

MINUTES

COCHISE COUNTY COMMUNITY COLLEGE DISTRICT GOVERNING BOARD REGULAR MEETING

Tuesday, December 10, 2013
Douglas Campus
6:00 p.m.

1. GENERAL FUNCTIONS

1.01 Call to Order

Mrs. Strain called the meeting to order at 6 p.m.

Board Members Present:

Mrs. Jane Strain
Mr. David DiPeso
Dr. John Eaton
Mr. Dennis Nelson
Mr. Don Hudgins (via teleconference)

1.02 Pledge of Allegiance

1.03 Adoption of Agenda

The agenda was adopted as published. (Mrs. Strain later requested Consent Agenda item 3.01.5 be removed for discussion/comments.)

1.04 Citizen's Interim

There were no requests to address the Board.

1.05 Standing Reports

1.05.1 Representative to the Arizona Association of District Governing Boards (AADGB)

Dr. Eaton stated the AADGB met last Thursday (December 5th), in Phoenix. Three members of the non-operating districts were in attendance, two from Gila and one from Sana Cruz.

1.05.2 Representative to the Association of Community College Trustees (ACCT)

Mrs. Strain reported that she and Dr. Rottweiler will be traveling to Washington, DC, to attend the ACCT National Legislative Summit from February 7 – 14, 2014. Office calls will be scheduled with the Arizona congressional delegations, and they will be attending a week's worth of national level legislative/political agenda work.

1.05.3 Senate

Wendy Davis, Vice President for Human Resources, reported that the Senate met on November 22, 2013, and reviewed a number of policies. She acknowledged Jennifer Graeme, who is now the 'policy shepherd' and is doing a great job in getting things processed. At this meeting, all reviewed policies were administrative policies, which do not require Board action. The policies on the agenda this evening were approved at a prior meeting. The policies discussed at the most recent meeting were Transfer of College Equipment, Use of College Vehicles, Capital Expenditures, Disposal of District Property, Curriculum Development, Disruptive Students, and Hazing. The first few policies were primarily language 'clean-up' of items that were the result of audits the college has gone through the last year or so, with the remainder being the result of the policy review process. Mr. Nelson inquired about bullying and if this is part of the Hazing policy; Ms. Davis stated yes, and it is also part of the Harassment policy. Dr. Rottweiler stated this is not a policy we have had; Dr. Hall, Dean of Student Services, has initiated it, and it has been cleared through the process. We are going through the process of reviewing a number of policies, and he explained the new process of moving both new and revised policies through the channels from the beginning through to completion. The first of the new Monthly Policy Forums will take place on Friday, December 13th, and is open to all employees who wish to participate.

1.05.4 Student Government Association (SGA)

A Student Government Association report was not provided (finals). Dr. Rottweiler took this opportunity to share that he is extremely pleased with the SGA on both the Douglas and Sierra Vista campuses. They are working well together, both collaboratively and yet competitively at different times, adding that this has, easily, been the most active semester we've had on both campuses. He acknowledged SGA Advisors Marisol Arenivas (Douglas campus) and Jenn Wantz (Sierra Vista campus) for their student leadership.

1.05.5 College President

Dr. Rottweiler began his report by thanking the Board for their participation in the work session held last month. He stated that the suggested policy changes will be made, taken through the policy process, brought to the Board as a first read, and then be brought back to the Board for approval. He feels it is important for our community to understand that this Board is actively engaged in reviewing its policies and making sure its meeting all statutory and fiduciary responsibilities related to the college. He commended the Board for taking time to do this.

