



Board of Trustees Meeting Minutes

Holyoke Community College

January 28, 2025 at 8:00 AM EST

Remote and In Person, Frost 309 Conference Room

Attendance

Trustees Present:

Julius Dixon, Todd McGee, Nayroby Rosa and Interim Chair Vanessa Smith

Trustees Remote:

Sonia Dinnall, Charles Epstein, Yolanda Johnson, Evan Plotkin and Ivonne Vidal

Trustees Absent:

Ted Hebert

In Person Guests:

Karen Desjeans, Veena Dhankher, Aimee Funk, Liza Hurley, Olivia Kynard, Michele Mariani, Sharale Mathis, William Reyes-Cubides, Renee Tasad, Rebecca Townsend, George Timmons, Brittany Walas, Marlowe Washington, and Chris Yurko

Remote Guests:

Teresa Beaudry, Beth Breton, Maria Brunelle, Saul Caban, Vanny Chen, Mayra Diaz, Mary Dixey, Judy Gregoire, Jennifer Kerr, Mark Hudgik, Johanna Lebron, Lauren LeClair, Jane Lerner, Narayan Sampath and Shannon Shatos

MEETING

- I. Call to Order: Interim Chair Smith called the 434th meeting of the Holyoke Community College Board of Trustees to order at 8:02 am.

- II. Roll Call

Roll Call Vote:

YES: Julius Dixon, Charles Epstein, Yolanda Johnson, Todd McGee, Nayroby Rosa, Ivonne Vidal and Interim Chair Vanessa Smith

Sonia Dinnall entered at 8:04 am.

Evan Plotkin entered at 8:15 am.

Interim Chair Smith welcomed everyone and introduced Michele Mariani as the new Staff Assistant in the President's Office, and then asked each Trustee to introduce themselves and welcome Michele.

- III. Consent Agenda

- A. Consideration of the Minutes for the Board of Trustees Meeting of November 26, 2024.
- B. Consideration of Minutes for Board of Trustees Retreat of November 5, 2024.
- C. Report of Personnel Actions dated January 28, 2025 (*See attached*).
- D. To empower the President of the College to approve all personnel actions prior to the next meeting.
- E. To update the annual authorization to include the President, Vice President of Administration and Finance, Comptroller, and Assistant Comptroller to sign legal documents on behalf of the college.

Roll Call Vote for Consent Agenda

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

YES: Sonia Dinnall, Julius Dixon, (Charles Epstein did not unmute), Yolanda Johnson, Todd McGee, Nayroby Rosa, Ivonne Vidal and Interim Chair Vanessa Smith.

IV. A. Audit and Finance Committee

Vice President Sampath gave an update on the Audit and Finance meeting that was held on January 2, 2025. Trustee Epstein also provided an update regarding the allocation of investments going forward. The Audit and Finance Committee have formally approved the financial statements at their meeting in November. The next meeting is in March 2025.

B. By-Laws and Governance Committee

Trustee Vidal updated the Trustees that she, along with President Timmons and Interim Chair Smith attended the Governance Leadership Institute in December in Worcester. She also reported that she and Trustee Rosa will be attending the ACCT National Legislative Summit in Washington, DC in February and would provide an update at the next meeting.

C. Equity Committee

Trustee Johnson reported that there were no updates.

D. Foundation Board Update - No Report.

E. Nominating and Presidential Evaluation Committee – No Report.

F. Strategic Planning Committee

Trustee Rosa reported that this committee met on January 17, 2025 and Dr. Veena Dhankeher presented on the Strategic Plan Mid-Year Metrics and the Committee discussed the areas of the metrics that need improvement.

V. Student Trustee Mid-Year Report

Trustee Dixon presented his report (*See attached*).

VI. Report of the Interim Chair – Interim Chair Smith wished everyone a Happy New Year. She also mentioned she attended the Governance Leadership Institute in December, and it was great to spend the whole day with fellow trustees from across the Commonwealth. We learned that we face many of the same challenges and it is helpful to hear what other folks are doing at other colleges. She looks forward to hearing back from Trustee Vidal and Trustee Rosa on what comes out of the February National Legislative Summit. Interim Chair Smith also mentioned that the Board has some exciting new projects, including continued work around governance, structure, Board engagement and embracing the NECHE standards and the Strategic Plan 3.0. She emphasized the Mass Reconnect and MassEducate programs, along with the ongoing changes, and discussed how, as a Board, we will address these challenges and thrive.

VII. President's Report

President Timmons gave updates to the Board on the following:

- Stop and Shop gave HCC another \$10,000 for the food pantry. An application was also submitted and approved from the Western Massachusetts Food Bank to become a campus partner, and the food bank will be providing the Thrive Center with food from October of last year to September of this year. Thank you to Representative Duffy for the earmark, which we will be purchasing refrigerated lockers, allowing us to provide fresh produce to the HCC

community. Thank you to Stop and Shop and a special shout out to Ben Ostiguy and his team for their tireless efforts with the food pantry.

