

GOGEBIC COMMUNITY COLLEGE
Ironwood, Michigan

A Regular Meeting of the Board of Trustees of Community College District of Gogebic County was held on Tuesday evening, July 30, 2019, in the Solin Center for Business Education, Room B22, on the campus of Gogebic Community College, Ironwood, Michigan.

<i>Truth in Taxation Hearing</i>	Chairman Lupino called the truth in taxation hearing open at 4:30 pm. Vice President of Business Services Guenard gave an overview of the millage request report. With no further discussion, Chairman Lupino declared the hearing closed at 4:33 pm.
<i>Call to Order, Pledge of Allegiance, Roll Call</i>	Chairman Lupino called the meeting to order at 4:34 pm and opened with the Pledge of Allegiance. Those present: Mrs. Beals, Mr. Brown, Mr. Burchell, Mr. Fitting, Mr. Kolesar, Mr. Lupino, Mr. Malloy Absent: None Also present: President Dr. George McNulty, Vice President of Business Services Erik Guenard, Vice President of Student Services Jeanne Graham, Kim Zeckovich, Kathy Whitburn, Marc Madigan, Maria Sokol, Kari Klemme, and Bryan Hellios.
<i>Report of Secretary</i>	Mrs. Beals expressed her appreciation for the Resolution thanking instructors utilizing Open Educational Resources in the classroom brought forth in the previous meeting. Moved by Mr. Burchell, supported by Mr. Brown, and carried, to approve the minutes of the June 25, 2019 Regular Board Meeting as presented.
<i>Conflict of Interest</i>	No conflict of interest of board members on agenda items.
<i>GCC Foundation Update</i>	President McNulty informed the Board that AmazonSmile is added to the Foundation page on our website for a portion of purchases to go to the Foundation and that PayPal is also in the works to be added to the website for ease of making donations.
<i>Introduction of Marc Madigan, Director of Financial Aid</i>	Vice President of Student Services introduced the Director of Financial Aid, Marc Madigan to the Board. The Board welcomed Mr. Madigan to the College. He expressed his excitement to be working at the College, as he had worked as a tutor for the College previously.
<i>Public Comment on Agenda</i>	None
<i>Unfinished Business – On-going Progress/Reports</i>	Discussion ensued regarding the marketing report submitted. Mr. Burchell was interested in a synopsis to reflect trends on the most effective forms of marketing for the College. Mr. Fitting questioned the amount of marketing dollars spent on specific marketing media, which Marketing Director Kim Zeckovich agreed to compile for him. She explained that word of mouth has been the most effective form of marketing for the College. The Board brought forth ideas for College presence at community events.
<i>New Business - Financial Reports</i>	Vice President of Business Services Guenard presented the preliminary year-end financial reports for 2019. Credit tuition was down as expected, and the audit timeline has changed, resulting in earlier journal entries than previous years.

Mr. Guenard explained the performance of the Auxiliary Fund. The residence hall was down this year, the change in bookstore balance was due to inventory systems, the snack bar is on par with previous years, the Lindquist Student Conference Center has had a full time person this year, and Mount Zion revenues were down.

The Board expressed concern regarding the Auxiliary Funds. Mr. Guenard explained that adjustments will still be made with the upcoming audit. Mr. Burchell suggested a committee be formed to analyze the trends and determine adjustments to be made in the future.

Moved by Mr. Malloy, supported by Mr. Brown, and carried, to pay the invoice for Thrun Law Firm P.C. and approve the June financial statements as presented.

*New Business – Consent
Agenda Items – RFP for Line
of Credit*

Mr. Guenard explained that the College received one bid back from Gogebic Range Bank with an agreeable fixed interest rate of 2.45%.

Moved by Mr. Burchell, supported by Mr. Kolesar, and carried, to approve the line of credit offered by Gogebic Range Bank in the amount of \$1,850,000, with a fixed interest rate of 2.45% for one year.