Dr. Rottweiler stated that, legislatively, we are in the 'calm before the storm'; however, he thinks things will pick up. A full request has been submitted, and he provided the Board with a copy of the (second) letter sent to Governor Brewer (the first letter being the budget request), adding that this letter could be classified as the 'big ask', and it's been classified under "Pathways to Student Success in College and Career Attainment". It is a request for \$35M in new resources coming into the colleges. He stated that if the legislature and the governor's office were to fully fund the statutory formula that is currently in existence, that would be an addition of \$17.8M to the system, which would get us to statutory levels; however, even at statutory levels, we are probably \$40M

below where we were in 2008. Formulas have been reset based upon last year's funding - the year they cut 48% out of our budgets, it caused the M&O budget (FTSE) to recalibrate. In 2008, a FTSE was worth over \$1,000; today a FTSE is worth approximately \$259. Now, we begin to talk about how to get more money back into the system, and one way will be on decision packages. There is an additional request for \$35M in new, permanent funding above the initial request. They have tried to leave it as open as possible around student success for each of the districts to be able to address the needs they believe they have. He directed to Board's attention to the bullet-points in the letter to see suggestions that were laid out. They included: targeted student programs in conjunction with the K-12 system to ensure college-bound students are prepared for college-level coursework; expanded educational opportunities for students that match their college and career choices and timeframes for completion; financial aid programs for students for whom accessibility to higher education is a matter of affordability; and emphasis on student retention through more robust academic and career advisement services for students at risk of non-completion. The recommendation of this distribution would be \$15M - \$1.5M to each community college district's permanent base budget. The remaining \$20M would be distributed based upon FTSE. This is a sign of the ten districts coming together, trying to work together to address and meet the needs that are placed before them. He reiterated that the colleges are probably doing better today in working together than they ever have.

Dr. Rottweiler stated we are actively engaged at the college in budget development for FY 2015. He has held open forums and laid the groundwork for our employees. Through various discussions with the Board, we are anticipating, initially, a \$1M shortfall in operating dollars. That's assuming that the governor's office recommends the full funding of M&O, and the full funding of equalization, which he thinks is a given. That would put us approximately \$1M down. If we can get the full STEM funding, it would bring in an additional \$1.2M - probably making us about whole. As always, we will plan conservatively. We've prepared our employees that we will start our budgeting looking for about a \$1M shortfall, as it's easier to cut areas and then reinstate them - it's just more difficult to cut things at the last minute. We currently have a hiring chill in place where senior administration reviews every position that opens to see if we can restructure/reorganize/eliminate the position. To-date, we've been able to come up with about one-third of the shortfall. Even though we're experiencing difficulties related to the shortfall, we continue to be strategic. We've put out a call for strategic initiatives, following our strategic planning process, which has four key areas: competitive advantages, excellence, everything speaks, and student completion. As he briefed the Board during the work session, Dr. Rottweiler stated they will most likely see a strong recommendation to add some additional resources to Aviation, Automotive, and some Allied Health areas. We will continue to expand in those areas that we believe give us a competitive advantage, as well as in areas that can move us towards excellence. Senior administration has begun discussions of what they're classifying internally as 'sunrise and sunset' programs; we need to look at some programs believed to be on the sunrise side and put additional resources to them. Some academic programs may be sun-setting, and we may need to slowly begin to rethink the direction they are going and make some adjustments. Clearly, everything speaks will remain our initiative of deferred maintenance, of customer service, making sure that everything we do and say matches what we're desiring. The Board will hear a report from Denise Hoyos, Director of External Relations,

outlining the things we're trying to do to get our message out. Regarding our student completion initiative, the Board was briefed by Dr. Hall related to our Math restructuring/reorganization for Developmental Math and other initiatives around helping students complete. We will still, despite the direction the budget takes, remain strategic in our direction so that we're meeting the needs of students.

Moving on to the area of facilities, Dr. Rottweiler wanted to make the Board aware that, starting tomorrow, there will be a half-page ad (which he distributed to the Board) in the Sierra Vista Herald announcing the partnership that the Cochise College automotive department has with Lawley Motors. We are working diligently to be ready for the January 2014 opening. This will be a game-changer for automotive, as this will allow us to grow a full program to meet the needs. He directed the Board's attention to different logos at the bottom of the ads. Automotive held an advisory committee meeting where 22 individuals representing a number of businesses and industries, all talking about automotive and all extremely excited about the shaping of the curriculum and their desire and need to hire technicians in this ever-changing and expanding program. Dr. Rottweiler stated there are a couple of programs where you will always need employees, whether you're a big city or a small city; someone to work on your automobile, someone to work on your heating and air conditioning, and someone to work as a nurse. These are three key areas we need to continue to invest in. This ad will run on Wednesday, Thursday, and Sunday. He requested that, if the Board members should happen to see Mr. Lawley or his group, thank them for their generosity. This is the type of partnership that allows us to get things done, and we couldn't do it without them.