- Our proposal for \$40,000 from the Board of Education/Department of Higher Ed to participate in the Credential Pilot was approved. The Springfield Empowerment Zone Partnership, in consultation with the Massachusetts Department of Higher Education invited a select group of post-secondary institutions in Western Massachusetts to submit proposals for industry recognized credentials to be incorporated into academic programming. Thank you to Dr. Rebecca Townsend for her leadership and the faculty who were involved in bringing this initiative to fruition.
 - Last month, a ribbon cutting was held for the Marieb Adult Learning Success Center, which is a new support program for adult learners and student parents. The center was supported by a \$1 million dollar gift from the Elaine Nicpon Marieb Foundation. An article was featured in the January 7, 2025 edition of Inside Higher Ed.
 - HCC is looking to strengthen its long-term collaboration with MassHire Holyoke. This is crucial to deepen the connection for training and educational support, creation of employment pathways and apprenticeship programs, and the collection and analysis of labor and workforce data. On this note, he met with David Gadaire of MassHire Holyoke to discuss and identify potential synergies in career services and workforce development and some of the opportunities for HCC. We anticipate reaching an agreement within the next month.
 - The College had a great Professional Day to begin the Spring semester with a lot of positive energy and optimism. An overview was given of the spring enrollment metrics, and then a PowerPoint presentation was given focusing on the next strategic plan. and context for the draft themes and planning.
- A. Presentation-Enrollment Update given by Dr. Sharale Mathis, Dr. Veena Dhankher, and Renee Tasad. They presented the following with regard to Enrollment.



HCC Enrollment Update

Board of Trustees Meeting

January 28, 2025

HOLYOKE
COMMUNITY
COLLEGE

Educate. Inspire. Connect.

Strategic Plan Refresh: FY23-26

Teaching & Learning

Strategy #1: Enhance and expand innovative teaching and learning practices that result in a quality education for all.

Workforce Development & Transfer

Strategy #3: Align program outcomes with workforce demands and student needs for employment and transfer.

Equity & Student Success

Strategy #2: Collaborate with the communities we serve to increase equity.

Financial Sustainability

Strategy #4: Create a sustainable model for long term financial stability and growth.



17 measurable outcomes:



- Each metric has a baseline and target data point
- We completed 2 years of our Strategic plan
 - Year 1 - FY2023
 - Year 2 - FY2024

Outline

- External Environmental Scan
- HCC Enrollment Trends and Retention Rates
- Enrollment Strategies
- Use of Technology: EAB Navigate and Tableau
- MassEducate and MassReconnect Impact
- Strategic Plan Metrics

Educate. Inspire. Connect.

Changes made....

- ASA “One Team”
 - mindset change = culture shift = working differently
 - academic & student affairs divisional reorganizations
- We became investors of student success
 - inter - & cross-divisional collaborations
 - technology: Navigate & Tableau
- Direct alignment to the strategic plan
- PRR: *process improvement, reimagine and repurpose*
- Strategic financial investments = ROI

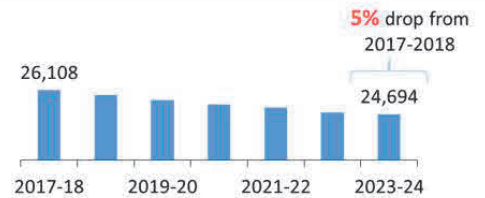
Educate. Inspire. Connect.

External Environmental Scan

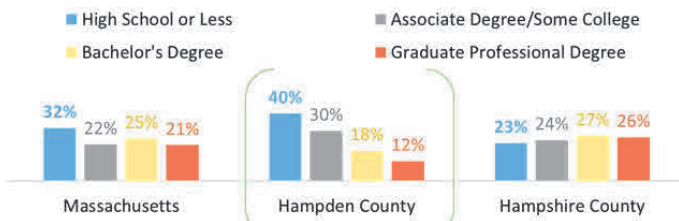
Growth of the Hispanic population in Western Massachusetts

Year	MA	Hampden County	Holyoke	Springfield
2010	10%	21%	48%	39%
2020	13%	26%	51%	47%

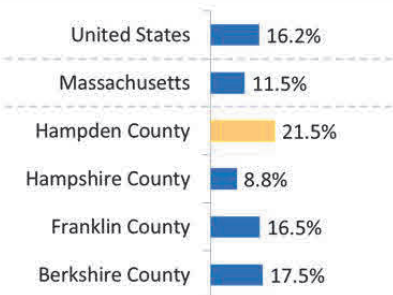
High School (Grades 9-12) Enrollment by HCC Service-Area School Districts: AY



