



Board of Trustees Meeting Minutes

August 27, 2024

Holyoke Community College

August 27, 2024 at 8:00 AM EST

Remote and In Person, Frost 309 Conference Room

Attendance

Trustees Present:

Ted Hebert and Vanessa Smith

Trustees Remote:

Sonia Dinnall, Charles Epstein, Yolanda Johnson, Nayroby Rosa, and Ivonne Vidal

Trustees Absent:

Evan Plotkin

In Person Guests:

Louis Burgos, Althaea Carroll, Karen Desjeans, Sue Doyle, Kim Hicks, Jane Johnson-Vottero, Olivia Kynard, William Reyes-Cubides, Narayan Sampath, Amanda Sbriscia, Sean Sullivan-Daley, George Timmons, Rebecca Townsend, Marlowe Washington and Chris Yurko

Remote Guests:

Sue Bacchiocchi-Misco, Teresa Beaudry, Amy Brandt, Beth Breton, Maria Brunelle, Saul Caban, Kacie Gallicchio (25th Hour Communications), Vanny Chen, Veena Dhanker, Jeff Hayden, Mark Hudgik, Liz Hurely, Lauren LeClair, Michelle Robak, Doug Scanlon, Kim Straceski, Renee Tastad, Todd Wonders and Sarah Yuntis (Massachusetts Association of Community Colleges).

MEETING

- I. Call to Order: Interim Chair Vanessa Smith called the the 430th meeting of the Holyoke Community College Board of Trustees to order at 8:04 am.

- II. Roll Call
Roll Call Vote:
YES: Ted Hebert, Yolanda Johnson, Nayroby Rosa, Ivonne Vidal, and Interim Chair Vanessa Smith

Charles Epstein entered at 8:06 am
Sonia Dinnall entered at 8:14 am

- III. Committee Reports
 - A. Audit and Finance Committee – Vice President Sampath provided an update to this Committee on investments earlier this month. He reminded Trustees that anyone is welcome to join these monthly meetings.

- B. By-Laws and Governance Committee – Trustee Vidal updated the Trustees that members of this Committee have been busy with the Presidential Evaluation Committee’s work. The Committee will be meeting in September.
- C. Equity Committee – Trustee Johnson updated the Trustees about the focused work of the Committee to plan the equity trainings, including a workshop with a member of the Department of Higher Education.
- D. Nominating and Presidential Evaluation Committee – Interim Chair Smith updated the Trustees about the continued work to identify and meet with potential trustees. The Committee continues to work with Elizabeth Denny, the consultant for the presidential evaluation. Although, the evaluation is required by the Commonwealth, the Committee sees it as a tool for the work of Dr. Timmons as we make sure we are aligned in our mission, with a plan for the future. There was 100% participation by the Trustees in responding to the survey. The final evaluation document will be brought to the Board for discussion and approval in September.
- E. Strategic Planning – Trustee Rosa updated the Trustees that this Committee will be meeting in September, in preparation for a Strategic Plan Update by the College at the September meeting.

IV. Consent Agenda

- A. Consideration of the Minutes for the Board of Trustees Meeting of June 25, 2024
- B. Report of Personnel Actions dated August 27, 2024 (*see attached*)
- C. To empower the President of the College to approve all personnel actions prior to the next meeting.
- D. To provide annual authorization to the President, Vice President of Administration and Finance, and Comptroller, to sign legal documents on behalf of the College.

Roll Call Vote for Consent Agenda

A motion was made by Trustee Hebert and seconded by Trustee Vidal to accept the Consent Agenda as presented.

YES: Charles Epstein, Ted Hebert, Yolanda Johnson, Nayroby Rosa, Ivonne Vidal,

ABSTAIN: Interim Chair Vanessa Smith

Sonia Dinnall entered at 8:14 am

- V. Report of the Interim Chair – Interim Chair Smith introduced Dr. Sonia Dinnall as the College’s newest Trustee. At the same time she was being approved to be a Trustee, she also become the first woman Superintendent in Springfield Public Schools. Each Trustee then introduced themselves.

VI. President's Report

President Timmons welcomed Trustee Dinnall to the Board and thanked her for being part of the College’s work. He introduced Dr. Marlowe Washington, the new Vice President of People, Culture and Equity; and William Reyes-Cubides, as the Assistant Vice President of Academic Affairs and Student Success.

- President Timmons invited members of the Board to visit the College during Professional Day tomorrow in the Leslie Phillips Theater at 9 am.
- President Timmons provided a snapshot of current numbers:
 - New Student Head Count is up 25%
 - Continuing Student Head Count is up 21%
 - Registrations are up 15.6%
 - Credits registered is up 19.2%

