

Blue Ridge Community College  
Board of Trustees Retreat  
November 9, 2009  
12 p.m. – 4:30 p.m.  
TEDC, Conference Hall

The Blue Ridge Community College Board of Trustees met for a retreat Monday, November 9, 2009, at the Technology Education and Development Center, Conference Hall, the Flat Rock Campus.

The following members were present:

John McCormick, Jr.	Chip Gould
Teresa McCall	Kohlan Flynn
Candler Willis	Ken Butcher
Marilyn Bailey	Betty Gash
Ronnie Pepper	Roy Neill
Andrew Tate	

The following members were excused: Bill Farrell, Jeff McDaris, Patricia Jones, and Tara Starnes. Others attending: Molly Parkhill, Matt Matteson, and Brenda Conner

President Parkhill thanked Trustees for coming and recognized Matt Matteson who facilitated the retreat. Matt began with a group exercise. He discussed the retreat agenda and asked if there were any additional items that Trustees would like to add to the agenda. The subject of intercollegiate athletics was added.

### **Demographics & Trends**

Matt briefed the Board on college enrollment demographics over the past three years in regard to race & ethnicity, area of residence, programs of study, student employment, and basic skills performance. There was discussion regarding a future presence in the Fletcher community and measures of basic skills performance. The Board was updated on where (county) students attend, why they chose BRCC, financial assistance, faculty advising, student goals, and non-completers. Discussion followed regarding student tuition and book costs and the college's current advising system. The Board was updated on Financial Aid demographics including who applied for and received aid, a breakdown of financial aid agencies (federal, state, other), BRCC Foundation scholarships awarded . The Board was briefed on student costs and opportunities for financial aid.

### **Goals & Accomplishments**

President Parkhill discussed with Trustees the past year's goals & accomplishments:  
Goal No. 1: Increase the Enrollment, retention, and degree attainment of all students.  
Goal No. 2. Integrate soft skills into college courses.

- Goal No. 3. Expand partnerships with four-year institutions to offer more college-level baccalaureate degree programs on campus.
- Goal No. 4. Assist in filling identified gaps in the local workforce with a focus on applied technology, health care, and the service industry.
- Goal No. 5. Collaborate with high schools to expand programs that serve their students.
- Goal No. 6. Employ the most suitable technologies to deliver effective instruction to our students.
- Goal No. 7. Strengthen the working relationships among College faculty and staff.
- Goal No. 8. Make environmental sustainability a priority for the College, its educational programs, and its activities.
- Goal No. 9. Expand and enhance accessibility of the College's programs through distance learning.
- Goal No. 10. Provide exceptional customer service.
- Goal No. 11. Collaborate with economic development agencies to strengthen the economic vitality of the community.
- Goal No. 12. Increase the community's awareness of the College.

### **Institutional Effectiveness Planning**

Matt distributed a copy of the 2009-2012 Institutional Effectiveness Plan – Executive Summary and gave a brief explanation to the Board. Next, a worksheet listing the 2009-2013 College-wide Goals was given to the Trustees and they broke into group to discuss and rank the goals. Upon reconvening, the groups discussed their rankings as follows:

- Group 1
  - 1<sup>st</sup> priority - Goal #1,
  - 2<sup>nd</sup> priority - Goals 4 & 11,
  - 3<sup>rd</sup> priority - Goal 3
  - 4<sup>th</sup> priority Goal 5.
- Group 2
  - 1<sup>st</sup> priority - Goals #1, 3 & 12
- Group 3
  - 1<sup>st</sup> priority - Goals 1, 3, 5 & 12,
  - 2<sup>nd</sup> priority -Goals 2, 4, & 11
  - 3<sup>rd</sup> priority – Goals 6, 7, 9, & 10.

Discussion followed that twelve goals were perhaps too many to adequately be successful in all of them. A suggestion was made to condense the goals and have strategies supporting each goal.

### **Board Dynamics**

The Board discussed Trustee Meetings including the existing meeting schedule. The majority of those present agreed to maintain the current schedule. The Board agreed that two meetings be scheduled at the Transylvania Center each year, one of which could include County Commissioners. There was a suggestion to set-up a “Board of Trustee” Web site where members could log-in and get regular and committee meeting information.

The Board discussed activities of committees. It was suggested that the Finance & Facilities committees have regularly scheduled meetings but could cancel meetings in the event there were no items to discuss. It was suggested that additional members be assigned to the Finance & Facilities committees and that agendas and minutes of all standing committee meetings be posted on a Web site.

The Board discussed communications and the amount of pertinent information provided by committee chairs when items were reported out in regular Board meetings. The members also discussed the manner by which individual members should “weigh-in” on any particular agenda item, both in committee meetings and in regular meetings.

The Board discussed advocacy of the Institution. There was discussion regarding whether the Board should take a position on the level of preparation of students entering college and directly communicate such with various public education agencies including the NC Department of Instruction. It was also suggested that the Board work with the State Board and NCACCT on the issue. The Board of Trustees discussed the frequency of meetings of BRCC advisory committees and also discussed how Board members could become better advocates of the college – such as attending graduations, on campus activities, Foundation sponsored events, and other activities.

### **Other Business**

The Board discussed the BRCC Intercollegiate Athletics Program. President Parkhill confirmed that the Athletics Program was self-supporting. Revenues were generated from student activity fee, fundraising and private donations. She also noted that the final payment to the NCCCS has been made for the prior audit exception. She mentioned the level of community involvement of athletic teams, the support by BRCC students, the impact on FTE, and the recent shift from non-local to local recruitment of student athletes. The Board concurred that the athletic programs may continue on a self-support basis.

There being no further discussion, the meeting was adjourned.

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Chairman

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Secretary