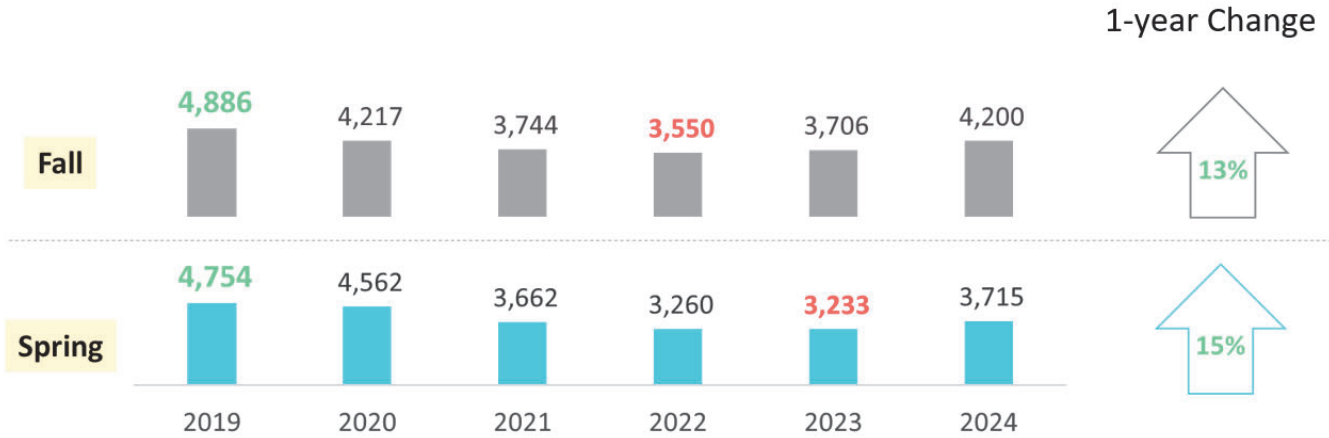
Educational attainment is one of the most important indicators of economic growth for any region/nation: 25 Years and Older



School-age Children (5-17 Years Old) in Poverty: 2022



Enrollment Trends



Educate. Inspire. Connect.

Fall Enrollment by Race/Ethnicity

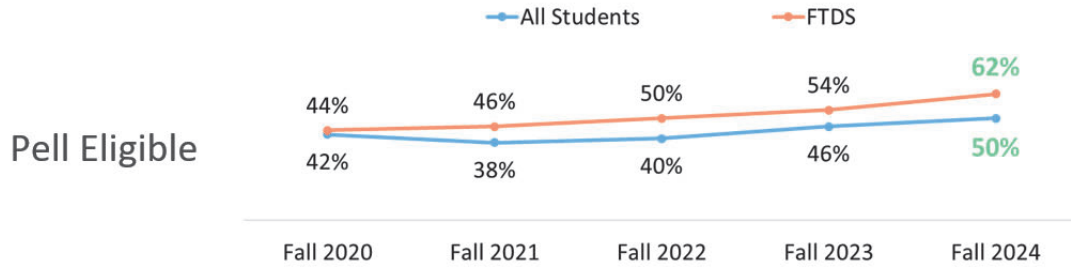
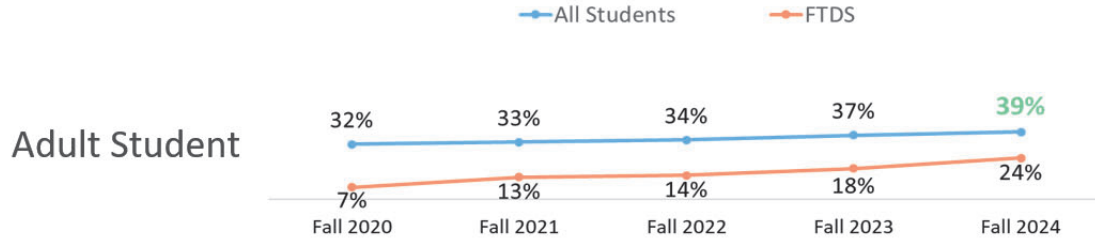
All Students

	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
White	60%	59%	56%	53%	52%
Minoritized	40%	41%	44%	47%	48%
Hispanic or Latino	27%	27%	30%	33%	33%
Black or African American	6%	6%	7%	7%	7%

First-time Degree/Certificate Seeking

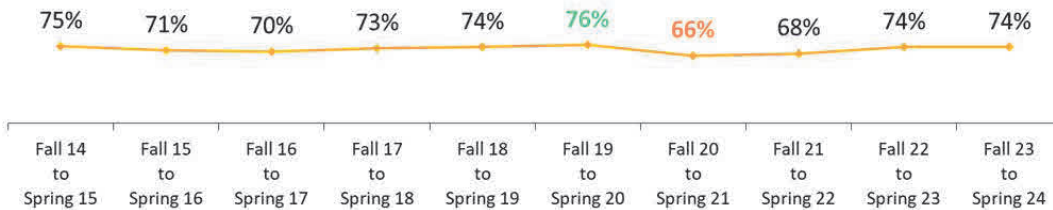
	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
White	58%	54%	52%	48%	45%
Minoritized	42%	46%	48%	52%	55%
Hispanic or Latino	29%	33%	36%	40%	38%
Black or African American	6%	5%	5%	6%	9%

