

APPROVED MINUTES

COCHISE COUNTY COMMUNITY COLLEGE DISTRICT GOVERNING BOARD REGULAR MEETING

Tuesday, January 14, 2025
Sierra Vista Campus
Governing Board Room – 301
6:00 p.m.

Members of the public who wished to attend the meeting via video conference joined at <https://cochise.zoom.us/j/93565114177>.

1. GENERAL FUNCTIONS

1.01 Call to Order

Mr. Quinn called the meeting to order at 6:00 p.m.

Board Members Present:

Mr. David DiPeso
Mr. Don Hudgins
Ms. Stephanie Money
Mr. Tim Quinn
Mrs. Jane Strain

1.02 Pledge of Allegiance

Mr. Hudgins led the Pledge of Allegiance.

1.03 Adoption of Agenda

The agenda was adopted as published with no modifications.

Mr. Hudgins moved, and Mr. DiPeso seconded the motion to approve the agenda as published. There was no further discussion; all Governing Board members approved, with members David DiPeso, Stephanie Money, Mr. Quinn, Mr. Hudgins, and Mrs. Strain voting aye. **MOTION CARRIED.**

1.04 Governing Board Organization/Orientation for 2025

1.04.1 Oath of Office – Ms. Stephanie Money and Jane Strain

Mr. Quinn, Board Chair, delivered the Oath of Office to Stephanie Money and Jane Strain.

1.04.2 Election of Board Chair

Mr. Quinn opened the floor regarding nominations for the Governing Board Chair. Mr. DiPeso nominated, and Mrs. Strain seconded a motion to elect Mr. Don Hudgins as Chair for 2025. No other nominations were made, and there was no further discussion. The board approved, with members David DiPeso, Stephanie Money, Jane Strain, and Tim Quinn all voting aye. **MOTION CARRIED.**

1.04.3 Election of Board Secretary

Mr. Quinn opened the floor for nominations for Governing Board Secretary. Mr. Hudgins nominated, and Mrs. Strain seconded a motion to elect Mr. DiPeso as Board Secretary for 2025. No other nominations were made, and there was no further discussion. The board approved, with members Stephanie Money, Tim Quinn, Jane Strain, and Don Hudgins voting. **MOTION CARRIED.**

1.04.4 Appointment of Governing Board Representatives and Alternate Representatives to Board Committees and Associations.

Mr. Quinn reappointed Mrs. Strain as the representative to the Arizona Association of Community College Trustees and reappointed Don Hudgins as the alternate representative.

Mr. Quinn also reappointed Mr. DiPeso and appointed Ms. Money as representatives of the Investment Committee.

1.04.5 Open Meeting Law

An Open Meeting Law 101 document was provided in the meeting packet for the Governing Board's review.

1.05 Citizen's In-person Interim

There were no in-person requests to address the Governing Board; however, Mr. Quinn noted that he was handed a packet by a member who had a concern for the board to look into. Mr. Quinn turned that packet over to Dr. Davis, Vice President for Administration and asked that she look into the matter for the college.

1.06 Standing Reports

1.06.1 Representative to the Arizona Association of Community College Trustees (AACCT)

Mrs. Strain noted that the next AACCT meeting will be telephonic on January 27, 2025.

1.06.2 Senate

No Senate report was provided as the college was on winter break.

1.06.3 Student Government Association

No Student Government Association report was provided as students were on winter break.

1.06.4 College President

Dr. Rottweiler began his report by congratulating Mrs. Strain and Ms. Money on their elections. He noted his appreciation for their willingness to serve, noting that the greatness of the community college movement is the connection to the community, and it all starts with the uniqueness of a locally elected governing board that has direct connections to the communities, stakeholders, and constituents. The insights and

leadership that comes from an elected Board with diverse expertise in things like Community and Political Engagement, Military Intelligence and Education, Real Estate, Electricity Delivery, and Powerlines, and now Accounting and Bookkeeping ensure the college remains responsive to community needs.

