

APPROVED MINUTES

COCHISE COUNTY COMMUNITY COLLEGE DISTRICT GOVERNING BOARD REGULAR MEETING

Tuesday, January 11, 2022
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/98141640834>.

1. GENERAL FUNCTIONS

1.01 Call to Order

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

Board Members Present:

Mr. David DiPeso
Mr. Don Hudgins
Mr. Dennis Nelson
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 approved with no adjustments.

Mr. Quinn moved, and Mr. Nelson seconded a motion approving the adoption of the agenda. There was no further discussion. The Governing Board unanimously approved with David DiPeso, Don Hudgins, Jane Strain, Tim Quinn, and Dennis Nelson all voting aye. **MOTION CARRIED.**

The agenda was adopted as approved with no adjustments.

1.04 Governing Board Organization/Orientation for 2022

ACTION

1.04.1 Election of Board Chair

Mr. Hudgins opened the floor for nominations for Governing Board Chair. Mrs. Strain nominated Mr. David DiPeso to serve as the Board Chair. Mrs. Strain moved and Mr. Nelson seconded the motion to elect Mr. David DiPeso as Cochise County Community College District Governing Board Chair for 2022. No other nominations were made, and there was no further discussion by the Board. The Board unanimously approved with Board members, David DiPeso, Don Hudgins, Dennis Nelson, Tim Quinn, and Jane Strain, all voting aye. **MOTION CARRIED.**

1.04.2 Election of Board Secretary

Mr. Hudgins opened the floor for nominations for Governing Board Secretary. Mr. Quinn nominated Mr. Dennis Nelson to continue serving as the Board Secretary. Mr. Quinn moved and Mr. DiPeso seconded the motion electing Mr. Nelson to continue as the Cochise County Community College District Governing Board Secretary for 2022. No other nominations were made, and there was no further discussion by the Board. The Board approved with Board members, David DiPeso, Don Hudgins, Dennis Nelson, Tim Quinn, and Jane Strain, all voting aye. MOTION CARRIED.

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

Mr. Hudgins appointed Mr. Tim Quinn as the representative to the Arizona Association of Community College Trustees and appointed himself as the alternate representative. Mr. Hudgins also reappointed Mr. Dennis Nelson and Mr. David DiPeso as representatives on the Investment Committee.

1.05 Standing Reports

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

No Arizona Association of Community College Trustees report was given, as there have been no updates since the last meeting.

1.05.2 Senate

The Governing Board reviewed a written Senate Report, and accepted as submitted.

1.05.3 Student Government Association (SGA)

No Student Government Association Report given, as SGA students were on winter break.

1.05.4 College President

Dr. Rottweiler thanked Board members for their ongoing service, leadership, and direction. Also, he thanked Mr. Hudgins for his leadership as Board Chair, and for his help and guidance through a critical time during a pandemic over the past two years. Thanks were also given to Mr. Nelson for continuing to represent the college as the Board Secretary for another year. Dr. Rottweiler also welcomed Mr. DiPeso into his new role as Board Chair.

Dr. Rottweiler provided the board with updates; highlights included:

Legislative Update:

- Governor Ducey delivered his eighth State of the State held on January 10, 2021.
 - Major topics/themes:
 - The state of Arizona is strong! (several billion-dollar surplus)
 - Double down on tax cuts
 - Increased jobs
 - Historic investments in community colleges (workforce development)

- Advanced manufacturing training centers; currently there is one in the state, proposing six more
- Spouse tuition waivers for veterans (\$10M scholarship through ABOR (last dollar first come first serve)
- School choice
- Summer camp for children who are behind
- All K-12 curriculum available online for review and transparency
- Border Security
 - Border Strike Force, technology, and people
 - Increased dollars for prosecution and incarceration (border countries)
- Water
 - \$1B investment in water
- I-10 improvements (expansion and remodel)
- Budget to be released on Friday, January 14
- Should the budget submission be recommended for funding, Cochise would receive:
 - Total: **\$13,902,300 (up \$675,100)**
 - Rural Aid: \$3,125,500
- Arizona Community College Coordinating Council (AC4)
 - January 20 – Joint Legislative Budget Committee (JLBC) community college budget hearing
 - Request from the Governor for a meeting with community college presidents regarding workforce development