Fall Enrollment by Age and Pell Eligibility

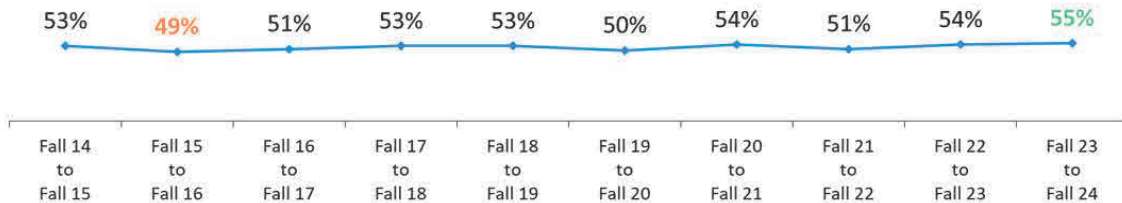


10-Year Trends: Retention Rates: FTDS

Fall-to-Spring



Fall-to-Fall



Enrollment Strategies

Direct Impact on Enrollment

- Instant Accept Events in key high schools
- Accepted Students Days
- Enrollment Campaigns

Indirect Impact on Enrollment

- Optimize course offerings and schedule
- Wrap-around support
- Community



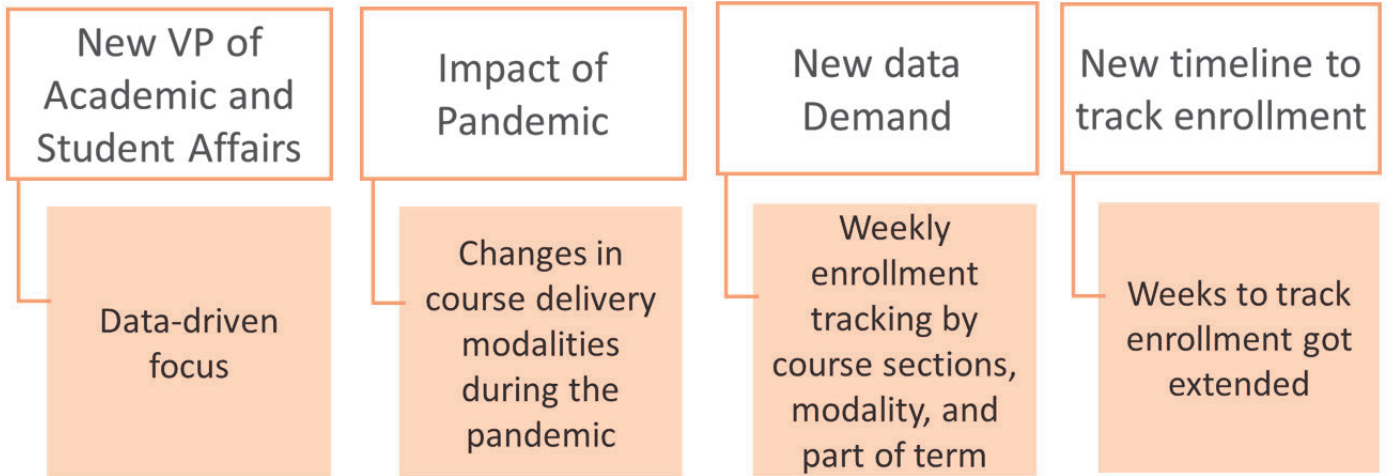
Educate. Inspire. Connect.

Parent Learning Center



Educate. Inspire. Connect.

Post-COVID: Growing Demand for Enrollment Tracking Data



Solution Is Technology

To meet these challenges, we transitioned **from manual process to more automated** and efficient process by designing dashboards that include

- Overall registration tracking
- Enrollment tracking by course, modality, and part of terms
- Capability of comparison across terms and weeks
- A user-friendly visualized interface with a range of filters.
- Near real-time updates



Navigate 360

Educate. Inspire. Connect.

Intake Survey “Tell Us About Yourself”

“Tell Us About Yourself” **Intake Survey** auto-launched to all first-time users

Students can **indicate interest** in mental health support, childcare, campus jobs, mentoring, and more

To-Do’s are generated with additional info about each service or program, service area location, and contact info



► **Reports**

Service department managers regularly run Navigate360 reports to identify students interested in their programs and invite students to make an appointment or drop in.

► **Hand Raise**

Students can indicate a need for academic support, tutoring, mental health services, or to indicate a withdrawal.

