

Blue Ridge Community College
Board of Trustees Retreat
March 12, 2012
11 a.m. – 4:45 p.m.
Brevard Music Center

The Blue Ridge Community College Board of Trustees met for a retreat Monday, March 12, 2012, at the Brevard Music Center.

The following members were present:

John McCormick, Jr.	Chip Gould
Teresa McCall	Kohlan Flynn
Candler Willis	Ken Butcher
Sandy Tallant	Betty Gash
Ronnie Pepper	Bill Farrell
Andrew Tate	Scott Elliott
Pat Jones	

The following members were excused: Margaret Harris, SGA President. Others attending: Molly Parkhill, Alan Stephenson, Julie Thompson, Marcia Stoneman, Alice Crisp, Rhonda Devan, Brenda Conner, Chad Merrill, Matt Matteson, Chad Donnahue, Artie Wilson, Mike Hawkins, Tommy Thompson, and Steve Wyatt

President Parkhill thanked Trustees for coming, recognized all guests and introduced new Trustee, Sandy Tallent. Dr. Parkhill reviewed the agenda and goal for the retreat.

Review of College's 2008-2013 Strategic Plan, Goals & Accomplishments

Chad Merrill presented the College's Strategic Directions for 2008-2013. Each of the following Strategic Directions/Accomplishments was discussed in detail and Trustees were asked to provide feedback:

#1 Meet the Needs of a Growing and Diverse Student Population

Discussion arose on the statewide initiative regarding Developmental Math and the modules method that will be implemented Fall 2013. Questions' regarding stackable credentials was addressed.

Trustee Feedback – Suggestion to increase course offering in Transylvania County

#2 Address the Rapidly Changing Workforce

Discussion arose on the suspension of programs in regard to the lack of workforce needs and the need for green/sustainable jobs for the future. All questions were addressed.

Trustee Feedback – Suggestion to market programs that would recruit students to train for specific workforce needs in the county. Look into the investment of equipment for specific programs that address workforce needs.

#3 Stay Current in All Levels of Technology and Education Delivery

Trustee Feedback – Suggestion to provide more incentives to faculty for teaching distance learning programs.

#4 Strengthen the Economic Vitality of the Community

Discussion on the lack of information that the community has in respect to BRCC. The college has addressed this with our Community Ambassador program.

#5 Offer Stakeholders the Most Value for the Services it Provides

Discussion on the articulation meetings President Parkhill is having with Wingate University, Mars Hill College, and Brevard College.

Trustee Feedback – Suggestion to have students recruit students. Increase public relations efforts on the College's accomplishments, programs, and community events.

Henderson & Transylvania County Economic Outlook Presentations

Henderson County Manager, Steve Wyatt stated that Blue Ridge Community College is one of the best investments in our county. Mr. Wyatt presented information to the Board on the financial and economic struggles that Henderson County had weathered over the past few years. He shared some of the County's financial projections for the future. Mr. Wyatt described the county's incentive process and plans for aggressively seeking new industry to the area. Mr. Wyatt also mentioned the One-Quarter Cent County Sales and Use Tax Referendum that the Commissioners are look at including on the ballot.

Henderson County Commissioner Chairman, Tommy Thompson echoed the statement by County Manager Wyatt, concerning the importance of Blue Ridge Community College to our county. Mr. Thompson thanked the Board for the opportunity to present to the Trustees and for the support

Transylvania County Manager, Artie Wilson described the loss of several manufacturing jobs over the past few years and the budget cuts that the county has implemented. He noted that the building industry has remained strong in Transylvania County which has help to soften the effects of the recession. The retail and housing has decreased a bit during 2012 and the tax base has remained flat. Mr. Wilson stated that Transylvania County is starting to see some signs of economic improvement and the real estate market is increasing as well. During the fiscal year 2013, the county will have to use some of the fund balance; however they are hoping to see an increase in jobs in Transylvania County. The former Ecusta site is now ready to be promoted actively, which could potentially bring over 2000 new jobs to Transylvania County. The Commissioners approved a vision statement for economic development and we are working on a process to implement this

vision statement. Mr. Wilson stated that Blue Ridge Community College is an excellent resource in Transylvania County for this effort.

Transylvania County Commissioner Chairman, Mike Hawkins thanked the Board of Trustees for this opportunity to update them on Transylvania County. Mr. Hawkins stated that regional economic development in Western North Carolina has a positive impact on Transylvania County and we are very optimistic for the future and economic growth in the county.

President Parkhill thanked the Henderson and Transylvania County guests for taking the time to speak to the Board, as well as, for their investment in Blue Ridge Community College.

Looking Ahead – Review of College’s Mission & Goals

Matt Matteson introduced himself and gave a brief introduction on the purpose and mission in regard to the afternoon’s session of “*Looking Ahead.*”

Mr. Matteson reviewed the College’s current mission statement. Discussion arose on whether the statement is still valid in today’s changing times. Mr. Matteson stated the jobs and economic impact is a number one priority for the college. One of the main points of the mission statement is enriching the lives of those within our reach. After discussion it was decided that the mission statement was on target and should stay as is written.