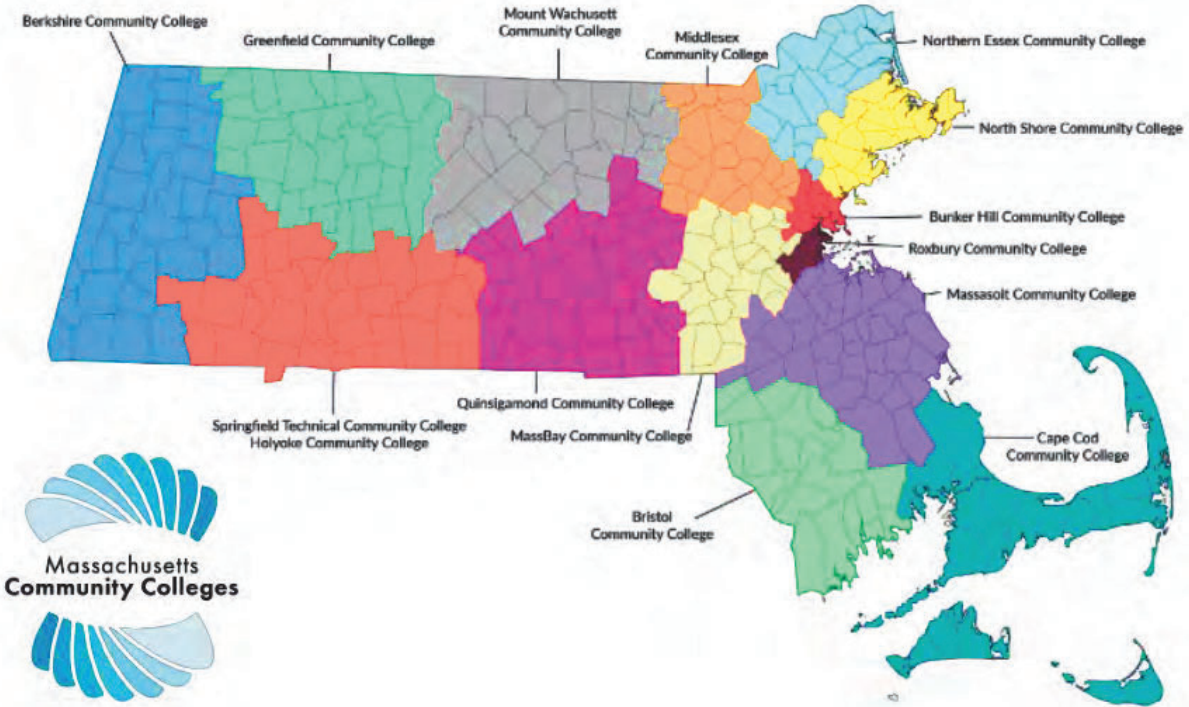
- Full-Time Equivalent (FTE) is up 19%
- Current Hispanic FTE is at 32.5%
- He thanked the great work in collaboration with Admissions, Enrollment, Student Affairs and the Financial Aid Teams
- President Timmons shared his vision for the College – “At Holyoke Community College, we believe education is the great equalizer, and community college is where it all begins. Our mission is rooted in the conviction that every individual, regardless of their background, has a right to a high quality education as their genuine self. Our commitment is unwavering and our approach is innovative, ensuring that we adapt and grown to meet our students, and community and every evolving needs, together. We envision a future where kindness, inclusion and trust are at the heart of all we do. We are recognized nationally and locally for our academic excellence, ability to move various student success, and culture of growth, innovation and authentically. We respond to student needs and find solutions to challenges with an energy and passion that makes us a model for our peers. We find creative ways to generate revenue that unlocks our ability to serve students, both inside and outside the platform. We deepen our partnerships with those who share our commitment to education access and fostering. We believe strategic collaboration with the Western Massachusetts community is essential to supporting the workforce needs of the region in enriching the lives of those who live here. Our community is shaped by individuals from all backgrounds, who focus on not what divides us, but what brings us together. We celebrate the diversity of perspectives that make us great, and we continue to support initiatives that foster an inclusive environment where everyone feels welcome and valued. At HCC, you are not only welcome, you belong here. We believe that mindset work in having people believe in you almost more than you believe in yourself, are keys to finding our unique purpose in achieving our goals. We care deeply about student success, and are committed to doing our part to help achieve educational equity in our region and beyond. At HCC, we are united by our mission to educate, inspire and connect, creating a brighter future for all.”

President Timmons introduced Sarah Yuntis, from the Massachusetts Association of Community College, who gave a presentation on MassEducate, as follows:



FREE COMMUNITY COLLEGE for ALL

SARAH YUNITS, DEPUTY EXECUTIVE DIRECTOR
MASSACHUSETTS ASSOCIATION OF COMMUNITY COLLEGES





OPEN ENROLLMENT

- Rolling admissions, no application fee, and a range of start dates throughout the semester

FLEXIBLE SCHEDULING

- Day and evening classes with in-person, online & hybrid course formats

SUPPORTS FOR SUCCESS

- Community college staff are available to support students with:
 - Application and registration assistance
 - Academic advising and tutoring
 - Student basic needs and mental health resources

RANGE OF ACADEMIC PROGRAMMING

- Programs vary school-to-school, with some specialized programming across the state; All schools offer a range of similar programs like nursing and healthcare and business and accounting
- Colleges offer **Associate Degrees** and **Certificates**



TUITION EQUITY LAW

The Tuition Equity law, passed last year, gives undocumented Massachusetts high school graduates access to in-state tuition rates at public colleges and universities in Massachusetts. It also makes these students eligible for state-funded student financial aid.



FREE COMMUNITY COLLEGE FOR ALL

No tuition

No fees

No age limit

No income limit

ALL eligible Massachusetts residents will have their tuition and fees fully covered. Certain students will also receive an allowance for books, supplies, and other expenses.