Dr. Rottweiler also thanked Mr. Quinn for his service as chair, noting he led the board through a time of transition and the selection of a new president. Congratulated Mr. Hudgins on his chairmanship. He then provided updates to the Governing Board; highlights included:

Legislative Update:

- The Governor delivered her third State of the State. She laid out what she called "the Arizona Promise," highlighting her top priorities: affordable housing, childcare, border security, reproductive freedom, and water conservation. On education-related matters, she called on legislators to reign in Empowerment Scholarships and emphasized the importance of reaching a compromise on Prop 123, which will expire at the end of 2025. Although Prop 123 has no direct funding for community colleges, should it expire without action, a significant shortfall (\$350M-\$400M) for K-12 will occur, and the state budget will be even tighter than previously expected.
- At this point, we await the release of the Governor's budget to better understand the starting point for this year's funding requests.
- The community colleges are scheduled to meet with the Governor on January 22nd. Dr. Perey will represent Cochise College at that meeting to facilitate a smooth transition and a future-focused leadership platform moving into this legislative cycle.

Facilities Update:

- Held very successful ribbon-cutting events for the new construction projects.
 - FTC—Monday, December 16th
 - Bugen Hall—Tuesday, January 7th
 - The events were well attended and covered by local media. The public response has been very positive. Gave thanks to the Community Engagement team for their hard work on these events. Particularly Crystal Wheeler, Amber Baxter, and Serena Westbrook.

Initiatives:

- Early College
 - Record number of CTE enrollments in auto, culinary, CIS/Cyber, HVAC, and Welding
- Workforce Initiative
 - As reported in Dean Molina's Report last month, stackable credentials initiatives are expanding enrollments and meeting local needs in the CTE programs.
 - CIS/Cyber- continue to add classes and fill them; even added a class in Douglas
 - Automotive – is full (16-18 per section)
 - Residential Construction Trades is currently working on house #7
 - HVAC courses have waitlists
 - Welding courses have waitlists
 - The future of agriculture is very bright

- Viticulture—action item during the meeting with a potential donor to move the program forward
- Dental Assisting (full class with 12 students)
- First Responders Academy (facilities are in place)
 - SEALETA class 25-1 (19 cadets)
 - Fire Science
 - Paramedicine/EMT
 - Simulators are in progress. A video was shared with the board
- Bachelor's Degrees
 - BSN (23 students)
 - BAS-LMO (42 students)
- Hensel Phelps (meeting on Jan. 21) – They have been awarded the contract for the port of entry and would like to discuss potential facilities for them to use over the next 3.5 years.
- Douglas Fiber – light is now running through. The students seem to have positive feedback.

General Comments:

- Kudos to the Finance Team for completing the audit.
- The last month has been a whirlwind, but the college has been present in the community even with Winter Break.

Upcoming Events:

- January 21 – Sierra Vista & Douglas Welcome Back Breakfast
- January 21 – Meeting with Hensel Phelps
- January 29-31 – Cochise Combined Trust Renewal Meeting (James, Wendy & J.D.)
- February 3 – Court Sentencing (Victim Statement)
- February 4 – Livestream w/CoolFM Interview
- February 11 – Board Meeting (Dr. Perey will lead the meeting)
- February 11-14 – Annual Leave

Questions/Comments

Mr. Quinn asked if there have been any discussions regarding internships for Hensel Phelps. Dr. Rottweiler replied that he was not sure exactly what they would look like yet, but it could include adjusting the curriculum for students to pick up jobs during their construction.

1.06.5 Monthly Financial Report – December 2024

The Financial Report for December 2024 was presented and accepted as submitted.

1.06.6 Monthly Academic Progress Report

No monthly academic report was provided. In lieu of an academic report, Dr. James Perey, EVPA, provided a Strategic Vision report later in the meeting.

2. NEW BUSINESS *

2.01 Consent Agenda *

The following items were approved:

- 2.01.1 * Non-Exempt Staff; Appointment (*Alicia Chaouchi, Learning Management System (LMS) Technician, Downtown Center*)
- 2.01.2 * Non-Exempt Staff; Appointment (*Casey Kutzner, Credentials Evaluator, Sierra Vista Campus*)
- 2.01.3 * Adult Education Instructor; Transfer (*Dr. Lance Baxter, Adult Education Instructor, Sierra Vista Campus*)
- 2.01.4 * Faculty; Resignation (*Kurt Denney, Instructor of Fire Science, Downtown Center*)
- 2.01.5 * Faculty; Retirement (*Mary Cole, Instructor of Biology, Sierra Vista Campus*)
- 2.01.6 * Executive; Retirement (*Dr. James D. Rottweiler, President, District-wide*)
- 2.01.7 * Acceptance of Minutes for December 17, 2024 – Regular Meeting