Regarding the master facilities planning, mediation is on-going. A meeting scheduled for Wednesday, December 11th has been changed to an attorney's only phone conference. Dr. Rottweiler has requested papers be drawn up; it appears they may need to 'light a fire' under the mediation. There is a fairly good agreement on what needs to be fixed and what needs to be done, but there is a bit of finger-pointing on who should pay for it. He is confident it can be moved forward, and the lawyer representing the college remains positive.

In his general comments, Dr. Rottweiler stated that one of the areas in which the college is extremely proud of is the K-12 Outreach Initiative, and he shared a segment of a public television program featuring Ben Berry highlighting the ASPIRE Program (Arizona STEM Pathways in a Rural Environment). Dr. Rottweiler stated the ASPIRE program was funded through Arizona Public Service Foundation, and he recognized the partnership we've had with Science Foundation Arizona, and the work Dr. Fick has done with the National Science Foundation and Science Foundation Arizona. He wanted the Board to know that Cochise College is recognized around the state, as well as the country, for the amazing things we're doing in this area. He thinks we will begin seeing some benefits in the coming months and years as we move into some key STEM key areas.

Dr. Rottweiler then updated the Board regarding the Department of Corrections (DOC). He held a meeting with the DOC on November 22nd while he was in Phoenix, meeting with Charles Ryan, Director, Jeff Hood, Deputy Director, and Gail Rittenhouse, Division Director in regards to our ongoing relationship. They thanked us for our service and requested we not give them notice, but instead

provide them the opportunity to get things in order. Dr. Rottweiler assured them we are interested in continuing the partnership. They have committed to working with us, and Dr. Rottweiler committed to not making a recommendation to the Board, pending on-going discussion. Some changes will need to be made, and we need to do some work internally. However, there needs to be some Board discussion, in the very near future, around the direction we will need to take in order to do things a bit differently at the prison. As previously reported, there were things that both the prison and the college weren't doing very well. We have committed to doing our part to make changes in those areas.

Regarding the Strategic Think Tank, we continue in the process of strategic planning, what we're calling 'adaptive strategic thinking', which is really some new directions on the idea that strategic planning is dead but strategy is alive. We don't have time for five and ten year plans; we need to be adaptive and able to respond quickly. We have two ideas coming out of this, one of which is the IT Assessment. Our first sub-committee group is working – our consultants were on campus today and will return tomorrow. Dr. Rottweiler stated he is hearing very positive feedback, as well as some suggestions on ways we can improve. The second area is continuous improvement. Dr. Fick will be holding a sub-group meeting on Friday around continuous improvement. We will look for initiatives to help us do some continuous quality improvement within our organization. This will become a key strategic initiative and priority during our budgeting process.

Dr. Rottweiler was asked by School Superintendent Trudy Berry, to keynote the Business and Education Symposium. Susan Carlson from Arizona Business and Education Consortium also attended, as well as Ben Berry, who addressed some of the partnerships we have.

Dr. Rottweiler recognized Dr. Eaton and Mr. Nelson for their participation in the Post-secondary Conference that was held in Phoenix on November 21 and 22, 2013. He felt the breakfast was very positive.

Dr. Rottweiler thanked the Board again for attending the work session on November 25th.

Dr. Rottweiler stated he received the Board agenda today for Santa Cruz Provisional, and one item on the agenda is a request for authorization to send their chair to Chicago for the Higher Learning Commission meeting. It continues to be their desire to seek accreditation. He feels we will need to watch this as he is fearful, because this concept of provisional community colleges does not exist anywhere else, that some of the consultants for the Higher Learning Commission may contact him or Dr. Fick and inquire about what's going on at the college's outreach center that they are seeking their own accreditation. We may need to get out in front of that.