MassEducate

- For any student with no bachelor's degree
- Covers Tuition and Fees
- Up to \$1200/year for books, supplies & other costs based on household income
- Students may also be eligible for book & supply funding from other financial aid sources

MassReconnect

- For students 25+ with no associate or bachelor's degree
- Covers Tuition and Fees
- Up to \$600/semester for books & supplies

Students shouldn't need to worry about which program they are eligible for – once they complete their enrollment steps, the college will take it from there! **All residents of Massachusetts who meet the eligibility criteria have access to tuition- and fee-free community college.**



STUDENT ELIGIBILITY

Students must:

- Have physically resided in Massachusetts for at least **one** year, as of the start of the term they wish you enroll in
- Be either:
 - A U.S. Citizen, permanent legal resident, or non-citizen eligible under Title IV regulations, or
 - An approved “High School Completer” per the Massachusetts tuition equity law
- Have earned a high school diploma or the equivalent
- Enroll in at least six credits (usually two classes) per semester in an approved program of study leading to an associate degree or certificate
- Maintain satisfactory academic progress in accordance with the college's requirements



ENROLLMENT

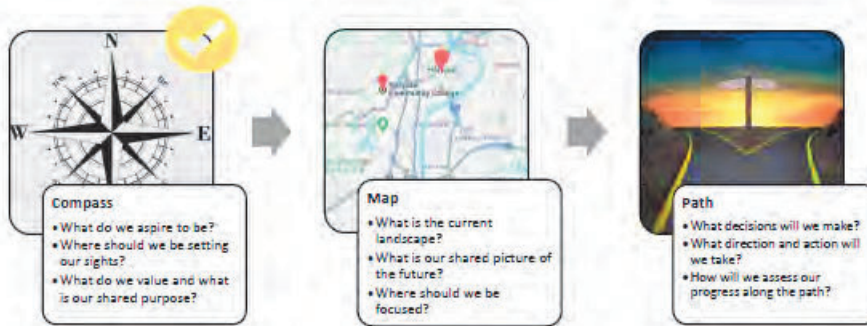
Students must:

- Complete the [Free Application for Federal Student Aid](#) (FAFSA) annually
 - Students not eligible to complete the FAFSA who are an approved “High School Completer” under the Massachusetts [tuition equity law](#) should complete the [Massachusetts Application for State Financial Aid](#) (MASFA).
- Apply to the community college of their choice and enroll in an approved program of study. Schools accept applications throughout the year and there is never an application fee.
- There is no separate application for MassEducate or MassReconnect – eligible students who complete the FAFSA and enroll will automatically be awarded funding.

Trustees further discussed dual enrollment students, who do not qualify for either program while they are still in high school. Assistant Vice President Tastad thanked Sarah for this update and thanked the Admissions and Financial Aid Teams for their work during implementation of these programs.

President Timmons introduced Vice President Amanda Sbriscia, who provided a Foundation Board/College Alignment Update. Approximately 18 months ago, the HCC Foundation Board of Directors embarked on a process of strategic alignment with three overarching goals – one to educate and engage board members

regarding the critical relationship between the Foundation and the College, and making sure that the Board Members understood their role and how best to do their work to ensure alignment between the work of the Foundation and the priorities of the College; and three, to prepare the Foundation to best address future needs and to be innovative in its approach to addressing new opportunities.



Holyoke Community College Mission: *Educate. Inspire. Connect.*

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



Mission:
Support. Invest. Make possible.

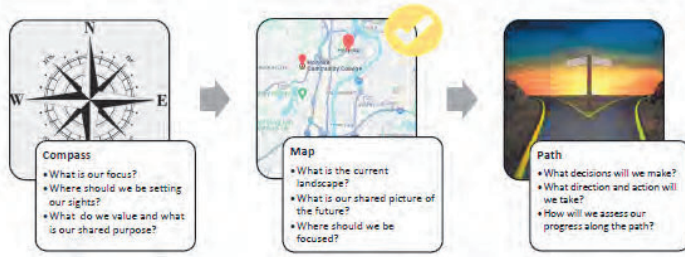
Vision: *The HCC Foundation will be a force, strategic partner and influential resource for advancing the college's mission and vision.*

HCC Foundation Purpose (Bylaws, 2020)

The Holyoke Community College Foundation exists to support and promote the mission of Holyoke Community College. The purpose of the Foundation is to secure, invest and steward financial and other resources to enhance the quality of education, and expand educational opportunities for Holyoke Community College students.

Guiding Principles of the HCC Foundation
The HCC Foundation Board of Directors values the following guiding principles equally in all of its efforts to advance its mission and vision:

<p>Student Success</p> <p>Leverage our relationships and resources to impact student success in scholarship, academic endeavors, community engagement, and career aspirations.</p>	<p>Relationships</p> <p>Cultivate strategic relationships with individuals and organizations committed to supporting the success of the college's strategic priorities and providing access and opportunity to students.</p>	<p>Excellence and Innovation</p> <p>Demonstrate excellence in everything we do, strive to creatively meet challenges and opportunities, and commit to continuous improvement by remaining open to learning new things.</p>	<p>Stewardship</p> <p>Meet our fiduciary responsibilities with integrity, accountability, and transparency, growing and maximizing donor resources entrusted to the Foundation.</p>	<p>Diversity and Respect</p> <p>Maintain a fully engaged Board representing the college's diverse community; and operate with integrity in a collaborative and inclusive environment respectful of all voices and ideas.</p>
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Vice President Sbriscia introduce Jane Johnson Vottero, Director of Marketing and Strategic Communications, who presented the following:

Division of Institutional Advancement		Board of Trustees, 8.27.2024		
<h1>Office of Marketing and Strategic Communications</h1>				
		Jane Johnson Vottero Director of Marketing and Strategic Communications		
		Harry Hill III Art Director	Sean Sullivan-Daley Web and Digital Content Manager	Chris Yurko Media Relations Manager
		Althaea Carroll Creative Projects Coordinator	Louis Burgos Multimedia Specialist	Suzanne Doyle Administrative Assistant II

Institutional Vision

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



Institutional Mission

Educate.
Inspire.
Connect.



