



BALTIMORE CITY COMMUNITY COLLEGE  
BOARD OF TRUSTEES  
**APPROVED OPEN SESSION MINUTES**  
November 15, 2017  
4 p.m.  
Liberty Campus  
Mini-Conference Center

**Board Members Present:** Kurt L. Schmoke, Esq. (Chair); Dr. Rosemary Gillett-Karam, (Vice Chair) via conference call; Ms. Maria Tildon; Mr. Jason Perkins-Cohen; Mr. J. C. Weiss, III; Dr. Rachel Y. Pfeiffer.

**Board Members Absent:**

Mr. Tom Geddes; Mr. Ferdinand Anokwuru, Student Trustee

**The Board unanimously voted and approved the November 15, 2017 agenda.**

**I. RETIREE PRESENTATION**

Chair Schmoke amended the agenda to allow Dr. May to recognize retirees Mr. Michael Cutter and Ms. Eileen McGrath. Dr. May asked Vice President Calvin Harris to speak as both Ms. McGrath, (who was not present), and Mr. Cutter are staff of the Administration and Finance Division. Vice President Harris, along with Mr. Maurice Howell, Director of Facilities, and Dr. May presented Mr. Cutter with a citation and plaque for his 46 years of service to Baltimore City Community College.

**II. NEW BUSINESS**

Realignment Task Updates were given by Bryan Perry, Esq., Chief of Staff and General Counsel. Mr. Perry stated that updates of the Realignment Tasks could be found in the November 15, 2017 Board of Trustees Open Session Book under tab two. Mr. Perry stated that he would like to highlight several of the tasks due to new information.

**Task # 4** Enter into memoranda of understanding in order to establish student pathways to success with the Baltimore City Public Schools Systems (BCPSS), institutions of higher education, and employers.

Meetings have been re-scheduled with BCPSS to discuss other initiatives, e.g. dual enrollment, better-aligned curriculums, and Early College Public High Schools.

The Board inquired as to if the Mayor's Free Tuition would have an effect on Realignment Task # 4. Mr. Perry responded that it will not directly affect; however,

the institutional and administrative cost may have a bearing. We are close to finalizing the plans for the city.

The Board inquired as to how many students would be involved. Mr. Perry responded that the expectation would be 250 students per year.

**Task #6:** Engage in a comprehensive review of all positions, faculty, and staff at BCCC.

We are working on the comprehensive review regarding procurement. We are looking into "piggy back agreement". As we rely on DBM for approval we have to wait on their person, who has been out of the office, to return so that we can move forward. This mandatory oversight approval creates a great restraint on procuring services that are needed.

The Board inquired as to if we still had the information from 2013 under Dr. Anderson still available and could be used as a comparative tool for the new proposed compensation study. Mr. Perry responded that he was not certain but would look into the matter; however, a new compensation study by an external company will be done.

**Task # 12** The Board of Trustees shall review, and if necessary, revise the BCCC strategic plan.

Mission and Vision were approved by the previous Board, revised draft goals will be presented to the Board in December for approval.

Mr. Perry introduced Vice President Kirstaetter to present a presentation on realignment task # 8, Develop and market a brand for BCCC.

Vice President Kirstaetter presented a PowerPoint presentation that was compiled of information, with cost projections, on the proposed action plans to address realignment task # 8.

Vice President Kirstaetter began her presentation with the definition of re-branding of the college in which she defined as "engaging in a process of repositioning our brand through various strategic efforts intended to positively influence current/potential students and stakeholder".

As stated in the JCR findings and recommendations, BCCC needs to re-brand and develop marketing strategies for BCCC due to:

- Declining enrollment
- BCCC is unknown by area employers
- BCCC is not the institution of choice among Baltimore City High School students.



Vice President Kirstaetter shared the action steps that BCCC has made/are planned for completing realignment task # 8, along with the estimated cost to implement the following:

- The appointment of Ms. Dawn Kirstaetter as the leader, with demonstrated marketing background to lead the Institutional Advancement and Marketing Division in September 2017.
- The reconfigured division is formed, Advancement and Strategic Partnerships (ASP) Division. The Research Office will stand alone as the Office of Institutional Research (OIR).
- Two contractual graphic designers were hired to perform in-house graphic design opposed to outsourcing as in the past.
- Purchase of studio equipment that is needed for graphic design, e.g. MacBook Pros, Monitors, and licenses for latest software, photography equipment, etc.
- Consultant engagement for brand repositioning, met with various consultant agencies to explore partnership opportunities and/or to partner with a creative series company as well as exploring other alternate options that would be cost-effective.
- Established partnership with Learfield Licensing Partners, LLC to provide the college with best practices and strategies to properly protect and promote the BCCC brand, including logo marks.
- Brand unification of the Panther Mascot Logo via licensing agreement.
- College-wide signage unification via Wayfinding Signage, for interior and exterior spaces including street pole banners and flags.
- Redesign of collateral marketing material, e.g., fact sheets, brochures, infographics, Public Safety redesign of patches, signage, and vehicle graphics.
- Website redesign.
- Social Media on all social media platforms, e.g., Facebook and Twitter accounts.
- Initiate College Advertising Campaign, e.g. local TV and radio, billboards, malls, and MTA.
- Increase media coverage and College visibility.
- Community Service and engagement visibility.
- Strategic Partnerships with public and private sector organizations.

**DISCUSSION:**

The Board inquired as to if funding was available to implement the proposed plans, Ms. Kirstaetter replied that partial funding was available; however, more funding of approximately \$150,000 is needed.