COVID-19 Updates:

- Administration will continue to monitor closely the COVID numbers including the Omicron Variant. Cochise County continues to be in the high transmission category. Currently, just under 64% of the population 5 years/older in Cochise County is vaccinated.
- Seeing an increase of COVID tracing requirements coming out of the winter break. The college will continue to monitor and update as needed.
- In continuing efforts to mitigate COVID-19, the college hosted a COVID vaccination POD in both Sierra Vista and Douglas on January 13.
- The college continues to follow closely and prepare for the vaccine mandate. The process has slowed after consultation with the Arizona Industrial Commission. The Courts initially stayed both the OSHA ETS process and the Federal mandate. An appeal was heard and reversed. The Supreme Court heard oral arguments and are awaiting their decision.

Facilities Update:

- Career Technical Education Canopy:
 - Phase 1 (In-Progress)
 - Contracted Work
 - Steel columns set and concrete pad placed
 - Block wall half-completed; estimated completion January 21
 - Gas Lines - mid-February
 - In-House Work

- Electrical in progress; ECD: end of March due to unexpected material shortages (electrical panel components)
- Wall painting
- Gate fabrication to be accomplished as part of the welding course senior project; ECD: early May
- Phase 2 (ESD: mid-May with an ECD: end of July)
 - Contracted Work
 - Canopy Roof
 - Fire Sprinkler System
 - In-House Work
 - Lighting
- First Responders Academy
 - Architectural Firms Request for Proposals due January 24
- Aviation Roof Replacement
 - Awaiting proposal from The Garland Company
 - Estimated date May 1 based on material availability
- DC Security Cameras
 - Awaiting updated proposal from Amer-X
- DC Gym HVAC Unit Upgrade
 - Replacement of existing heating and cooling system to improve air circulation and outside air exchange.
 - Estimated start date is April

General Comments:

- Spring 2022 began January 10. Enrollment numbers are strong and appear to be bouncing back. Thanks were given to Dr. Horne and Ms. Martin for the efforts by their team.
 - Welcome Back Breakfast/Brunch
 - January 10 – Sierra Vista
 - January 11 – Douglas
 - January 12 – Downtown Center
 - Welcome Back Kits at outreach centers

Board Retreat: January 28 at the Amerind Foundation 10:00 a.m. to 3:00 p.m.:

- Board initiatives: Code of Conduct, Board Assessment
- College initiatives: Early College, Douglas Port of Entry, Staffing

Upcoming Events:

- January 11 and 18 – Behavioral/Mental Health – met with leaders to implement a one semester Behavioral Health technician certificate.
- January 19 - 21 – Cochise Combined Trust Retreat and Renewal
- January 25 – Fort Huachuca Tour – hosted by Jeff Jennings
- January 26 or 27 – meeting with Governor Ducey
- February 8 – February Board Meeting

Questions/Comments:

Responding to Mrs. Strain, Dr. Rottweiler stated the behavioral health technicians will be trained for working in offices; they may or may not be qualified for K-12 schools.

Mr. Hudgins inquired about the interstate 10 rail system project; Dr. Rottweiler noted that he has heard nothing about the widening and expansion of the interstate.

1.05.5 Monthly Financial Report – December 2021

The Financial Report for December 2021 was presented and accepted as submitted.

1.05.6 Monthly Academic Progress Report

The Governing Board reviewed the Academic Progress Report for December 2022, and accepted as presented.

Mr. Nelson inquired about the low dual enrollment numbers for Douglas High School; Dr. Rottweiler responded noting that many of the dual enrollment courses are in nursing, allied health, and CTE. With COVID restrictions the CNA students could not get into clinical sites and there are also limitations in obtaining qualified instructors who meet the masters level degree requirement for dual enrollment.

Dr. Rottweiler also discussed the consideration of an early college to be discussed during the Board Retreat on January 28.

Responding to Mr. Nelson's surprise of the 60% rate of students getting an A, Dr. Fick noted that most of the dual enrollment students taking math and English as dual enrollment are higher performing students so the 60% A rate is not unexpected.