Vision of Department

The Office of Marketing and Communications aspires to provide exemplary and timely data-driven marketing and communications messaging and materials that support the student life cycle as well as the departments whose work allows our students to succeed.





Mission of Department

To provide high-quality work in the areas of:

- *Media Relations*
- *Promotion/Publicity*
- *Crisis Communications*
- *Emergent Messaging*
- *Executive/Leadership Communications*
- *Digital Communications*
- *Marketing Metrics*
- *Strategic, Coordinated, and Cost-effective Promotions*
- *Production and Procurement*
- *Editorial Style Guidance and Adherence*
- *Branding and Stylistic Appearance*



DIVISION OF INSTITUTIONAL ADVANCEMENT	OFFICE OF MARKETING AND STRATEGIC COMMUNICATIONS	
Primary Goals Achieved in FY24	<ol style="list-style-type: none">1. Work with the Cabinet to create a department structure and hire the staff to meet the opportunities of the institution.2. Create a productive and kind culture that enables us to become efficient collaborators with the HCC community.3. Adopt and implement a new traffic management system.	
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DIVISION OF INSTITUTIONAL ADVANCEMENT	OFFICE OF MARKETING AND STRATEGIC COMMUNICATIONS	
Annual Goals for FY25	<p>Strategic Goal A Create a new college website</p> <p>Strategic Goal 1 Support the student life cycle at Holyoke Community College</p> <p>Strategic Goal 2 Support Institutional Advancement goals</p> <p>Strategic Goal 3 Support and market Business and Community Service programs and workforce trainings</p> <p>Strategic Goal 4 Develop a departmental team that provides the tools necessary to efficiently achieve our vision and mission.</p>	
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Strategic Goal A

New College Website (redesign and select new content management system and new web host)

Objective 1 – Post an approved RFP for design, establish a
Web committee to oversee the process and assess vendors

Objective 2 – Migrate content from current to new site

Objective 3 – Testing / Focus groups

Objective 4 – Launch by July 2025



Strategic Goal 1

Support the student Life Cycle at Holyoke Community College [Awareness](#) > [Inquiry](#) > [Applicant](#) > [Admitted](#) > [Enrolled](#) > [Graduate](#) > [Alumnus](#)

How do we create and prompt awareness, inquiry, applications that
lead through this life cycle?


Objective 1 – Market MassEducate and MassReconnect through production of view
books, program marketing materials, social media campaigns, banners, and pop-ups


Objective 2 – Build relationships and partnerships in the community through sponsor-
ships and related efforts

Objective 3 – Assess data and evaluate our efforts

Objective 4 – Weekly meetings with MarCom and Admissions staff



DIVISION OF INSTITUTIONAL ADVANCEMENT	OFFICE OF MARKETING AND STRATEGIC COMMUNICATIONS	
Strategic Goal 2	How do we support the Institutional Advancement Goals of Fundraising, Scholarship Awards, and Alumni Participation Objective 1 – Timely production and delivery of collateral that allows division to achieve philanthropic and scholarship goals, including but not limited to cases for support for campaigns and challenges, scholarship promotional materials, annual fund campaign materials, special events materials (invitations, programs, videography and photography) Objective 2 – Build relationships and partnerships in the community through sponsorships and related efforts Objective 3 – Assess data and evaluate our efforts Objective 4 – Weekly meetings with MarCom and Development staff	
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DIVISION OF INSTITUTIONAL ADVANCEMENT	OFFICE OF MARKETING AND STRATEGIC COMMUNICATIONS	
Strategic Goal 3	Support and Market Business and Community Service Programs and Workforce Trainings Objective 1 – Produce course bulletins, course and camp marketing materials, social media campaigns Objective 2 – Build relationships and partnerships in the community through sponsorships and related efforts Objective 3 – Assess data and evaluate our efforts Objective 4 – Ongoing communication with BCS staff and the office of the vice president	
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Strategic Goal 4

Establish and continue to develop a departmental staff that provides the tools necessary to efficiently achieve our vision and mission.

Objective 1 – Regular staff meetings and brainstorming sessions

Objective 2 – Professional development by industry leaders

Objective 3 – Creative opportunities

Objective 4 – Team–building opportunities



Who do we market to?

Part of the creative process is the development of personas and archetypes.

These include:

1. Prospective Students

- Traditional age/high school
- Older first time
- Older returning
- Credit
- Noncredit
- Full time
- Part time
- Male
- Female
- Nonbinary

2. Workforce Development

- Employers
- Future workers
- Noncredit trainees who may transition to associate and then bachelor's degree programs

3. Current Students

4. High School Dual Enrollment Students

5. Prospective Donors

6. Current Donors

7. Prospective Employees

8. Faculty

9. Staff

10. Noncredit/Enrichment Students

11. Event Audiences



Our communications are strategic, coordinated, cost effective, award winning, and encompass:

- Website and other digital Communications
- Social Media
- Promotion/Publicity
- Advertising (paid media)
- Media Relations (earned media)
- *The Connection* magazine
- Story Generation, Newswriting, Copywriting, Editing, Proofreading
- Emergent Messaging
- Executive/Leadership Communications
- Crisis Communications
- Weather and other institutional closures
- Marketing Metrics
- Print Production and Procurement
- Editorial Style Guidance and Adherence
- Branding and Visual Identity
- Sponsorships
- Photography
- Blog
- Event Promotion
- Internal Communications
- Student Recruitment
- Donor Engagement



Named Best College or University

HCC has been recognized for the past few years as “best college or university” in separate readers polls conducted by the Daily Hampshire Gazette, Republican/MassLive and Valley Advocate. (We might think we are the best but it’s better when someone else says it about us.)