Mr. Hudgins moved, and Mr. DiPeso seconded a motion to approve the Consent Agenda. A discussion was led regarding the retirement of college president J.D. Rottweiler. Mrs. Strain noted what a pleasure it has been to work with Dr. Rottweiler. Mr. Hudgins thanked Dr. Rottweiler for everything he has done for the college. Mr. DiPeso stated J.D. was always one step ahead of everything. He expressed how much he appreciates his work and foresight and how he can accomplish things in the community. Ms. Money thanked J.D. for being so welcoming during her onboarding as a board member. Mr. Quinn stated there is an old army saying, "If I had to go into harm's way, I'd rather go into harm's way with you." It has been a privilege and honor working with Dr. Rottweiler. Mr. Quinn also gave thanks to Dr. Rottweiler's wife, Melanie, for her continuous support throughout the years. With no further discussions, the Governing Board unanimously approved, with members David DiPeso, Don Hudgins, Stephanie Money, Jane Strain, and Tim Quinn all voting aye. **MOTION CARRIED.**

*** Introduction of New Employees ***

Mr. Wick Lewis, Executive Director of Human Resources, introduced Alesha (Alley) Mart, Academic/Career Advisor-Douglas Campus; Will Sadler, Senior Systems Administrator; and Lilla DeLuca, Director of Grants Development and Management.

2.02 Adjust FY2023-24 Budget to Reflect Actual Expenditures

The administration requested that the Governing Board adopt a motion approving the adjustments to the Fiscal Year 2023-24 adopted budget.

Mr. DiPeso moved, and Mrs. Strain seconded a motion approving the adjustments to the Fiscal Year 2023-24 adopted budget. There was no further discussion. The Governing Board unanimously approved, with members David DiPeso, Don Hudgins, Stephanie Money, Jane Strain, and Tim Quinn all voting aye. **MOTION CARRIED.**

2.03 Program Approval and Program Naming Agreement

The administration requested that the Governing Board adopt a motion approving the viticulture program/courses and authorizing the college president to negotiate the Program Naming Agreement with the potential donor.

Dr. Rottweiler noted that the board's approval will allow the institution to advance the program. He also stated that after negotiations are made to name the program, it will come back for board approval.

Mr. DiPeso inquired if the program would touch on the making of wine. Dr. Rottweiler noted that the program will initially be for viticulture only, but there could be later discussions about making wine.

Mr. Quinn asked about what the donor's request is of the college; Dr. Rottweiler noted that they would like the program to be named after the donor.

Dr. Perey stated the primary program would be at the Douglas Campus. Mrs. Strained asked who the competitors were in the area. Dr. Rottweiler stated that Yavapai College, Walla Walla Community College, and UC Davis all have competitive programs, but what drives the program here is that about 80% of the grapes grown in Arizona come from Cochise County.

Mr. Quinn asked if there was a demand for this program in the community. Dr. Perey replied by stating that when Dean Molina was hired, he had been instructed to research it because he had been approached by several growers in the area. The college has soft-launched two wine courses to see if the interest was there, and it has proven there is a need for those in the viticulture industry even before the donor came forward.

Mr. DiPeso moved, and Mrs. Strain seconded a motion approving the viticulture program/courses and authorizing the college president to negotiate the Program Naming Agreement with the potential donor. Discussions were led by Dr. Rottweiler. The Governing Board unanimously approved, with members David DiPeso, Don Hudgins, Stephanie Money, Jane Strain, and Tim Quinn all voting aye. **MOTION CARRIED.**

3. INFORMATION ITEMS

INFORMATION

3.01 Communications

- Karly Scarbrough received notification from Brenda Hemmelman and Mary Scouci from the Mountain Plains Library Association Leadership Institute, informing her that she has been selected as the 2025 Fellow for the institute. Karly will participate in the leadership institute in May 2025.