Mr. Matteson distributed the following Roundtable Discussion Questions and asked Trustees to work on the questions within their small groups.

Group A – Candler Willis, John McCormick, Sandy Tallant

Group B – Andrew Tate, Chip Gould, Ken Butcher

Group C – Pat Jones, Betty Gash, Kohlan Flynn, Teresa McCall

Group D – Scott Elliott, Bill Farrell, Ronnie Pepper

Question #1 What has changed (current trends in the internal & external environment)? What changes are likely to occur that will impact the College’s ability to achieve its mission in the next 5-6 years?

Group A:

- Rising cost of 4-year universities is a growing opportunity for community colleges to offer affordable education.
- BRCC first two years are done by professional/qualified instructors and students are better prepared.
- Retaining qualified instructor is difficult in this economic time...as economy improves and incentive are available this will improve.
- Increase diversity of students – this next generation is improving and more are going on to community colleges and universities.

Group B:

- Competition for students – vary the delivery methods and programs.
- Four year colleges are going to become more aggressive to compete for students.
- Accelerated course model that universities offer...need to look at this.
- Tech and the raising cost of keeping up with this today...limited with funding and the increasing changes in technology and being able to keep us current. Increase constraints for local funding....could impact our ability to deliver to students.

Group C:

- Smart board, iPad, laptops (technology is changing) – will need to deal with this through funding that can be offered to help the student.
- Economy, finances have changed – priority budgeting will be required.
- Demographic and population changes (age, race, etc) – meet the needs through more diverse programs and job requirements needed for growing industry in the area.
- Financial Aid guidelines from Federal level – will need to adhere to these new guidelines and educate students as needed. May need to relook at the timing of how a student on a Pell grant finishes their program - in a shorter amount of time.

Group D:

- Relevance and helping students to see the value of a college education – has been undervalued.
- By 2015 many jobs may return from China however these new jobs may require more high tech training.
- The student population in more diverse academically
- Technology has increased choice and competition (more post secondary options to students now).

Question #2: How will the College deal with the change? What initiatives need to be considered to respond successfully to these changes?

Group A:

- Put college strengths on display
- More formal affiliation with universities...automatic enrollment. The College is currently in discussions with Western Carolina about this.
- Do more survey - Market research.

Group B:

- Allow students the opportunity to go into competitions for real life experience.
- Market to potential students on specific job opportunities.
- Ask for employers to help with funding and requirements needed for future jobs.
- Certificate and degree programs should continue to be a reflection of employer needs.
- Need to focus on basic skills that are needed and are not changing in new technology (interpersonal skills, basic education skills, etc.)

- Identify revenue generated educational opportunities (nationally known speakers, professors)
- Funding must be used for the direct benefit of the students
- Internships with employers and students

Group C:

- Budget development college wide
- Develop more partnerships with business – training, funding, opportunities to develop job training (present at chamber event, etc.)
- Course delivery to best serve students needs

Group D:

- Branding – convey the quality and value of a 2-year college
- Rethink how we package our programs – how we learn is changing and must keep up with our delivery methods
- Develop methods of dealing with the shift of cost of education to students
- Evaluate and ensure high quality of instruction
- Increase our reputation
- Increase collaboration with 4- year colleges
- Use graduate follow-up to promote programs
- Focus programs on emerging careers

Discussion about the new Khan Academy, which has developed a 10-minute, on-line math course. This is offered at no cost and has been funded as a non-profit. Other 10-minute modules are being developed.

2014-2020 Strategic Plan Process & Timeline

Chad Merrill presented in detail the 2014-2020 Strategic Plan process and timeline. After questions were addressed and discussion, each Trustee was asked to identify and flag their four top priorities from the “Roundtable Discussion” items.

The top six are as follows:

- Develop more partnerships with business – training for employees (funding, jobs) – **(9 votes)**
- Increase collaboration with 4-year colleges – **(7 votes)**
- “Harvard on the Pond” – affiliations with 4-year colleges – **(6 votes)**
- Develop methods of dealing with shift of more cost of education to students – **(5 votes)**
- Local market research – image improvement (t-shirts) – **(4 votes)**
- Develop pipeline for future workers – apprenticeship program with high school/employers – **(4 votes)**

Legal Issues Discussion

College Attorney, Chad Donnahue gave a presentation to the Board on the legal duties and responsibilities for Community College Boards of Trustees, open meetings laws, and ethics laws. Mr. Donnahue addressed all questions and stated that if Trustees had others questions, they may contact him at his office. A copy of Mr. Donnahue’s presentation is attached and made a part of these minutes.

Other Business

There being no further discussion, the meeting was adjourned.

Chairman

Secretary