Who are the HCC partners in our work?

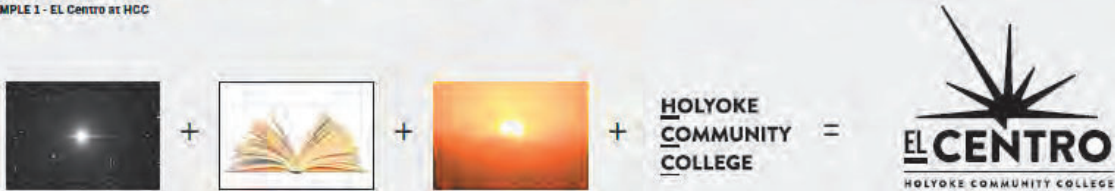
- College Leadership
- Enrollment Management Collaborators
- Institutional Advancement Collaborators
- Business and Community Services Collaborators
- Vendors
- Community Leaders



Branding and Stylistic Appearance

Wordmarks are developed after several brainstorming sessions with the interested party. The discovery phase is vital for creating unique visual identities, including exercises to pinpoint the staff/faculty's communication needs. After conceptualizing their thoughts and ideas, I typically present 1-3 drafts for consideration.

EXAMPLE 1 - EL Centro at HCC



EXAMPLE 2 - Itsy Bitsy Child Watch



Advertising FY24 TOTALS



7 Campaigns	14 Digital Ads per Campaign	4 Print Ads per Campaign	4 Total Billboards
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Nursing	META	African American POV	Linecook Training
MassReconnect	(Facebook + Instagram)	Business West	"Avoid crushing debt."
Winter 2023/24	Snapchat	Daily Hampshire Gazette	"College on your schedule"
Spring 2024	GeoFence (Google Ads)	El Pueblo Latino	"Learn with the best."
Flex Start	Direct Mail	El Sol	
Summer 2024	Spotify	Healthcare News	
Noncredit/Workforce	Radio	Sunday Republican	
Fall 2024		Transit/PVTA	
		Valley Advocate	

Who are the community partners in our work?

Total sponsorship
to date in FY25 of
like-minded
community non-
profit organizations

= \$10,200

- A Queen's Narrative Women of Color Anthology, \$250 Opal Sponsorship
- African American Female Professor Award Assoc., \$1,000 Master Level Sponsorship
- Blues to Green, Springfield Jazz Festival, \$1,500 Sponsorship
- Longmeadow Pride Alliance, Longmeadow Pride Festival, \$250 Sponsorship
- Nueva Esperanza, Fiesta Patronales Holyoke Puerto Rican Festival, \$5,000 Sponsorship
- Nuestras Raices Harvest Festival, \$600 Silver Sponsorship
- OneHolyoke, Community Development, \$600 Gold Sponsorship
- Springfield Puerto Rican Parade, \$1,000 Bachata Sponsorship
(includes marchers, LaGuagua bus, and the Culinary Arts Food Truck)



Performance Indicators

What data demonstrates our results?
What measurements demonstrate progress?

- Online Clicks/Click-through Rate
- Applications
- Enrollments and Registrations
- Attendance
- Graduation Rate
- Donor Participation
- Donor Contributions
- Alumni Event Participation
- Media Metrics and Mentions



Media Metrics / Competitive Comparison

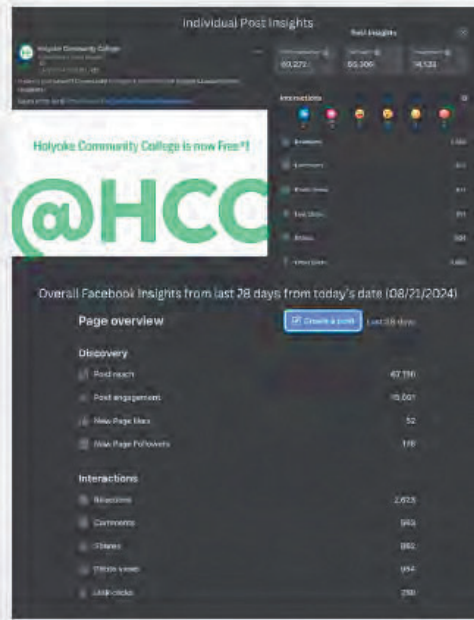
FY24 TOTALS

Unweighted (x. 2.59)	Incidental
HCC: 2580	HCC: 613
STCC: 996	STCC: 581
Significant (x. 4.74)	Weighted (x. 2.92)
HCC: 1967	HCC: 3832
STCC: 415	STCC: 1309

In raw numbers, HCC averages more than 7 media mentions per day compared to STCC's average of 2.7 per day. HCC dominates in the number of significant mentions (1967 compared to 415).