3.02 Cochise College Foundation Report

Denise Hoyos, Executive Director of the Cochise College Foundation, provided an update on recent Foundation activity outcomes; highlights include:

About:

- The foundation is a 501C nonprofit organization. It is fiscally separate from the college and manages about 150 different funds; 100 of those are endowments, and about 50 are immediately expendable funds, typically used for scholarships, program support, or occasional capital.

Recent Support:

- Capital
 - Transferred \$9M to college for construction of Bugen Hall; \$900K held for potential estate taxes

- Scholarships
 - \$578,281 funded 976 awards to 763 students (FY24)
 - Two new endowments match the Senior and Nontraditional Student Scholarship criteria.
- Program Support
 - Residential construction technology
 - House lots have been purchased to build houses #8 & #9
 - High school equivalency test vouchers
 - Fuel assistance
 - Equipment purchases (\$200K-\$300K)

Recent Statistics:

- Assets
 - June 30, 2024 = \$15,749,873 – Nov. 30, 2024 = \$16,758,888
- FY25 Income
 - \$1093,531 as of Nov. 30, 2024
- Donor Retention
 - Rolling (calculated daily) = 54% as of Dec. 20, 2024
- Coming Soon
 - Merit-based art scholarship endowment
 - Distribution of the Jan Guy estate: part scholarship-part foundation operations
 - Final years of reporting on federal Title V endowment-building grant received in the early 2000s. The balance of the fund is approximately \$1.5M.
 - Credit card concessions in athletics

Regular Activities:

- Philosophy
 - Maintain visibility with donors on an ongoing basis
- Traditional Communications
 - Examples: E-newsletter, "Accolade" magazine, year-end solicitation, notes from scholarship recipients to donors
 - As an example, a marketing flyer for the foundation was included in the board packet.
- Events
 - Pathway to \$150K virtual run/walk/cycle for scholarships
 - Legacy Society donor appreciation, next one April 1
 - Hall of Fame program management and induction (fall)
- Tours
 - By Request
 - The Douglas High School class of 1964 came to tour the college
 - A small group of 1970 graduates attended the Pitfire.
- Board Activities
 - Five regular meetings + 15-20 committee meetings annually, one social gathering, public presentations, personal acknowledgment and invitations

Upcoming:

- Spring Semester
 - Recruit new board members
 - Review/revise marketing activities
 - March: Pathway to \$150k (registration flyer provided)
 - Legacy giving appreciation event

- Longer Term
 - What will the foundation look like in five years, and what steps can be taken to prepare for that?

Quote from a scholarship student:

- Lanae Rogers, Behavioral Science – Major E.L. Suzie Walker Scholarship, "Earning a degree through education opens my world of opportunity and gives me a springboard to fly as high as I choose. Being gifted this scholarship makes it possible; without it, it's only a dream. Thank you for this gift of education. Thank you for this gift of peace of mind. Thank you for this gift of hope. Thank you for believing in me! "

Questions/Comments

Mr. DiPeso questioned if there were any strings attached to what the foundation could invest in with the endowments. Denise replied that the board established an investment policy they refer back to before investing.

Mr. Quinn asked when the final year of the federal Title V endowment is. Mrs. Hoyos stated it is in a couple of years, but she will provide the board with an exact date.

Mr. Quinn led a discussion regarding paying for the adult education testing vouchers. Ms. Hoyos stated that under certain circumstances, there are opportunities for the foundation to pay for a testing voucher so they can get their GED.

3.03 Community Engagement Report

Dr. Jennifer Wantz, Executive Dean of Community Engagement, provided an update on Centers, Library, and Community Engagement; highlights include:

60th Year Committee:

- Shared video (employees making a 60 on the lawn) during Convocation
- 3 sub-committees
- 41 committee members
- 1 spirit & homecoming week
- 3 alumni events
- 3 museum displays (Douglas, Bisbee, and Willcox)
- 15 community & college events
- 5 parades throughout the county – Cochise College won 3rd place in the Douglas holiday parade.
- 2 Founder's Day events where proclamations were given to the college by the City of Sierra Vista and the City of Douglas.

