit Professional staff and Faculty</p> <ul style="list-style-type: none"> • 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 • Bylaws and Governance • Equity • Presidential Evaluation • Strategic Planning <p>A motion was made by Trustee Johnson and seconded by Trustee Perez to approve the Consent Agenda.</p> <p>Roll Call Vote:</p> <table border="0"> <tr><td>Charles Epstein</td><td>Yes</td></tr> <tr><td>Ted Hebert</td><td>Yes</td></tr> <tr><td>Yolanda Johnson</td><td>Yes</td></tr> <tr><td>Suzanne Parker</td><td>Yes</td></tr> <tr><td>Lucy Perez</td><td>Yes</td></tr> <tr><td>Vanessa Smith</td><td>Yes</td></tr> <tr><td>Eleanor Williams</td><td>Yes</td></tr> <tr><td>Chair Gilbert</td><td>Yes</td></tr> </table>	Charles Epstein	Yes	Ted Hebert	Yes	Yolanda Johnson	Yes	Suzanne Parker	Yes	Lucy Perez	Yes	Vanessa Smith	Yes	Eleanor Williams	Yes	Chair Gilbert	Yes
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<p>NOMINATING COMMITTEE REPORT</p>	<p>Trustee Johnson, as Chair of the Nominating Committee, presented Trustee Ivonne Vidal for the position of Vice Chair for the Board.</p> <p>A motion was made by Trustee Perez and seconded by Trustee Epstein to approve the motion to approve the nomination of Trustee Ivonne Vidal to serve as the Vice Chair for the Board.</p> <p>Roll Call Vote:</p> <table border="0"> <tr><td>Charles Epstein</td><td>Yes</td></tr> <tr><td>Trustee Gi</td><td>Yes</td></tr> <tr><td>Yolanda Johnson</td><td>Yes</td></tr> <tr><td>Lucy Perez</td><td>Yes</td></tr> <tr><td>Ivonne Vidal</td><td>Yes</td></tr> <tr><td>Eleanor Williams</td><td>Yes</td></tr> <tr><td>Chair Gilbert</td><td>Yes</td></tr> </table>	Charles Epstein	Yes	Trustee Gi	Yes	Yolanda Johnson	Yes	Lucy Perez	Yes	Ivonne Vidal	Yes	Eleanor Williams	Yes	Chair Gilbert	Yes		
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<p>AUDIT AND FINANCE COMMITTEE UPDATE</p>	<p>Trustee Epstein provided an update that the Committee has agreed to conduct a Request for Proposal for the College's investments. This will ensure the College is receiving the best possible outcomes when it comes to money management, especially in both positive and difficult times.</p>																
<p>CHAIR'S REMARKS</p>	<p>Chair Gilbert shared highlights since the last Board meeting.</p> <ul style="list-style-type: none"> • Have been reviewing COVID protocols with President Royal • Working with the Audit and Finance Committee on a pro forma centered on sustainability and enrollments. • Have been working with the Foundation's Golf Planning Committee. As a reminder, the Foundation's Golf Tournament will be on Monday, September 13, and is an important fundraiser for scholarships. 																

	<ul style="list-style-type: none">• As a reminder, there will be a Board Retreat on Thursday, September 9, 2021, starting at 9 am.• Our student trustee, C. Pena, has sent a letter of resignation, as her schedule does allow her to participate in this upcoming year. We are looking for a new representative.• Asking the Committee Chairs to put together routine meetings to keep all Trustees informed of the work being done by their respective Committee•
PRESIDENT'S REPORT	<p>President Royal welcomed Trustee Smith, Vice President of Academic and Student Affairs, Sharale Mathis, and Dean of Development, Engagement and Inclusion, Harmony Cross.</p> <p><u>Enrollment Update</u> – presented by Dr. Sharale Mathis, Vice President of Academic and Student Affairs, and Renee Tastad, Assistant Vice President of Student Affairs and Dean of Enrollment.</p>  <p>Enrollment Update August 24, 2021</p>  <p>HOLYOKE COMMUNITY COLLEGE</p> <p>Educate. Inspire. Connect.</p> <p>Overview</p> <ul style="list-style-type: none">• Current Enrollment Numbers• Enrollment Initiatives• Fall Course Offerings• Student Communication• What does the future look like?  <p>Educate. Inspire. Connect.</p>

Total, Continuing and New



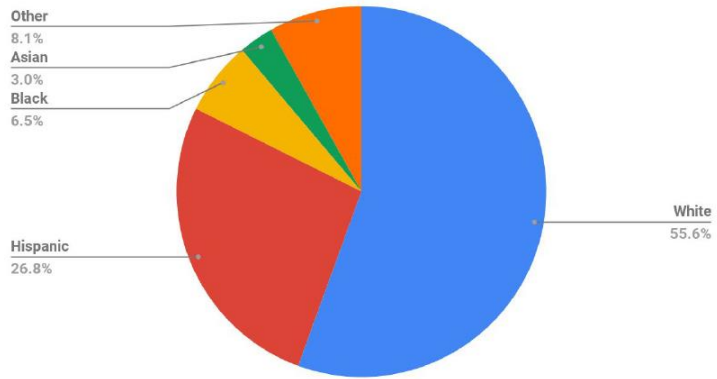
Educate. Inspire. Connect.