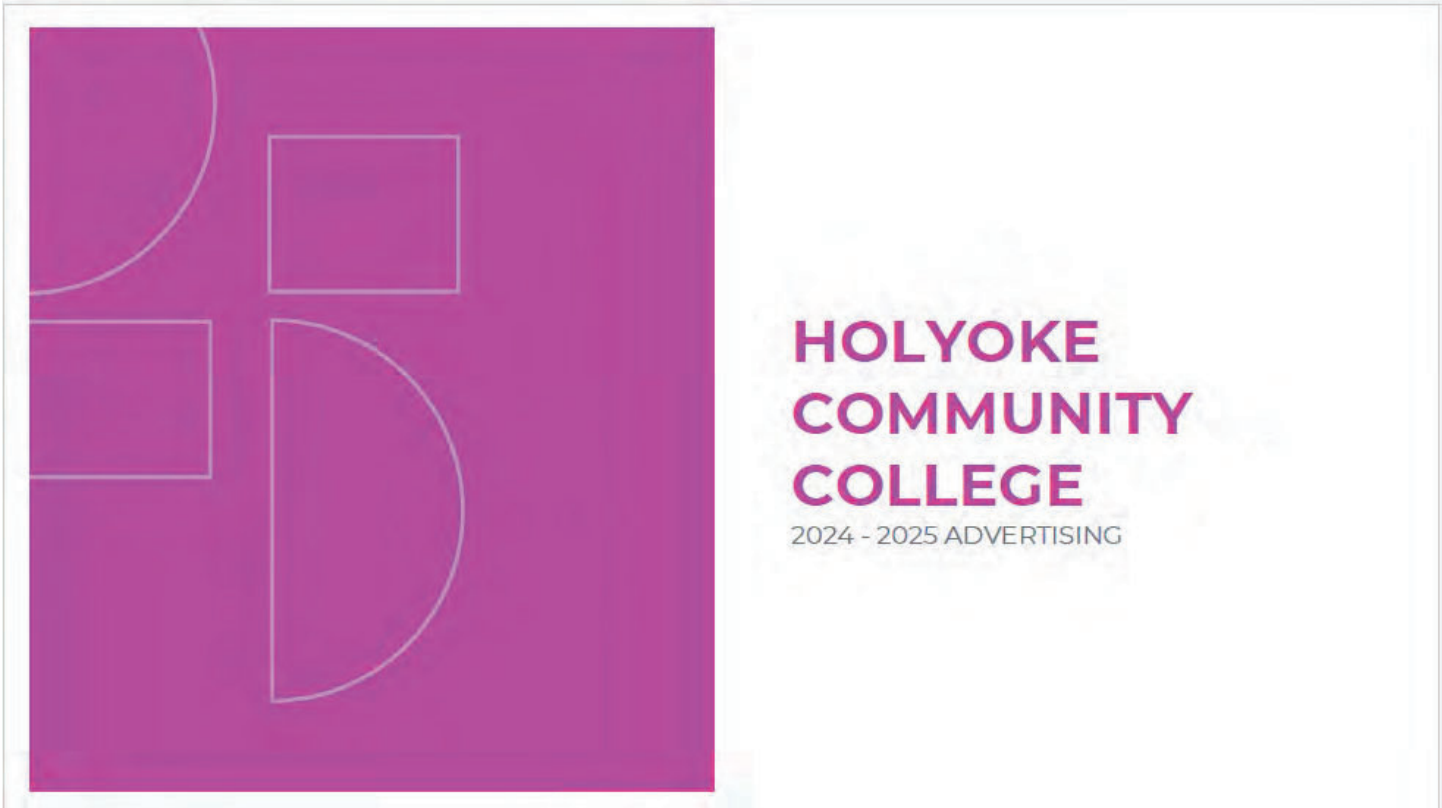
Social Media Metrics



Resources needed for success (and what stops us)

- Budget
- Staff
- Collaborators
- Time
- Information that gets to us in enough time for us to make a big impact
- Complete information
- A product that we can sell (e.g. courses that are in demand)





2023 - 2024 Overall Data

Media Tactic	Impressions	Clicks	CTR/MCR	Industry Average CTR
Meta	7,401,871	61,566	0.83%	1.20%
Google	388,827	71,347	18.35%	2.00%
YouTube	751,343	488,143	62.31%	27.00%
Snapchat	3,750,958	72,611	1.94%	1.88%
Spotify	920,325	1151	0.13%	0.15%
TikTok	4,010,954	24,221	0.60%	0.74%
OTT	577,262	1520	70.50%	98.15%
Geofence	2,846,948	3,087	0.10%	0.13%
Totals	20,647,478	703,629	-	-

FY25 Strategy

1. Increase inquiries, applications and enrollment at Holyoke Community College through paid advertising.
2. Reach prospective Hispanic and African American students via paid advertising and community partnerships to properly express the value propositions of Holyoke Community College through mediums where these audiences are highly engaged.
3. Utilize data-driven insights to optimize paid media initiatives on behalf of Holyoke Community College.
4. Leverage a media mix of digital and traditional platforms to keep Holyoke Community College top of mind within the local community, contributing to higher rates of recall and awareness among prospective students and parents/influencing decision makers.