Cochise Cares:

- People – 937. In the past year alone, that number has increased by 300 people.
- Impacts – 2,469 individual events since 2018
- Hours – 15,722
- Over 200 hours of service through Civic Action
- Traditional Influencer – about 50 different activities

Community Usage:

- Academic use – 89.7%
- College-sponsored events

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- College meetings – 3%
- External events/meetings – 2%

Centers:

- Benson
 - Lantern Festival – great event
 - Benson Butterfield Rodeo Parade
 - SEADG luncheons
 - Hosted courses with the City of Benson and SSVEC
 - San Pedro Arts Collaboration
 - Photography and art shows
 - Bookings – 645
 - Visitors – 5,112
- Willcox
 - STEMFEST (August)
 - Rex Allen Days Parade
 - Chuckwagon Cookoff (April 12, 2025)
 - Summer camps in collaboration with the Willcox Theatre and Arts organization
 - Hosted 2 job fairs
 - Bookings – 284
 - Visitors - 863

Library:

- Database hits – 72,183
- Videos streamed – 7,540
- Archive requests – 31
- Outreach
 - Community events – 14
 - Events in the library – 20
 - Tours of the library – 29
 - Physical items borrowed – 3,888
 - Questions – 2,669
 - Visits – 27,503
 - Total laptop and hotspot checkouts – 388
 - Literacy class presentations – 53

Student Experience:

- Kayla McLeod, a student aide at the library circulation desk, addressed the board, stating that she is a nontraditional student. She returned to college after 15 years and starting out, the library was her sanctuary. It was where she went to study and found her friends. Eventually, she was invited to become a work-study student, where she found herself assisting other students, faculty, and staff. Through that experience, she has gained confidence and found her support system. Kayla has been awarded the All-Arizona Academic scholarship and intends to transfer to NAU in the fall.

Questions/Comments:

Mrs. Strain expressed her appreciation for the department and everything they do.

Mr. Quinn asked Ms. McLeod what she plans to study at NAU, to which she replied that she wanted to study geography, the environment and society.

Mr. Quinn asked Mr. Villarreal to discuss the partnership with the Rancho Feliz Foundation. Mr. Villarreal states the organization is an American-based charity out of Scottsdale, AZ, that helps build homes and deliver food to people in need. The way it works is they select a family to live in a modest house, and then every week, a college visits the organization to build another section of the home. This past weekend, Cochise College TRiO students built the foundation of a septic tank, did some painting, installed sheetrock, etc. Ten students participate. It was the first time our students participated in something like this, and was very impactful.

3.04 Marketing Report

Robyn Martin, Assistant Dean, Marketing, Communications & Advancement, provided a Marketing report; highlights include:

Team:

- Media & Communications Manager/PIO – Sharrina Cook-General
- Digital Media Marketing Coordinator – Donna Brown
- Graphic Designer/Photographer – Dani Foti
- Web Administrator – Daniel Gordon
- Multimedia Content Specialist – James Roth

Awards:

- Received five awards from the National Council for Marketing and Public Relations

Campaigns - Top Initiatives for 2024:

- New Program – Bachelor's Degrees
- 60th Anniversary
- Events
- Outreach centers
- Financial Aid
- 60th Anniversary & Logo
- Alumni videos used for Convocation
- Cochise Redhot
 - The idea came from a student, Hondo Gutierrez, who wanted to interview college members on student-related questions while eating hot sauces. He really took the initiative on this idea, and it gained more popularity than expected.
 - Ms. Martin shared a preview of Cochise Redhot with the Board.

Projects:

- New website design – Migrated over 300 pages of content
 - Was able to launch the new website right before winter break.
- Community Survey
 - 425 responses
 - Value of the college to the community
 - Reputation of the college to the community
 - How/where they go for programs or events in the community
 - Program/course needs assessment
 - Time, date, location, credit vs non-credit preferences
 - Barriers to education

2025 Planning:

- HLC Accreditation Reaffirmation Marketing
- MyCochise Portal (my.cochise.edu) Redesign

- Supporting Alumni Engagement
- Integrating Anthology CRM capabilities into future marketing strategies
- Cochise College Expo – Friday, April 11, Sierra Vista Campus at 4:30 p.m.

Questions/comments:

Mr. Quinn asked about one of the questions from the survey involving barriers to education and how that data would be presented to the board. Mrs. Martin replied that they are working with the institutional research department to interpret the data. Still, based on the results, there have been a variety of answers, including class times, locations, etc. Mr. Quinn would like a copy of the data as soon as it is available and congratulated the team on the website.