2. NEW BUSINESS *

2.01 Consent Agenda *

The following items were approved:

- 2.01.1 * Classified Staff; Appointment (Erick Dorame, Grounds Technician III, Douglas Campus)
- 2.01.2 * Professional Staff; Appointment (Tiani Anang Shimabukuro, Testing Services Specialist, Sierra Vista Campus)
- 2.01.3 * Administrative Support; Appointment (Katja Biggs, Academic/Career Advisor, Sierra Vista Campus)
- 2.01.4 * Administrative Support; Temporary Appointment (Patricia Williams, Student Engagement Events Coordinator – Temporary, District-wide based at the Sierra Vista Campus)
- 2.01.5 * Faculty; Appointment (Cara Elkins, Instructor of Nursing, District-wide based at the Downtown Center)
- 2.01.6 * Faculty; Appointment (Keesa Flake, Instructor of Nursing, District-wide based at the Downtown Center)
- 2.01.7 * Classified Staff; Resignation (Javier Madero, Aviation Mechanic, Douglas Campus)
- 2.01.8 * Administrative Staff; Separation (Michael Meixner, Assistant Director of Facilities, District-wide based on the Sierra Vista Campus)
- 2.01.9 * Curriculum Changes
- 2.01.10 * Acceptance of Minutes for December 14, 2021 – Regular Meeting

Mr. Quinn moved, and Mr. DiPeso seconded a motion to approve the Consent Agenda. There was no further discussion and the Governing Board unanimously approved with David DiPeso, Don Hudgins, Jane Strain, and Dennis Nelson all voting aye. **MOTION CARRIED.**

***** Introduction of New Employees *****

Wick Lewis, Executive Director of Human Resources, introduced: Peter Hooper, Director of Adult Education; Andrea Alston, Events Management Specialist; and Keesa Flake, Instructor of Nursing.

2.02 Adjust FY2020-21 Budget to Reflect Actual Expenditures

The administration brought forward a recommendation, as required by the auditors, to approve the adjustments to the fiscal year 2020-21 adopted budget to reflect the actual expenditures.

Mr. DiPeso moved, and Mr. Quinn seconded a motion to approve the adjustments to the fiscal year 2020-21 adopted budget to reflect the actual expenditures. There was no further discussion by the board. The Governing Board unanimously approved with board members, David DiPeso, Don Hudgins, Dennis Nelson, Tim Quinn, and Jane Strain, all voting aye. **MOTION CARRIED.**

2.03 Policies 644 Performance Evaluations, 647 Faculty Salary Advancement, and 665 Tuition Reimbursement Second Reads

The Administration requested the Governing Board adopt a motion to approve the recommended revisions to Board Policies 644 Performance Evaluations, 647 Faculty Salary Advancement, and 665 Tuition Reimbursement.

Mrs. Strain moved, and Mr. DiPeso seconded a motion to approve the adjustments to the recommended revisions to Board Policies 644 Performance Evaluations, 647 Faculty Salary Advancement, and 665 Tuition Reimbursement. There was no further discussion by the board. The Governing Board unanimously approved with board members, David DiPeso, Don Hudgins, Dennis Nelson, Tim Quinn, and Jane Strain, all voting aye. **MOTION CARRIED.**

3. INFORMATION ITEMS

INFORMATION

3.01 Communications

- No communications received for the January Board meeting.

3.02 Vision for Liberal Arts

Angela Garcia, Dean of Liberal Arts, provided the Governing Board her vision for the Liberal Arts division as the new department dean; highlights include:

Educational Program Opportunities:

- Paraprofessional Certificate with High School Equivalency Program
- Early Childhood Education Endorsement (K-3)
- Middle School Endorsement
- Elementary Education Certification
- Secondary Education Certification
- AJS Program to Police Academy Pathway
- Photo Journalism

- Sound Engineering
- Broadcasting

Moving Forward:

- Performing Arts Center
- Art Gallery incorporated into a performing arts center
- Sierra Vista Campus Art Event (similar to the Pit Fire)
- Reading Corequisite Courses
- Continuous Improvement of English Directed Self Placement

Questions/Comments:

Mr. Quinn inquired about the difference between a certification and an endorsement; Ms. Garcia noted that it is an additional stamp (endorsement) to the certificate.