2024 - 2025 Media Plan

CAMPAIGN	Fall 2024 General	Winter 2024 General	Spring 2025 General	MaasEducate 2024	Summer 2025 General	Non Credit/Workforce Advertising	TOTAL SPEND
Dates	8/16/24 - 9/3/24	11/1/24 - 12/27/24	11/15/24 - 1/15/25	11/15/24 - 1/15/25	4/1/25 - 5/20/25	TBD	
Creative Due Dates	8/16/24	10/25/24	11/8/24	11/8/24	3/25/25	TBD	
Meta	\$5,000.00	\$3,000.00	\$6,500.00	-	\$4,500.00	-	\$19,000.00
Meta Spanish	\$3,000.00	\$3,000.00	\$3,000.00	-	\$2,000.00	-	\$11,000.00
Google	\$10,000.00	\$5,000.00	\$8,500.00	-	\$5,000.00	-	\$28,500.00
Google Spanish	\$3,000.00	\$3,000.00	\$3,000.00	-	\$3,000.00	-	\$12,000.00
YouTube	\$5,000.00	\$3,500.00	\$5,000.00	-	\$3,000.00	-	\$16,500.00
Snapchat	\$7,500.00	\$3,500.00	\$6,500.00	-	\$3,500.00	-	\$21,000.00
iHeart Streaming	\$2,500.00	-	\$4,000.00	-	\$2,500.00	-	\$9,000.00
TikTok	\$5,000.00	-	\$5,000.00	-	-	-	\$10,000.00
OTT	\$7,500.00	-	\$7,500.00	-	\$5,000.00	-	\$20,000.00
Amazon Prime	-	-	\$5,000.00	-	\$5,000.00	-	
Geofence	\$5,000.00	\$3,000.00	\$5,000.00	-	\$3,500.00	-	\$16,500.00
SMART Mailer	\$3,500.00	\$2,500.00	\$2,500.00	-	\$2,500.00	-	\$11,000.00
Billboard	-	-	-	\$40,000.00	-	-	\$40,000.00
Local Television	-	\$5,000.00	\$5,000.00	-	\$5,000.00	-	\$15,000.00
Local Radio	\$5,000.00	\$5,000.00	\$5,000.00	-	\$5,000.00	-	\$20,000.00
Local Newspaper	\$5,000.00	\$3,500.00	\$3,500.00	-	\$3,500.00	-	\$15,500.00
TOTALS	\$67,000.00	\$40,000.00	\$75,000.00	\$40,000.00	\$53,000.00	\$25,000.00	\$300,000.00

What's New?

1. MassEducate
2. Incorporating specific Spanish language creative for Meta and Google ads.
3. Honing in on targeting to reach specific audience segments including Spanish speakers, prospective African American students.
4. Utilizing new and emerging platforms such as iHeart Media's proprietary streaming network to reach prospective students across radio and podcast streaming.
5. Promote non-credit and workforce programs available at Holyoke Community College via paid advertising initiatives to increase awareness and enrollment.

New Key Audiences

Spanish Speaking Individuals

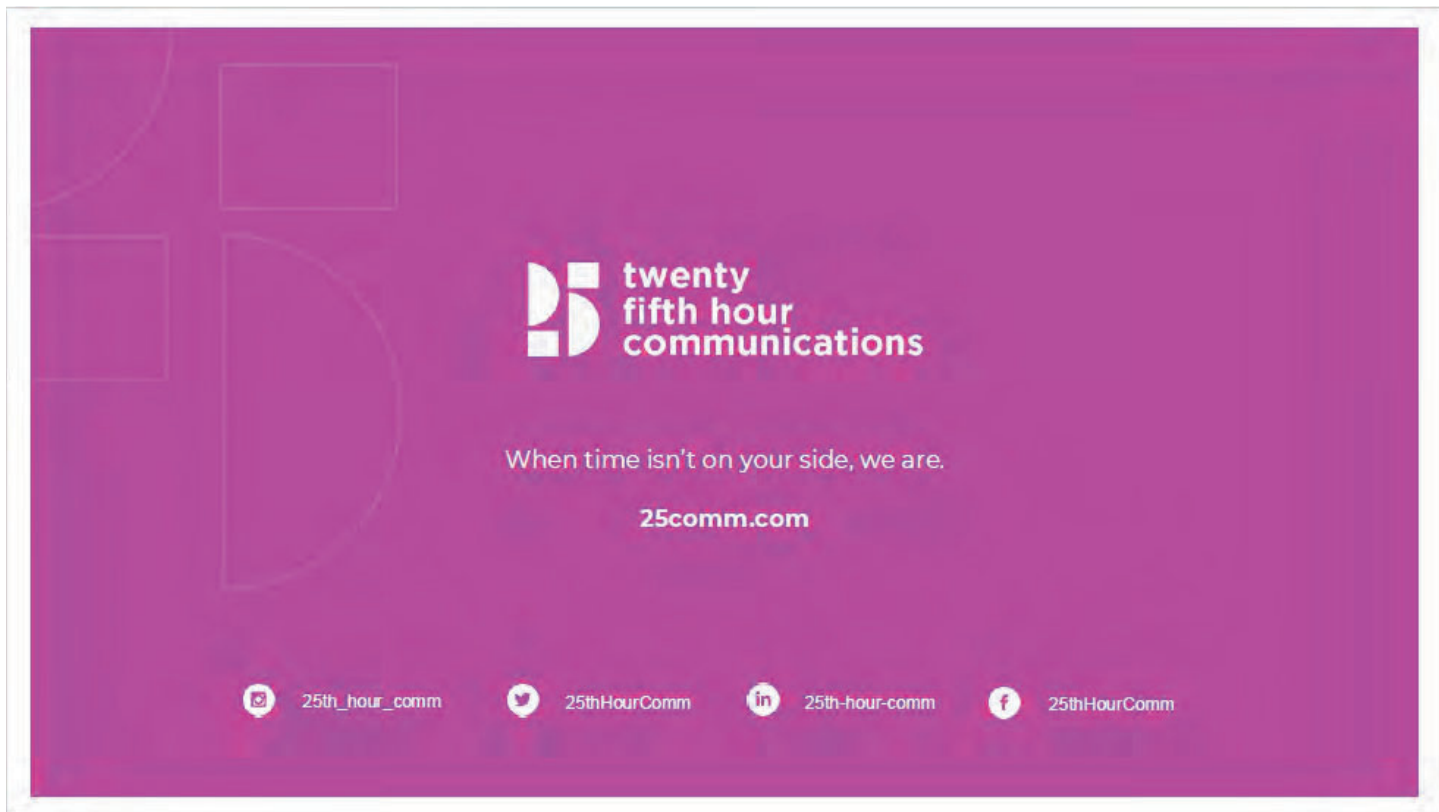
- Highlight HCC's status as a Hispanic Serving Institution and appeal to Spanish speaking students
- Create and utilize specific Spanish language assets to specifically appeal to prospective students, and their influencing decision makers
- Leverage specific Spanish language platforms such as Univision and El Sol Latino to ensure awareness of HCC within the local Hispanic communities