©2025 by EAB. All Rights Reserved. eab.com

Navigate

Let us know who you are

Help us get to know you! please select all that apply:

- I'm the first in my family to attend college.
- I plan to take all my classes online.
- I plan to work at least 10 hours per week during the academic year
- I am returning after a semester or more away from college

Submit

To-Dos and Events

Today Refresh Add Personal To-Do

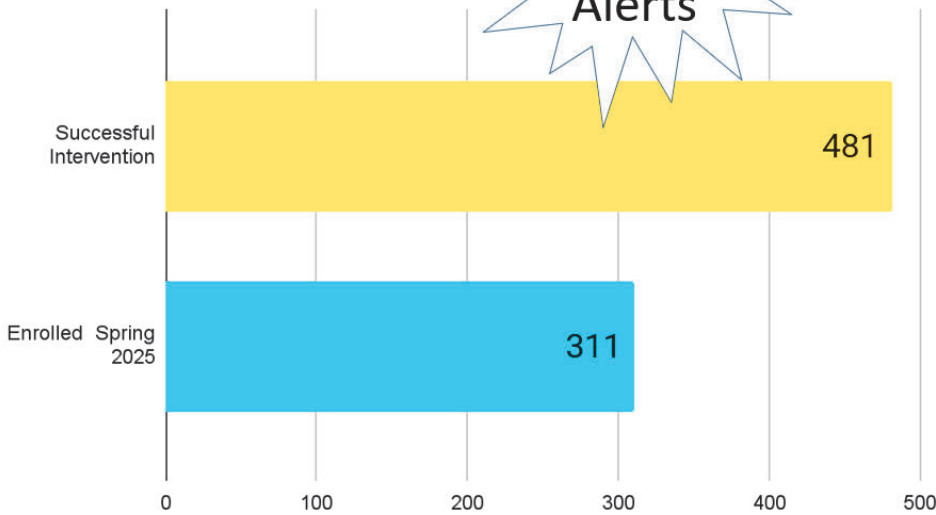
- GETTING A JOB**
Overdue: Attend mock interviews on campus
Overdue on Today
- ACADEMIC PLANNING**
Check your grades
Thu, Mar 10 to Thu, Mar 24
- GETTING INVOLVED**
Check out counseling services
Thu, Mar 3 to Thu, Mar 31
- Apply for Financial Aid**
Thu, Jan 20 to Sat, Apr 30

Your Success Team

- Higney, Kyle
Professional Advisor
- Santos, Derick
Veteran Benefits/Financial Aid Counselor
- Your Spring 2025 instructors
- Cabral, Michele
ACC-111 (60)
- Casson, Caryl
ENG-102 (61)
- Chang, Jian
MTH-142 (61)

Fall 2024 Progress Reports

Intervention Effectiveness



311

8.6

\$686K

Tableau at HCC



- College purchased Tableau in December 2018
- We started to develop Tableau dashboards in Spring 2019
- Built dashboards for **Academic Program Review**
- Started building dashboards for **Student Support Services**
- Built separate Tableau dashboards for **Registration/Enrollment Tracking** by courses, course modality, and overall

Training

- We have provided many group training sessions
- Conducted many 1-on-1 trainings



Educate. Inspire. Connect.