*New Business – Consent
Agenda Items –2019 Millage
Request Report*

It was moved by Mr. Kolesar, supported by Mr. Fitting, and carried, to accept the 2019 Millage Request Report and resolution, as presented.

*New Business –Personnel
Items – Director of Workforce
Development*

Mr. Guenard told the Board that after the search for this position, there were three applicants and Mr. Glen Ackerman-Behr was recommended for the position of Director of Workforce Development.

It was moved by Mrs. Beals, supported by Mr. Brown, and carried, to approve the appointment of Glen Ackerman-Behr as the Director of Workforce Development.

*New Business – Personnel
Items – Amended Position
Description – Director of
Learning Resources*

Ms. Graham explained that the College is looking to combine both the Library Director and Online Learning Resources positions into one.

Moved by Mr. Burchell, supported by Mr. Brown, and carried, to accept the amended position description as presented.

*New Business – Personnel
Items – Amended Position
Description – Financial Aid
Counselor*

Ms. Graham explained that currently there is a combination Financial Aid and Admissions Counselor, but due to the support needed with Financial Aid, administration recommends this position be full time support to Financial Aid, with no change in pay grade. Deborah Janczak is currently in this position. To make up for the loss in Admissions support, the College plans to supplement Admissions with a contracted employee.

Moved by Mrs. Beals, supported by Mr. Brown, and carried, to accept the amended position description as presented.

*Discussion of Strategic
Planning*

President McNulty discussed the future of the College Strategic Plan. He expressed interest in improving revenue with current low hanging fruit, while keeping the big picture in mind. This is intended to be very inclusive and purposeful for student engagement and enrollment. The plan is not to be rushed and could take up to a year to complete, with a three-year mindset at the forefront, but also looking 25 years into the future. Dr. McNulty expressed the importance of including documentation throughout

the plan and informed the Board that he would have updates to present at the next Regular meeting.

*Public Comment on Topics
Relating to GCC*

Bryan Heliios asked the Board if the College will be attending the 2019 Gogebic County Fair. Ms. Zeckovich explained that due to a limited marketing budget and less staff in admissions, the College will have signs advertising the College, but not have a physical presence. The marketing department is looking at different strategies moving forward. Suggestions from the Board included an eSports demonstration and a booth at the SISU Ski Fest.

Other Business

Chairman Lupino lead a discussion on the highlights of the MCCA Summer Conference attended by the Board. ALICE (Asset Limited, Income Constrained, Employed) was the focus of the conference. Mrs. Beals suggested a continuation of the discussion from the conference in order to share and take action on Board ideas and insights that come from the conference.

The Board was reminded of the new Skilled Trades Building Construction Kick-Off on Friday, August 9, at 10:00 am.

Mr. Fitting inquired about money saved from the Skilled Trades project to be funneled elsewhere in the budget. Mr. Guenard explained that was not possible, as this was a restricted fund, and must stay within the confines of that project.

Executive Session

At 5:43 pm, it was moved by Mrs. Beals, supported by Mr. Malloy, that the Board move into Executive Session to discuss matters exempt from disclosure. Action anticipated to take place on return to Regular Session. Roll Call Vote: Beals – Yes; Brown – Yes; Burchell – Yes; Fitting – Yes; Kolesar – Yes; Lupino – Yes; Malloy – Yes. *Motion carried – 7 Yes, 0 No.*

Regular Session

At 6:17 pm, it was moved by Mrs. Beals, supported by Mr. Malloy, and carried that the Board return to Regular Session.

MAHE Contract

Moved by Mrs. Beals, supported by Mr. Brown, and carried to accept the MAHE contract as presented.

Adjournment

Moved by Mr. Malloy, supported by Mr. Brown, and carried, that the meeting be adjourned. The meeting was adjourned at 6:19 pm.

John J. Lupino, Chairman

Susan Beals, Secretary

*Next GCC Board of Trustees
Regular Meeting*

Tuesday, August 27, 2019
4:30 pm – Room B22 Jacob Solin Center for Business Education