In conclusion, Dr. Rottweiler wished the Board a Merry Christmas and Happy New Year. He thanked them for all they do, for the service they provide to the college, and for the service they provide to the students.

Dr. Eaton requested additional information regarding the automotive program at the new location. Dr. Rottweiler explained that there is a no-cost lease for the first 2 ½ years, followed by two 5-year leases that we can sign up for at a subsidized cost. He feels this is a good way to see, initially, if our program is

going to 'take off', then, if we make the decision to move it to campus, we'll know what we need to build. He and Denise Hoyos will be meeting with a donor to discuss other things we could potentially do around career and technical education. He will keep the Board updated as this moves forward.

Mrs. Strain then commented on the letter sent to the governor, which was signed by all the Arizona community college presidents/chancellors. Dr. Rottweiler shared that they are working very well together, and that they are also working with the Arizona Ready Education Council (old P-20 Council).

1.05.6 Monthly Financial Report – November 2013

The Financial Report for November 2013 was presented and accepted as submitted.

2. INFORMATION ITEMS

2.01 Communications

- Dr. Rottweiler received a letter from Thomas M. Finnegan, COL, USA (Ret.), President of the Coronado Chapter of Military Officers Association of America, thanking Ms. Melissa Faglie for coordinating the college's participation in the Veterans' Benefit Expo at the Veterans Memorial Park in Sierra Vista on Veterans Day.

2.02 Cochise College External Affairs Report

Ms. Denise Hoyos, Director, External Affairs, stated she last presented to the Board in January, and will provide an update on what she's been involved with in the last year. She stated the External Affairs office includes Marketing/Creative Services, the Public Information Office, the Print Services Center, and the Cochise College Foundation.

She began her report with Marketing/Creative Services. An important project for them this year was to carry out a survey of the community. Nothing had been done since prior to the completion of the construction on both campuses, and they were interested in seeing what perceptions were, primarily of the learning environment, and the colleges quality and affordability. In April/May, an online survey was conducted – there were 633 participants and of those, 83% had a very favorable impression of the college, 30% hadn't been on the campus recently, and 30% were unaware or had no opinion of the college's courses/affordability. In response to that, they continued to promote many of the on-campus activities that draw people onto campus, such as the Pit Fire, and to strengthen their message around affordability. Some of the things Marketing/Creative Services is responsible for are the pole banners that can be found along G Avenue in Douglas and MLK Parkway in Sierra Vista; billboards; and a wide variety of publications including the Accolade, the Annual Report, an Aviation brochure, invitations, flyers, and postcards. Some marketing events coming up include working with Financial Aid to finalize plans to carry out the M and M campaign for the Spring semester, aimed at making students aware of deadlines in March and May for applying for scholarships and financial aid. They will also be working with departments to put together department-specific Facebook pages. The college already has a general Facebook page, but they'd like the departments to have the ability to announce their own news about industry trends or what's going on in their department. In a PowerPoint presentation, she showed the page for the automotive program, announcing the move into the building on Highway 92 in Sierra Vista. They are also getting ready to celebrate the college's 50th anniversary, which will take place during

the 2014-2015 academic year. She showed the logo for the celebration, and informed the Board they would begin seeing this logo on some of the college's items beginning July 1st.

The Print Services Center has undergone a bit of a transition in the last year and a half or so. They moved out of the Gym on the Douglas campus and into a space near the Bookstore. There is one full-time employee and a student worker in the center. They produce print and copy jobs for all areas of the college, and also serve as a liaison between the college and external printers on jobs that are either too big or are a quantity they can't handle in-house. They produce business cards, athletics guides, and postcards, as well as copies for specific classes that get sold in the Bookstore.