Responding to Mr. Quinn, Ms. Garcia noted that her number one priority is working on increasing qualified K-12 teachers working with students for dual enrollment.

3.03 Enrollment Management/Digital Marketing Report

Robyn Martin, Assistant Dean of Enrollment Management and Marketing, provided the Governing Board a marketing report; highlights include:

Marketing Goals:

- Create Favor for Cochise College
- Generate Leads (Prospects)

Prospect Acquisition – Strategies

- Advertising/Sponsorships
- Social Media
- Recruiting Efforts
- Community Engagement
- Public Relations

Prospect Acquisition – Strategies

- Recruiting Efforts – April 2021 – December 2021
 - 16 – presentations (Navigators in the high schools)
 - 36 – Campus Visits/Tours - high school students
 - 6 – On campus Open Houses
 - 12 – Community Events

Ad Results and Digital Analytics – Monday.com Software

- \$16,975 spent for paid advertising in fall 2021
- Digital advertising is almost 80% of the budget
 - Embedded
 - Banner ad
 - Livestreaming
 - Social media – Facebook and Instagram and paid social media advertising
- Digital impression – 1,080,277; almost 2000 individuals clicked on the ad
- Total applications - 4180
 - Survey how they heard about the college
 - #1 - Family and friends

- #2 - Military Education Center
- #3 - High School Visits
- #4 – Internet Advertisement
- Direct Emails – 42,000 sent
 - 322 clicked on some part of the email
 - 34% open rate (only need 18% to be a successful open rate)
 - Prospective and current students
 - 21% open holiday message

Questions/Comments:

Responding to Mr. Nelson, Ms. Martin stated that her department has been using the program for one year, and just started fully integrating most of the features.

Marketing moved away from using Billboard advertisement as it is not as cost effective at \$500 per month compared to having five bus advertisements for \$250 per month.

Responding to Mr. Quinn, Ms. Martin explained the process of coupling and nesting college ads on social media for certain audiences.

Mr. Quinn inquired about how the team generates marketing strategies; Ms. Martin noted that the college is part of a community college marketing group similar to the AC4 group that Dr. Rottweiler participates in. Ms. Martin is also a member of the Marketing and Public Relations (MPR) organization in which she sits on the board and represents the Arizona districts. With that organization she attends lots of meetings and trainings sharing ideas. The marketing team also attends conferences and presentations generating new ideas.

The marketing team is also researching trends related to providing materials and marketing in other languages.

3.04 Aviation Restructure Update

Belinda Burnett, Director of Aviation, provided the Governing Board an update on the Aviation program restructure; highlights include:

Fall Semester Enrollment: Total students – 36
Projected Spring Semester Enrollment: 36 students

Recruitment Updates:

- Engaging Alumni
 - “Friends and Family Time to Soar”
 - 2 events in the Phoenix area; resulted in 9 introductory flights
 - Used social media to promote event; college marketing
 - Flight club at DM Airshow
 - “Time to Thrive Open House”
 - Promoted via radio ads
- Women in Aviation Conference – March 2022
 - Partner with Redbird at conference to showcase the FTD’s
- Additional recruiting events planned for spring semester in the Phoenix area
- Major Open House event in planning stages for late April 2022

Resource Management System (RMS):

- Increase inventory control
- Manage work orders, hours, and efficiencies

Renewal of FAA Part 141 Operating Certificate:

- FAA Inspection resulting in the renewal of our FAA Part 141 Operating Certificate for two years
- Renewal of the authorization to issue the Restricted Airline Transport Pilot qualification certificate.