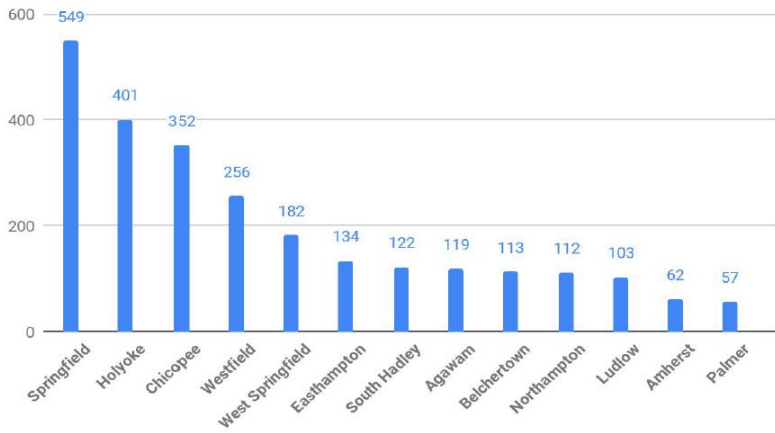
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Headcount by Race / Ethnicity

Fall 2021 (as of Aug 20, 2021)



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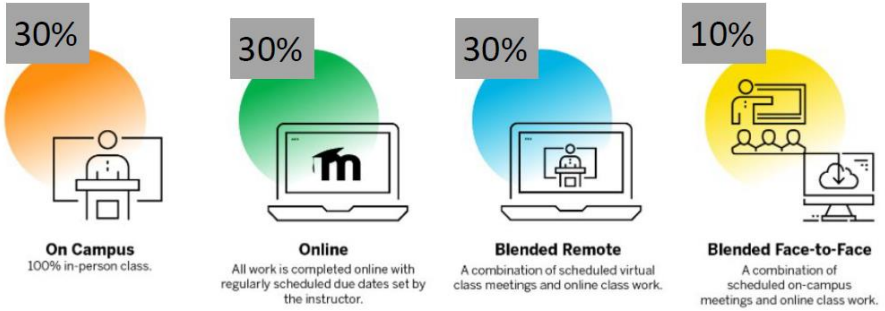
Registration by Town

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- 207 Dual Enrollment Students
 - 129 are New to Dual Enrollment
 - Enrolled in 208 different course sections
 - From 35 different high schools
- 63 Early College students from Holyoke High School

Dual Enrollment & Early College

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Course Modality

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TEXT Campaigns

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x44

YES!

HCC is ready to welcome you back this fall. Text "YES" for help signing up for classes



Educate. *Inspire.* Connect.

Hi from HCC! Your next step is to register for classes. Classes are filling up fast, so call Advising at 413-552-2722 to schedule an appointment with an advisor today!

x285



Educate. *Inspire.* Connect.

Hi from HCC! It is time to register for classes. Zoom with an advisor today at www.hcc.edu/advising

x1,243

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READY TO FINISH?

You put a lot of time and effort into earning your degree, and we want to help you finish. That's why HCC is offering a Finish Line Scholarship of \$1,000 for the Fall 2021 semester.

This scholarship is for students who have earned:

- 45+ credits toward a degree or
- 15+ credits toward a certificate

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VIRTUAL FRONT DESK

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Phase 1: Successful Launch!



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Hey David,
You've got a few things going on today.

Mon, Jun 11 Add Reminder

You have two important to-dos this week
Due Monday, 7/20

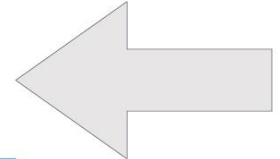
Get familiar with these recommended resources
Due Monday, 7/23

EXPLORE

To-Dos

Appointments

Resources



To Do's and Events

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- Home
- To-Dos and Events
- Appointments
- Study Buddies
- Resources
- Messages
- Holds
- Class Schedule
- My Major
- Settings

Resources

Places People

Type to search places

- Academic Support**
- Administrative
- Campus Services
- Career Planning
- Health and Wellness
- Places to Eat
- Student Activities
- Transportation and Safety

ALANA Men in Motion

Main Campus and Virtual

Are you an African American, Latino, Asian, or Native American man looking for a...

CAPS (Center for Academic Program Support)

Main Campus and Virtual

CAPS is the hub that connects the Math Center, Writing Center, ESL Center and T...

El Centro

Main Campus and Virtual

El Centro houses the MAS program. Multicultural Academic Services(MAS) provides...