Prospective African American Students

- Hone in on President Timmon's appeal to reach more African American males, and deliver HCC's specific value propositions to them
- Utilize a media mix that incorporates media where we know this audience has high rates of engagement and brand recall
- Leverage specific media such as African American Point of View to ensure awareness of HCC and its offerings within the local African American community.

Prospective MassEducate and MassReconnect Eligible Students

- Deliver targeted media to eligible Massachusetts residents to engage with them and grow awareness of free community college (MassEducate and MassReconnect) programs at HCC.
- Employ a media mix that ensures visibility among this key audience, ensuring awareness of free community college at HCC by using platforms such as Facebook, OTT, and local TV and radio.



VII. Board Engagement Opportunities (see attached)

VIII. Adjournment

Roll Call Vote for Adjournment

A motion to adjourn was made by Trustee Hebert and seconded by Trustee Vidal to adjourn the 430th meeting of the Holyoke Community College Board of Trustees at 9:21 am.

YES: Sonia Dinnall, Charles Epstein, Td Hebert, Yolanda Johnson, Ivonne Vidal and Interim Chair Vanessa L. Smith

Nayroby Rosa left at 8:40 am

**HOLYOKE COMMUNITY COLLEGE
OFFICE OF THE PRESIDENT**

MEMORANDUM

TO: Board of Trustees

FROM: Dr. George Timmons, President

DATE: August 27, 2024

SUBJECT: Personnel Updates

MCCC Unit Professional Appointments

Name	Title/Area/Funding	Date of Hire
Tiffani Ashline	Senior Special Program Coordinator/Student Records/State Funded	07/14/2024
Camille Close	Senior Special Programs Coordinator/Pathways Program/State Funded	08/04/2024

MCCC Faculty Appointment – Academic Year 2024-2025

Name	Title/Area/Funding	Date of Hire
John Sirois	Assistant Professor of Chemistry/BSTEM Division/State Funded	08/27/2024

MCCC Unit Professional – Non-Reappointment

Name	Title/Area/Funding	Effective Date
Hector Luis Carrasquillo	Academic Counselor/TRIO Student Support Services/Grant Funded	09/01/2024

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

BOARD OF TRUSTEES BOARD ENGAGEMENT OPPORTUNITIES - FY 2024/2025

AUGUST 2024

- August 28, 2024 HCC Professional Development Day/President's Welcome,
 - Leslie Phillips Theatre / THEME: Fostering Community and Collaboration
 - 8:00 am - 8:30 am Breakfast
 - 8:30 am - 9:00 am President George Timmons
 - 9:00 am 11:00 am Dr. Maru Gonzalez, Keynote Address

●

SEPTEMBER 2024

- September 3, 2024 Fall Semester Begins
- September 10, 2024 THRIVE Grand Re-opening at 3 pm in the Kittredge Center, 2nd Floor
- September 12, 2024 Save the Date-Community College Night at the Woo Sox at Polar Park,

●

OCTOBER 2024

- October 16, 2024 Reader Raves 2025 Celebration, The Log Cabin

●

NOVEMBER 2024

●

DECEMBER 2024

- December 3, 2024 Save the Date - Fall Graduate Reception, 5 pm

JANUARY 2025

- January 15, 2025 HCC Professional Day/President's Welcome
- January 21, 2025 Spring Semester Begins

FEBRUARY 2025

- February 4-7, 2025 ACCT Community College Legislative Summit, Washington, DC

MARCH 2025

- March 4, 2025 TogetherHCC Day of Giving

●

APRIL 2025




MAY 2025

- May 21, 2025 Celebration of Faculty & Staff (am) and Honors & Awards Night (pm)
- **May 31, 2025 HCC Commencement at MassMutual Center 10-12 pm**

JUNE 2025



Respectfully submitted,

DocuSigned by:

87E793903F074BD... 10/2/2024
Karen Desjeans
Board Liaison, Board of Trustees

DocuSigned by:

CDAC0916A5464E4... 10/4/2024
Approved: Ivonne Vidal
Board of Trustees