The Public Information Office is staffed by one person who keeps up with everything happening at the college, and determines where it should be published – does it go out on the calendar or does it belong in the newspaper? That person writes press releases, contacts the local media for things that maybe the media would prefer to cover on their own rather than print our story, performs uploads to the website, keeps up with athletics, and is the primary driver behind the college's main Facebook page and some of our other social media activity. In 2013, we had 112 press releases and 132 updates to the athletics department website that were based on sports scores or player achievements, etc. The Public Information Officer had the unique opportunity to attend the Junior College World Series with the college's baseball team, and while there, assisted the teams line up their media appearances and helped them through those appearances. The primary reason she was sent was to do a blog about what was happening at the tournament in order to keep people back home informed. Up to this point this year, we have had approximately 500 Facebook posts, about 500 tweets, and 320 portal announcements (internal messages to students and employees). She added that Cochise College has had about 320 media appearances, primarily in Cochise County. She added that we have over 1,300 likes on the main Facebook page and close to 500 followers on Twitter. We're also on Google+, and we just started Instagram. Ms. Hoyos provided an example of a news story in the Sierra Vista Herald, and a screen capture of the athletics website, which changes every time there's a game or sports report.

The Foundation is a 501(c)3, non-profit, and gifts to it are tax deductible. It is governed by a separate Board of Directors, and is fiscally separate from the college. They accept gifts on behalf of the college, and then transfer them over when needed. Ms. Hoyos introduced Mr. Bob Strain, who is a member of the Foundation Board. There are 12 members representing areas across the county, and a former president who resides in Sonoita who also serves on the Board. The Foundation is audited every year, and the financial statements are included in the financial report to the state. Ms. Hoyos provided information on the finances in a slide showing audited numbers for the most recently closed fiscal year (June 2013) - Assets were \$7.3M; income \$2.2M; expenditures \$527,106.

Ms. Hoyos stated an annual meeting is held, and a donor is invited to speak on what their goals were and the fund they are affiliated with. A student is also invited. The Foundation has been very fortunate in finding students with interesting and touching stories to tell.

The Foundation office is also where alumni come to reconnect with the college. This year it was decided to hold an Alumni Weekend, and was scheduled to take place around events that were already happening at the college. The Douglas campus seems to draw some of the older graduates, so they planned this event around the Pit Fire in late October. That weekend also included a Bar-B-Q, an athletics open house, and several sporting events. Unfortunately, there wasn't a tremendous turnout, and only a few

identified themselves as alumni. However, Ms. Hoyos stated they are not ready to 'throw in the towel'. She shared that the Foundation budgeted to contract with a company to track down alumni; 22,000 student records were provided to a company called Harris Connect, which was able to provide approximately 15,000 good addresses, along with a fair amount of landline and cell phone numbers, as well as email addresses. Human Resources has started marketing the Career Central Network where students and alumni can update their resumes and look for jobs, and where employers can post their job openings.

Regarding some short-term planning, during the course of the next year the Foundation will be involved with the college's 50th anniversary. Ms. Hoyos feels this will come together during the Spring semester. She has been meeting with various departments about what they might host or do. She showed a picture of a home in Bisbee (near the Warren Ball Park) that the Foundation is planning to sell, which was part of the gift from the Bisbee resident. They are also planning to work with college personnel to identify needs that might be met through future annual campaigns. Finally, they will continue to connect with alumni - as part of the 50th anniversary, there may be an alumni recognition program or something similar. At this point, Ms. Hoyos does not have specific dates.

2.03 New Governing Board Policy 409 – Service of Process (First Read)

Dr. Rottweiler stated that this was a change that occurred in statute related to who can officially be served. The fear is that, if we don't specifically outline who is to be served, anyone could be served and it would be as if the college was served. By policy, we have established that all things related to student records go to the dean of students, all things related to wage garnishment go to the payroll manager, and all others should go to the president. This is a first read and will be brought back to the Board at the next meeting, at which time Dr. Rottweiler will recommend the Board's approval.

2.04 Revised Governing Board Policy 627 – Holidays (First Read)

Dr. Rottweiler stated this policy recently went through the normal review process. There are no fundamental changes in the policy, other than recognizing that administrative support staff be allowed to receive compensatory time should they be called in to work during any holidays. This is a first read and will be brought back to the Board at the next meeting, at which time Dr. Rottweiler will recommend the Board's approval.

3. NEW BUSINESS *

3.01 Consent Agenda *

Mrs. Strain requested that Item 3.01.5 be pulled from the agenda for a separate discussion.