Tableau Dashboard: Enrollment Tracking Spring 2025

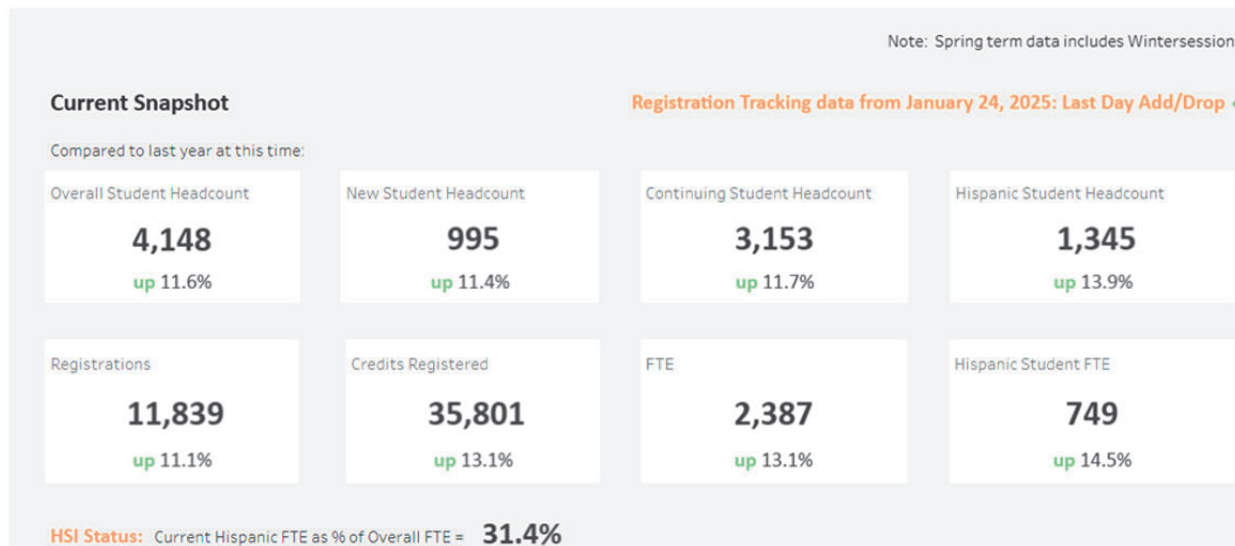


Tableau Dashboard: Enrollment Change Trend

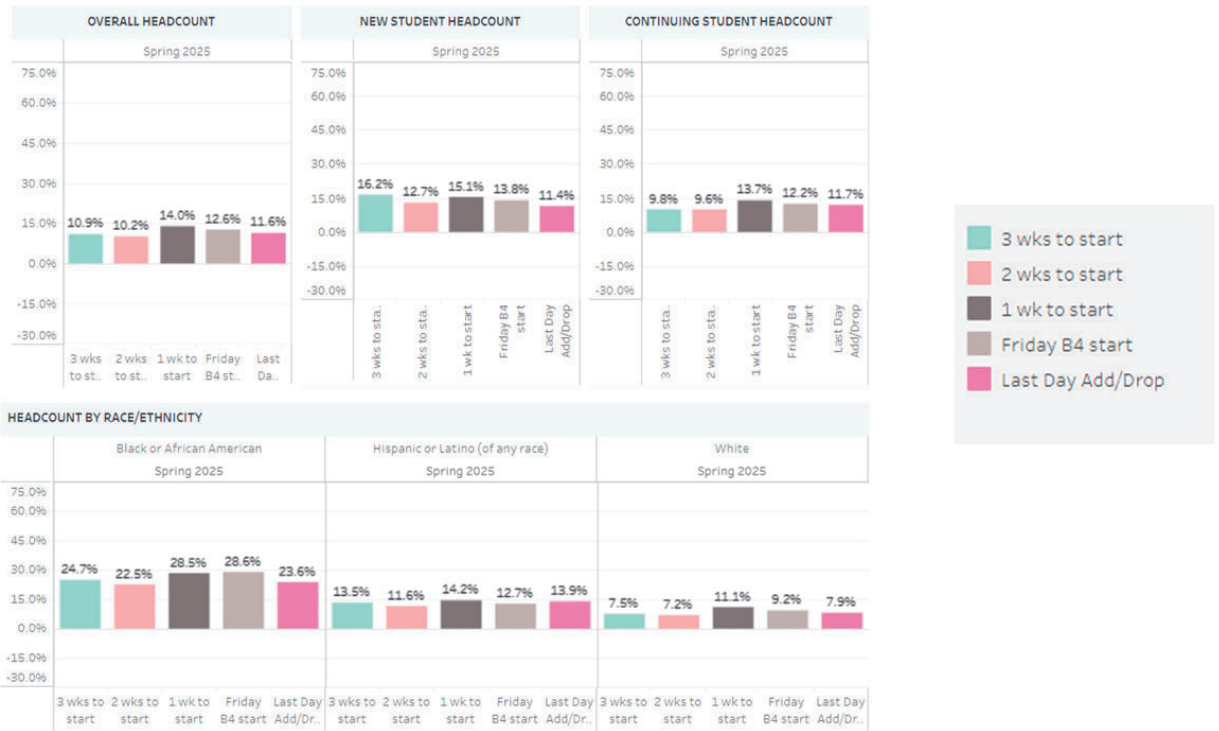


Tableau Dashboard: Enrollment by Demographics

*** Last Day Add/Drop: Spring 2025, January 24, 2025 vs. Spring 2024, January 19, 2024 Weeks to Start: Last Day Add/Drop

Note: Change (#) and Change (%) are the number and percent difference between the current and prior year Spring term headcount. Green indicates increase and Red indicates decrease from prior cycle. Change (#) and Change (%) blank indicates no comparison data available. [Back to Current Snapshot](#)