The Board inquired as to the perception of BCPSS high school counselors of BCCC. Vice President Kirstaetter introduced Ms. Deneen Dangerfield, Director of Admissions, for a response. Ms. Dangerfield stated that the counselor's perception of BCCC is getting better and is improving with other high schools e.g., Poly and City

BCCC has hosted the high school counselors for the past seven years as a part of their back to school professional development initiative. Ms. Dangerfield reported that BCPSS has requested if BCCC could teach onsite at high schools and we are working with Academic Affairs to see if that can be accomplished.

The Board stated that it appears that Vice President Kirstaetter presentation is moving in the right direction for realignment task #8 with consistent follow through. Mr. Perry stated that meetings are being scheduled.

The Board inquired about a statement in the Faculty Senate Report regarding the search process. Chair Schmoke reported that a national search to fill the position of President will be done in a timely manner to meet the concerns raised in the Faculty Senate Report.

**BOARD ACTIONS/CONSENT AGENDA** (All Actions requiring a vote.)

- A. Approval of the September 20, 2017 Minutes
- B. College Contracts
- C. Student Government Association (SGA) (Mr. Kingsley Anokwuru, President)
- D. AFSCME Local # 1870 at BCCC (Ms. Charlene Gray, President)
- E. Faculty Senate (Professor Edward Ennels)

**Action:** The Board unanimously voted and approved Board Actions/Consent Agenda.

**III. PUBLIC PRESENTATIONS**

Dr. Marguerite Weber presented the Institutional Cultural Diversity Plan. Dr. Weber reported that we (BCCC) has met the goals of the Cultural Diversity Plan that is required by Maryland Higher Education Commission (MHEC). This report will be forwarded for filing to MHEC upon approval of this report by the BCCC Board of Trustees.

The Board inquired as to if we received any faculty employment applications from the Latino culture. Dr. Weber reported that she would inquire with Director of Human Services, Ms. Michelle Williams and respond to that inquiry at a later date.

**ACTION:** The Board unanimously agreed to adopt the Cultural Diversity Report.

*\*Full Cultural Diversity Report is available in the November 15, 2017 Open Session Book.*

**IV. PRESIDENT'S REPORT**

Dr. May stated that his report stood as written.

**A. ENROLLMENT REPORT**

Dr. Weber reported that enrollment was down by five percent as of October 31, 2017. The BCCC Strategic Enrollment Management Report (SEMR) was renewed in spring 2016 and reflects improvement of ten percent from FY 2012. The current SEMR will sunset in June 2018.



**V. CLOSING COMMENTS**

Chair Schmoke thanked all for attending and stated that the Board of Trustees would adjourn to the Closed Session for further discussions regarding personnel issues; pending purchase of property for the future needs of the college; and to obtain legal advice.

**VI. MOTION FOR ADJOURNMENT** Meeting adjourned at 5:12 p.m.

**VII. NEXT MEETING** Wednesday, *December 20, 2017*

**ATTENDANCE:**

Dr. Gordon F. May, President  
Bryan Perry, Esq., Chief of Staff/General Counsel  
Dr. Tonja Ringgold, VP of Academic Affairs  
Dr. Marguerite Weber, VP of Student Affairs  
Mr. Calvin Harris, Jr., VP of Business & Finance  
Ms. Dawn Kirstaetter, VP of Advancement & Strategic Partnerships  
Mr. Michael Thomas, VP of Workforce Development & Continuing Education  
Ms. Lyllis Green, Chief Internal Auditor  
Dr. Ray Barghi, Chief Information Officer  
Ms. Michelle Williams, Director Human Resources

**BCCC Staff Present:**

Tope Aje, Nicole Becketts, Vanessa Bell, Linda Benjamin, Elena Berrocal, Vera Brooks, Leslie Brown, Lorraine Brown, Pam Hsin-Yuan Chen, Edward Ennels, Charlene Gray, Alisha Green, Nana Gyesie, Eileen Hawkins, Kemberly Henderson, Jean Henry, Marie Hinton Kenneth Hopkins, Maurice Howell, Will Hug, Joseph M. Hutchins, Dr. Bob Iweha, Daniel Izume, Leslie Jackson, David Xudong Jin, Amrita Madabushi, Karen Mobley, Dr. Anil Malaki, Karen McClaskey, Valerie Leverette, Tina Mosley, Simon Nwaigwe, Brian O'Connell, Scott Olden, Wadson Pericles, Shaunta Rao, Kadijat Richmond, Sylvia Rochester, Mitchell Rossi, Ida Sass, Scott Saunders, Benita Scott, Adaria Sogbar, Gregory Tarver, Charae Thorpe, Dr. Daphne Snowden, Chima Ugah, JáHon Vance, Eileen Waitsman, Cortez Walker, Rory Wallace, Dr. Dennis Weeks, Douglas Weimer, Jeff White, Brenda Wiley, Alise Williams, Juanita Wingo, Andre Williams, Jill Yesko, Diana Zilberman,

**Others Present:**

Senator Joan Carter Conway  
Richard J. Harrison, Ellucian  
Garret Halbach  
Kathy Styles, Retired

**CLOSED SESSION**

The Board voted unanimously, under the Open Meeting Act, State Government Article, and Section 10-508, to convene in Closed Session on September 20, 2017, in the President's Conference Room to discuss real estate, personnel and to obtain legal advice.

*\*Full report on file in the President's Office*

Respectfully submitted,

A handwritten signature in cursive script that reads "Gordon F. May". The signature is written in black ink and is positioned above the printed name and title.

Gordon F. May, PhD  
President/CEO

**Board Approved: December 20, 2017**