The following items were approved:

- 3.01.1 * Classified; Appointment (*Rebecca Horlick, Office Assistant I, K-12 Outreach, Sierra Vista Campus*)
- 3.01.2 * Administrative Support; Transfer (*John Walsh, Director of Library Services, District-wide*)
- 3.01.3 * Administrative Support; Resignation (*Kristine Kuntzelman, Assistant Athletic Trainer, Douglas Campus*)

- 3.01.4 * Faculty; Resignation (*Isaac Rivera Cestero, Instructor of Chemistry, Sierra Vista Campus*)
- 3.01.5 * Faculty; Retirement (*Norman Bates, Instructor of English, Sierra Vista Campus*) - ***Pulled from agenda by Mrs. Strain for discussion/ comments.***
- 3.01.6 * Approval of Minutes – Regular Meeting – November 12, 2013

Dr. Eaton moved and Mr. DiPeso seconded a motion to approve the Consent Agenda, with the exception of 3.01.5. There was no further discussion by the Board. The Board unanimously approved. MOTION CARRIED.

Dr. Rottweiler introduced LaMont Schiers; Wendy Davis, Vice President for Human Resources, introduced Rebecca Horlick; and Carlos Cartagena, Vice President for Information Technology, introduced John Walsh.

3.01.5 Faculty; Retirement (Norman Bates, Instructor of English, Sierra Vista Campus)

Mrs. Strain stated that Norm Bates is a phenomenal man who has brought a wealth of knowledge to the students of Cochise College, and his work in the Honors program has been excellent for many years. Dr. Rottweiler added that Mr. Bates has done an amazing job; he is the first to engage and help with anything, to sit on a committee, or to advise students. His will be hard shoes to fill. Mr. DiPeso moved and Mr. Nelson seconded a motion to approve item 3.01.5, the retirement of Norman Bates. There was no further discussion by the Board. The Board unanimously approved. MOTION CARRIED.

3.02 Sabbatical Request – Cecelia A. Lewis

Dr. Rottweiler stated this request is consistent with policy. Ms. Lewis, an instructor of English, submitted a sabbatical request to complete her Ph.D. in Mexican-American studies from the University of Arizona. She plans to enroll full-time in 2014, and then complete her dissertation in 2015. This will fulfill her residency part. It comes recommended by her dean, Mr. Chuck Hoyack, and by Vice President and Provost, Dr. Verlyn Fick. Dr. Rottweiler recommended the request for approval. Dr. Eaton moved and Mr. DiPeso seconded a motion to approve the sabbatical request of Cecelia A. Lewis for the 2014-2015 academic year. There was no further discussion by the Board. The Board unanimously approved. MOTION CARRIED.

4. COMMENTS FROM GOVERNING BOARD MEMBERS

- Dr. Eaton complimented Ms. Hoyos on her report and on a different logo for the college's 50th anniversary. He also questioned the logo for the college. Dr. Rottweiler stated there are many people who share Dr. Eaton's concern; however, the minute you change a logo, it's significant. While it may not be the one that everyone would chose today, it is one that is recognized by many people across the state. We can request to have Marketing and Creative Services look into this a bit, but we need to make sure we're serious about doing it.
- Mr. DiPeso also complimented Ms. Hoyos on her presentation.
- Mrs. Strain thanked the trustees for their work at the work session of November 24th.
- Mrs. Strain stated she attended the Student Government activities on the Sierra Vista campus where they made Christmas cards.
- Mrs. Strain stated she attended the VA employment assistance fair, which was very well done.

- Dr. Rottweiler reminded the Board that the Bisbee Economic Outlook Luncheon will be held Thursday, December 12th at the Turquoise Valley Golf Course. He encouraged anyone who was interested in attending to please RSVP to Loretta Mountjoy.

5. ADJOURNMENT

Mrs. Strain adjourned the meeting at 7:12 p.m.

Respectfully Submitted:

Ms. Loretta Mountjoy, Executive Assistant, Office of the President

Mr. David DiPeso, Secretary of the Governing Board