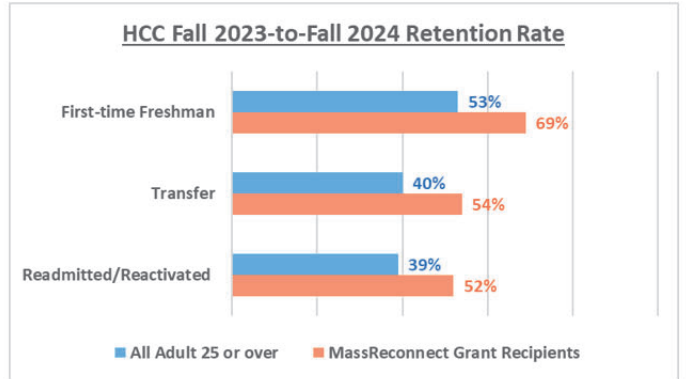
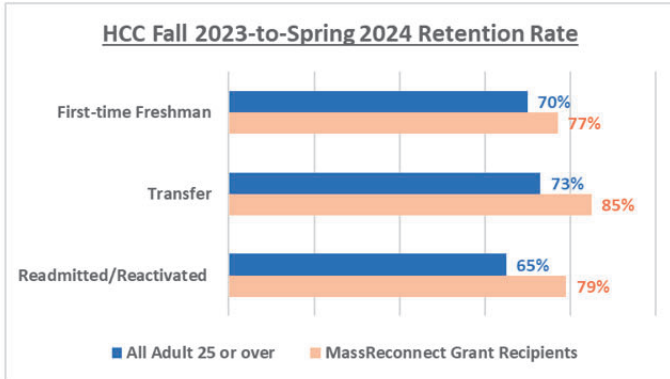
OVERALL HEADCOUNT (Hdcnt)				HEADCOUNT BY GENDER				HEADCOUNT BY AGE			
		Hdcnt	Change (#) / Change (%)			Hdcnt	Change (#) / Change (%)			Hdcnt	Change (#) / Change (%)
Overall	Spring 2024	3,717		Female	Spring 2024	2,256		<25	Spring 2024	2,280	
	Spring 2025	4,148	+431 11.6%		Spring 2025	2,535	+279 12.4%		Spring 2025	2,404	+124 5.4%
New	Spring 2024	893		Male	Spring 2024	1,160		25 and older	Spring 2024	1,437	
	Spring 2025	995	+102 11.4%		Spring 2025	1,251	+91 7.8%		Spring 2025	1,744	+307 21.4%
Continuing	Spring 2024	2,824		Not Reported	Spring 2024	301					
	Spring 2025	3,153	+329 11.7%		Spring 2025	362	+61 20.3%				

HEADCOUNT BY RACE/ETHNICITY				HEADCOUNT BY CITIES/TOWNS			
		Hdcnt	Change (#) / Change (%)			Hdcnt	Change (#) / Change (%)
White	Spring 2024	1,885		Springfield	Spring 2024	660	
	Spring 2025	2,034	+149 7.9%	Spring 2025	746	+86 13.0%	
Hispanic or Latino (of any race)	Spring 2024	1,181		Holyoke	Spring 2024	516	
	Spring 2025	1,345	+164 13.9%	Spring 2025	585	+69 13.4%	
Black or African American	Spring 2024	237		Chicopee	Spring 2024	421	
	Spring 2025	293	+56 23.6%	Spring 2025	468	+47 11.2%	
Asian	Spring 2024	111		Westfield	Spring 2024	273	
	Spring 2025	122	+11 9.9%	Spring 2025	292	+19 7.0%	
American Indian or Alaskan Native	Spring 2024	12		West Springfield	Spring 2024	187	
	Spring 2025	9	-3 -25.0%	Spring 2025	208	+21 11.2%	
Native Hawaiian or Pacific Islander	Spring 2024	3		Agawam	Spring 2024	120	
	Spring 2025	3	0 0.0%	Spring 2025	158	+38 31.7%	
Cape Verdean	Spring 2024	1		Easthampton	Spring 2024	158	
	Spring 2025	1	0 0.0%	Spring 2025	168	+10 6.3%	

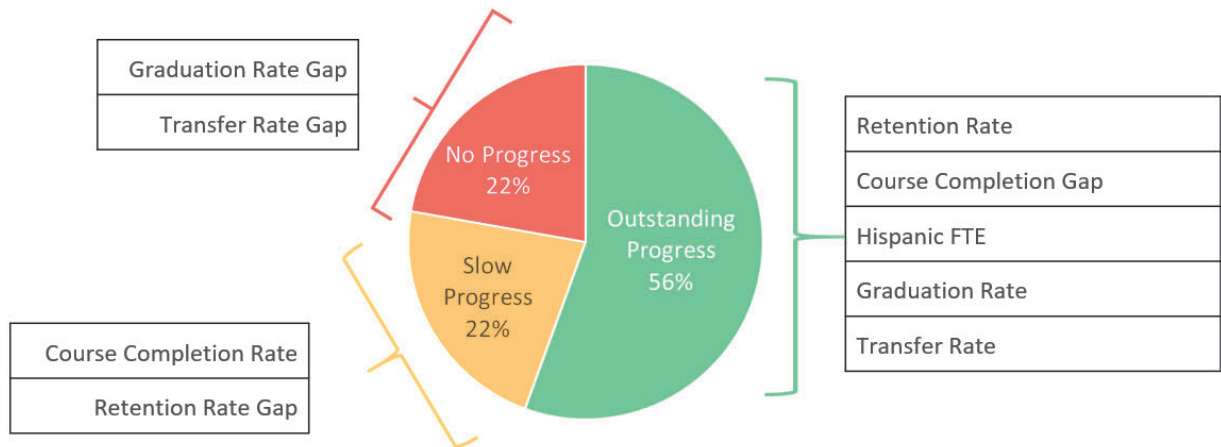
MassReconnect Impact

- First Semester of MassReconnect: Fall 2023
- In Fall 2023, 383 students were MassReconnect Grant Recipients or 29% of all adult students (1,314).