Elaine Marieb Center

Main Campus

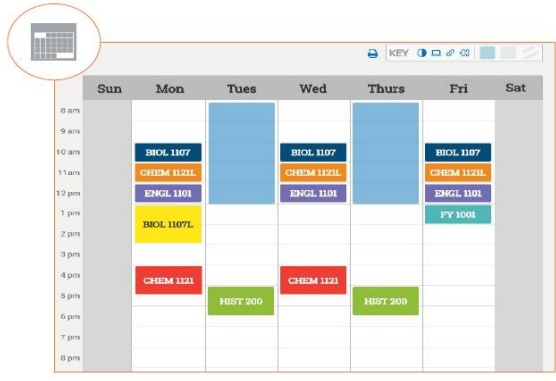
The Elaine Marieb New Pathways Center is a lounge and study space serving the hie...

ESL Tutoring Center

Main Campus and Virtual

Our goal is for our students to improve their academic English language skills...

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Coming in November 2021
Best-Fit Scheduling

One-Click Registration coming in 2022

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Anticipated Outcomes

INCREASE Admitted student yield (admit to enroll in admitted term) to **70%** by Fall 2025

INCREASE Fall-to-spring retention rate to **80%** (new first-time-degree-seeking students) by Spring 2026.

- Specifically, **INCREASE** rate for Black and Latinx (new first-time-degree-seeking students) from 70% to **80%**

INCREASE On-time credit accumulation for all students from 31% to **50%** by Fall 2025.

- Specifically, **INCREASE** credit accumulation for Latinx students from 17% to **50%** by Fall 2025
- Specifically, **INCREASE** credit accumulation for Black students from 13% to **50%** by Fall 2025.

INCREASE Fall-to-fall retention for all first-time degree-seeking students of color to **51%** by Fall 2025

INCREASE Number of students participating in work-based experiences while enrolled at HCC from 23% to **25%**

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Questions & Discussion

**HOLYOKE
COMMUNITY
COLLEGE**

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STRATEGIC PLAN REFRESH

President Royal provided an update on our Strategic Plan Refresh, as this is the last year of the current plan. It is being called a refresh because we want to differentiate this from the comprehensive process that the College went through in 2017. The areas of focus will be to review our values and student experience,

	while engaging the College in this process. We will enact a Strategic Plan Committee and call for volunteers. We will also be updating our SWOT Analysis.														
75th CELEBRATION UPDATE	<p>Vice President Amanda Sbriscia provided an update on the upcoming marketing campaign for the 75th Anniversary of the College.</p> <p>Marketing has created a 75th anniversary logo, as well as a 75th Zoom background and email signature graphic. We are running two 75th anniversary billboards (in English and in Spanish) from August - October 2021, a 75th anniversary ad in BusinessWest in September, and are in the midst of creating a 75th anniversary website and two 75th anniversary editions of the Alumni magazine that will run in the year ahead.</p>														
ADDITIONAL FUNDING FOR FY 2022	<p>President Royal provided an update on ways the College has been focused on to get state funding support and move initiatives forward. Both our State Representative and State Senator submitted earmarks on the College's behalf. Senator Lessor put forth and was approved, \$100,000 to support child watch initiatives to meets the needs of our students. Vice President Sbriscia noted that we will allocate \$20,00 to specifically address the childcare needs for the Fall semester through the Foundation.</p> <p>Representative Duffy put forth and was approved, \$50,000 to support the building and implementation of a manufacturing program at HCC. Vice President Jeff Hayden further described the cohorts for the upcoming year and we will be able will help 60 people get into entry level positions within manufacturing.</p>														
SHARED GOVERNANCE UPDATE	President Royal discussed one of the priorities for the coming year is the modification of our college governance model, which was stated in our NECHE report. We aspire to have a model that represents all classifications of employees, as well as students.														
ADJOURNMENT	<p>On a motion by Trustee Williams and seconded by Trustee Hebert it was VOTED to adjourn today's meeting.</p> <p>Roll Call Vote:</p> <table> <tr> <td>Charles Epstein</td> <td>Yes</td> </tr> <tr> <td>Trustee Gi</td> <td>Yes</td> </tr> <tr> <td>Yolanda Johnson</td> <td>Yes</td> </tr> <tr> <td>Lucy Perez</td> <td>Yes</td> </tr> <tr> <td>Ivonne Vidal</td> <td>Yes</td> </tr> <tr> <td>Eleanor Williams</td> <td>Yes</td> </tr> <tr> <td>Chair Gilbert</td> <td>Yes</td> </tr> </table> <p>The meeting was adjourned at 9:37 am.</p>	Charles Epstein	Yes	Trustee Gi	Yes	Yolanda Johnson	Yes	Lucy Perez	Yes	Ivonne Vidal	Yes	Eleanor Williams	Yes	Chair Gilbert	Yes
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Respectfully submitted,
Vacant

Secretary
Board of Trustees

DocuSigned by:

Robert Gilbert

9/29/2021

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Approved: Robert W. Gilbert, Jr., Chair