3.05 2024 Strategic Vision Report

Dr. James Perey, EVP for Academics, provided a presentation to the Governing Board on the Cochise College 2024 Strategic Vision Data Report (Chiclet Chart); highlights include:

In 2017, Arizona's community colleges embraced a strategic vision for 2030, focusing the college efforts around three major goals: expanding access to post-secondary credentials, increasing transfer and completion of associates, degrees, and certificates, and improving the alignment between college programs and workforce development. The primary goal was that by 2030, 60% of Arizona's working population would hold a post-secondary credential. Currently, the Cochise County statistics are as follows:

- 36% of people 25 years or older have a high school diploma or less
- 27% have some college but no degree
- 37% have an associate or above

Strategic Outlook:

- Leading for Student Success: Defining and assessing student success in multiple domains, including learning, completion, transfer, bachelor's attainment, labor market, and equity in access and outcomes.

Student Success Metrics

- Short-Term
 - Access
 - Enrollment
 - Programming
- Mid-Term
 - Course Success Rates
 - Persistence
 - Retention
- Long-Term
 - Completion
 - Graduation
 - Transfer
 - Employment

Metric Breakdown:

- Community College going rate, although the institution was down from 35.2% last year to 34.6% this year, it is still above the state average of 30.5%. Only two of our peers are higher than Cochise.

- Cost of Attendance – This is important because we make the college's services accessible. The institution went down .1% from last year to this year; however, the down is good in this category because it means the college is affordable.
- College level course success rate – The college sat at 76.6% last year and slightly increased to 76.7% this year
- Fall to Fall Persistence – measures the ability to retain students. Last year, the college was at 75.5%; this year, it is 82.7%.
- Graduation rate – last year, the institution was at 38.2%; this year, it is 49%.
- Overall Transfer Rate - last year, the college was at 30.8%; this year it is 37.8%

Questions/Comments:

Mrs. Strain asked how the metrics feed into the HLC accreditation. Dr. Perey stated they are looking at ways to measure student success. They leave it to the colleges to determine the success measures.

Considering all this data, Dr. Rottweiler stated that colleges are a long way from meeting the AZ 60 initiative (60% by 2030).

Mrs. Strain asked if the data was provided to state legislators. The college president replied that the state legislative body has received a complete study of this data. However, concentrating this data on a more local level and how it impacts Cochise County is vital.

Mr. Quinn noted that the peers include the other rural colleges, not including the urban colleges. He questioned the measures of students who transfer outside the Arizona Public University district. The state average is 52.6%, but Cochise is 24.5% or less than half of that. How difficult is that metric to track. Dr. Perey replied that it is a new concept for community colleges, so the institution continues to work with the institutional research department to better track this metric.

Mrs. Strain and Mr. Quinn led a discussion regarding tracking Cochise College students transferring to other institutions. Dr. Perey, Dr. Rottweiler, and Janelle Simpson, Executive Director of Institutional Research, explained that the data can be pulled; however, this can sometimes be difficult. The college continues to find ways to improve tracking student success and metrics.

4. COMMENTS FROM GOVERNING BOARD MEMBERS

Mr. Quinn turned the time over to Governing Board members to provide comments/share information.

- Mrs. Strain
 - Traveled to Elfreda to attend the services for County Supervisor, Pat English's husband. It was very moving, and about 200+ people were in attendance.
- Ms. Money
 - Thanked everyone on the staff for being so welcoming and noted that the enthusiasm for student success was inspiring.
- Mr. Quinn
 - Thanked Jane and Stephanie for running to be on the board.
 - Addressed Dr. Rottweiler and thanked him for everything he has done for the college. There have been no surprises; he has kept the ship anchored throughout his tenure. He appreciates J.D.'s transparency with the board. He believes a large part of why the board is successful is because of the mentoring, the leading, and the counseling they've received from Dr. Rottweiler.

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5. ADJOURNMENT

Mr. Quinn adjourned the meeting at 7:57 p.m.

Respectfully Submitted:

Crystal Wheeler, Executive Assistant, Office of the President

Mr. David DiPeso, Secretary of the Governing Board