- Compared to Fall 2022, overall enrollment of adult students (aged 25 or older) increased in Fall 2023: by 12% statewide and 14% at HCC.



Summary: % of All Strategic Plan Metrics (Year 3 – Midyear Update)



- A total of 9 metrics have been updated as of January 2025. The remaining metrics are scheduled to be updated in July.



Questions & Discussion



Educate. Inspire. Connect.

VIII. Board Engagement Opportunities (*See attached*).

IX. Adjournment

Roll Call Vote for Adjournment

A motion to adjourn was made by Trustee Dixon and seconded by Trustee Rosa to adjourn the 434th meeting of the Holyoke Community College Board of Trustees at 9:40 am.

YES: Julius Dixon, Charles Epstein, Todd McGee, Evan Plotkin, Nayroby Rosa, Ivonne Vidal, and Interim Chair Vanessa Smith.

Sonia Dinnall left at 8:49 am.

Yolanda Johnson left at 9:00 am.



**HOLYOKE COMMUNITY COLLEGE
OFFICE OF THE PRESIDENT**

MEMORANDUM

TO: Board of Trustees

FROM: Dr. George Timmons, President

DATE: January 28, 2025

SUBJECT: Personnel Updates

Non-Unit Professional Appointments

Name	Title/Area/Funding	Date of Hire
Jenille Jones	Computer Help Desk Technician/Information Technology Department/ State Funded	12/15/2024
Michele Mariani	Staff Assistant/President’s Office/State Funded	12/29/2024
David Alger	Interim Senior Director of Infrastructure and Security/ Information Technology Department/State Funded	12/1/2024 - 11/30/2025
Jailinette Torres	Director of Academic Planning & Scheduling/Academic & Student Affairs/State Funded	2/4/2025
Rosita Nunez	Associate Registrar/Student Records Registrar’s Office/ State Funded	1/14/2025

MCCC Professional Appointments

Name	Title/Area/Funding	Date of Hire
Monica Ovalles	Academic Counselor/TRIO Student Support Services Grant Funded	12/22/2024

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

Julius Dixon

Holyoke Community College

Student Trustee

Midyear Report - January 28, 2025

Hello. What a year it has been thus far. Within these first few months in my role as student trustee. I do have to say I have learned a lot thus far and I am looking forward to learning much more as the school year continues. One of the learning opportunities I took advantage of was attending the MOCSLI in Hartford CT. The vibe for me was set the first night. I have to say what I took away from that experience is, I have to be ok with being uncomfortable to grow and be a better person first and foremost, also a better leader as well. Another point of learning occurred when I and a few other senate leaders took part in a training to be a moderator, That was given to us by Dr. Rebecca Townsend. Going through that was great because, It opened my eyes to know, learn, and see what it takes to be a moderator. I co-moderated the forum, the community conversation building democracy. This forum came together to touch base and check in with fellow students and staff about the result of the recent election and let them know, they matter, they're safe, and they're protected. I look forward to doing more in 2025 with our board to being a voice and putting more of my best foot forward. Also there was a change in senate leadership. The effect of that was of course a shock, President Heredia is now at the helm and she is doing a great job thus far.

In closing. What I am looking forward to learning more of is being aware. Knowing there is a time and place to speak and ask questions. With my Autism, sometimes I do miss the cues, and Learning from fellow trustee board members on how they manage such things. Also being more of a voice for my fellow students. Another one of my goals is to put together another community conversation. And a goal for me and fellow senators, I would like to see is doing a general check in with our fellow students and staff as well.

Respectfully Submitted, Julius Dixon Student Trustee

BOARD OF TRUSTEES BOARD ENGAGEMENT OPPORTUNITIES - FY 2024/2025

FEBRUARY 2025

- February 9-12, 2025 ACCT Community College Legislative Summit, Washington, DC

MARCH 2025

- March 4, 2025 Together HCC Day of Giving

APRIL 2025



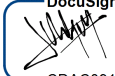
MAY 2025

- 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:

CDAC0916A5464E4...

2/27/2025

Ivonne Vidal
Secretary, Board of Trustees

DocuSigned by:

59C67665F5494E3...

2/27/2025

Approved: Vanessa L. Smith
Interim Board Chair, Board of Trustees