Fleet Update:

- Aircraft Lease:
 - Signed a 2-year lease agreement with Hot Wings in July 2021
 - Three 2021 Piper Archers were delivered November 22, 2021
 - Two 2021 Piper Archers to be delivered in late January 2022
 - Selected the registration/Tail numbers to end the CC for Cochise College
- Aircraft Sales:
 - Sold N756PP a CR182
 - Received an Insurance credit
 - Sold six C172's and associated parts/inventory
 - Anticipated insurance credit
 - Total aircraft sales as of December 31, 2021 - \$754,000
- Purchases out of aircraft sales
 - One aircraft engine for N3121V
 - Engine delivery expected end of January 2022
 - Deposit and positioning fee for the first three Archers
 - Total - \$46,532
- January – February 2022
 - Prepare aircrafts to sell
 - Total est. - \$240,000
- Total aircraft sales anticipated - \$994,000 revenue in contingency account

Surplus Auction Status:

- Sale of various surplus items in hanger - \$48,180
 - Items purchased out of surplus sales:
 - Project Magenta CRJ700 software update - \$7,500
 - New panels for Redbird simulators - \$10,060
 - Work benches to replace old ones for hanger - \$1,418.36

Financial Update:

- Annual Anticipated Revenue
 - College contribution \$500,030 (50%/semester budgeted)
 - Covers majority of full-time salaries
- Fall 2021 as of 12/31/21
 - Revenues - \$743,747
 - Expenses - \$688,408
 - Net Revenue - \$55,339
- Anticipated Spring 2022
 - Revenues – \$852,515
 - Expenses - \$811,935
 - Net Revenue - \$40,580

Airport Updates:

- Weather station grant by ADOT at 100%
- APMS grant for pavement preservation of runway and taxiway – est. \$21,775
- Airport Capital Improvement Program completed

- ADOT Economic Impact study completed

Industry Updates:

- Airline partners restarted pathway/cadet program
 - 4 cadet instructors (all children of alumni) transitioned to PSA airlines – all are working as first officers and flying
- PSA and Envoy holding two new hire training classes per month with approx. 30 students per class (60 new hires per month per airline)
- Bonus pay incentives for new hire first officers - \$115K over 5-years

Questions/Comments:

Responding to Mr. Nelson, Ms. Burnett explained the training offered by PSA and Envoy is for new hires and it is airline and aircraft specific.

Ms. Burnett confirmed that the \$500K contingent revenues are separate from the college's revenue.

Responding to Mr. Quinn, Ms. Burnett spoke about the Women in Aviation Conference noting that it started 28 years ago in Prescott providing scholarships to women in aviation. The first year the group awarded \$350 in scholarships and this last year they awarded \$1.1M in scholarships.

Ms. Burnett discussed the student demographic population noting there are ten females out of the thirty-six students enrolled in the program; this is more females in program than ever before.

Responding to Mr. Quinn, Ms. Burnett discussed the advertising budgeting of \$12,500, which is used for new marketing materials with the new aircraft and marketing events including introductory flights. She also confirmed that the department is working with the college marketing department approving and posting the aviation materials.

Mr. Hudgins and Mr. DiPeso expressed their appreciation for finetuning the program.

4. COMMENTS FROM GOVERNING BOARD MEMBERS

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

- Mr. DiPeso
 - Wished everyone a Happy New
- Mr. Nelson
 - Gave thanks to Mr. Hudgins for his leadership as the Board Chair.
 - Inquired about the culinary program; Dr. Rottweiler responded noting the curriculum has been modified in a new direction to better meet the industry standards.
- Mr. Quinn
 - Congratulated to men's basketball team
 - Asked for a future report from Peter Hooper on where he wants the adult education department to go and how he will link to initiatives that had been started before his arrival.
 - Shared the experience and thoughts he had on a recent flight in which an Afghan refugee family was traveling to Tucson to start a new life. He was reminded of the opportunities that Cochise College provides the student who walks through the door and says, I want to improve my life. Because of staff's caring expertise, they show

the student the way and they pave the road for them. He also stated that there are people looking to work for a new life, don't overlook them.

- Mrs. Strain
 - Excited about the coming year; Cochise College is a leader in Arizona and the nation.
- Mr. Hudgins
 - It has been an honor to serve as the Board Chair; could not have asked for a better group of individuals to work with. Thanks for all you do.

5. ADJOURNMENT

Mr. Hudgins adjourned the meeting at 7:35 p.m.

Respectfully Submitted:

Crystal Wheeler, Executive Assistant, Office of the President

Mr. Dennis Nelson, Secretary of the Governing Board