

**HACC, CENTRAL PENNSYLVANIA'S COMMUNITY COLLEGE**  
**Board of Trustees Meeting**  
**February 5, 2013**

**Trustees Present**

Frank A. Conte (phone)  
Daniel P. Delaney  
Randy E. Eckels (phone)  
Deep C. Gupta  
Sally S. Klein  
Loren H. Kroh  
William M. Murray  
Hector R. Ortiz  
Charles R. Peguese  
Robert J. Phillips  
Thomas B. Richey  
Nailah I. Rogers  
Timothy L. Sandoe  
Vicki R. Shannon  
Peter C. Wambach  
Mark A. Whitmoyer

**Absent**

Jeffrey A. Shaffer  
Toni H. Sharp  
Ty D. Strohl

**Cabinet**

Dr. John J. "Ski" Sygielski  
Dr. Linnie Carter  
Dr. Cynthia Doherty  
Dr. Kathleen Kramer  
Dr. Rob Steinmetz  
Dr. L. Marshall Washington  
Dr. Richard Yankosky  
James Baxter  
John Eberly  
Shannon Harvey  
Lisa Sanford  
Jean Treuthart

**Guests**

David R. Keller, Solicitor  
Kate Margolis, Faculty (phone)  
Pam Watkins, Faculty (phone)  
Dennis Heinle  
Margurite P. Saylor

**Roll Call and Recognition of Visitors:** Mr. Sandoe called the meeting to order at 12:02 p.m. and noted that a quorum was present. Dr. Ski introduced Dr. Richard Yankosky, interim chief information officer.

**Discussion and Action on Any Committee Report Items Removed From Consent Agenda:** None.

**Approval of Consent Agenda:**

Moved: Thomas B. Richey  
Seconded: Charles R. Peguese  
Motion carried

**Recommendations/Reports From The Board of Trustees:** None.

**Board Education Topic:** "Middle States Accreditation Update," James E. Baxter, interim provost and vice president of academic affairs, summarized the Administration's latest actions and plans to put in place the documentation and reporting structures that would be needed to comply with the two standards cited in the accreditation warning from the Middle States Association of Colleges and Schools. Dr. Ski thanked Trustees Sandoe and Richey for their participation in a planning meeting with the College's Middle States liaison. He also thanked Mr. Baxter and his team for their work. Mr. Baxter said he felt confident that with Dr. Ski's leadership, the College would have the stability it needed, after several years of restructuring and change in Administration, to resolve the issues that prompted the warning. Work would continue through September on planning and evaluating means of assessing learning outcomes and tying the College's strategic plan to institutional goals. Next steps would include preparation of a 20-page report to be submitted to Middle States in June, followed by a final revision process to be completed by Sept. 1, 2013. Mr. Sandoe stated that meeting the standards to relieve the warning was the College's highest priority, and all necessary resources would be devoted to meeting the requirements. Ms. Klein asked what the next steps would be if the necessary progress was not

made. Mr. Baxter explained that the United States Department of Education provides a two-year window for institutions that had received an accreditation warning to meet the accrediting body's requirements. Institutions failing to do so in two years would be placed on "probationary" status, to be followed by "show cause" status for continued failure to meet the standards. Dr. Ski noted that although there may have been other organizational priorities for the College in recent years, the College was now in a position to confidently address all of Middle States' requirements.

**Staff Presentation:** "Identifying and Promoting Positive Press," Linnie S. Carter, Ph.D., APR, vice president of college advancement, and Margurite P. Saylor, director of media relations, outlined the Office of College Advancement's plans for its new Integrated Marketing Communications unit (IMC) to institute an innovative advertising, branding and marketing approach that would emphasize positive stories about educational opportunity at HACC. Within the next six to 12 months, Dr. Carter said, the College would engage a public relations firm to assist in developing a new branding campaign to replace the existing "HACC gives me" campaign. She said the next campaign would be tailored to meet the challenge of promoting the College in the digital age. Before restructuring the former Public Relations and Marketing Department as IMC, "we were equipped to ride a bike," Dr. Carter said, but colleges today must be able to "drive an 18-wheeler." She added that even though the College has an excellent relationship with media in the region, it was important to be proactive in telling HACC's own story rather than rely on the media. She said in spite of several negative news stories within the past couple of months, the College was prepared with several initiatives to focus on the good news about HACC. Ms. Saylor summarized projects include a "Good News Form" on the Web site that any member of the College community could use to submit positive stories for IMC to share. These submissions would form the basis of a "story bank" that could be used by students, alumni, and donor relations staff to familiarize people with stories of student success. The IMC staff was also planning to increase the number of news releases distributed to the media, she said. Staff members were talking with local newspapers about the potential for publishing a recurring column about the College similar to the "HACC Highlights" column that The Gettysburg Times publishes monthly for readers in the area served by HACC's Gettysburg Campus. IMC would also focus efforts on weekly newspapers, she said. Dr. Carter stressed that 21<sup>st</sup> century communications would require colleges to be adept at going beyond traditional media to reach key audiences. To do so, the College would need to use social media more effectively and also to make connections with "influential bloggers" who would provide HACC with an audience in the national media. Mr. Sandoe thanked Dr. Carter for the care and transparency that were shown in managing the negative news involving the College during the past several months, and for the positive new initiatives.

**Recommendations/Reports From The Chair:** None.

**Recommendations/Reports From The President:** Dr. Ski thanked Dr. Steinmetz, Ms. Truthart, and the Student Services staff for their work to boost enrollment for the spring term, which was now just one percent below expectations. At the most recent meeting of the Pennsylvania community college presidents, Dr. Ski said, it was reported that statewide enrollment had dipped by five to 10 percent, so HACC's enrollment had rebounded significantly thanks to staff's efforts. In other updates, Dr. Ski reported:

- Governor Corbett had said funding for higher education would be flat in the coming year, and the Governor advised colleges and universities to be wary of raising tuition.
- Dr. Ski and Trustees Ortiz and Peguese would meet with congressional legislators in the coming week during the Association of Community College Trustees (ACCT) National Legislative Summit in Washington, DC. He thanked Dr. Kramer for her willingness to take on responsibilities for coordinating HACC's legislative efforts.
- He would accompany the directors of HACC's Virtual Campus to a meeting with Apple representatives at the company's California headquarters to talk about the next generation of e-learning.

- He and Mr. Sandoe would conduct interviews on Feb. 21, 2013, with finalist candidates for the chief financial officer position. The search for a chief information officer was also progressing. Three candidates for provost would be interviewed soon. Dr. Ski thanked Ms. Sanford and her team for their role in the provost search.
- He thanked Dr. Doherty and Mr. Eberly for working with the sponsoring school districts to craft a new sponsorship plan, whose final details were being determined.
- The Hawks basketball teams closed their seasons with won-loss records of four and 13 for the men and seven and five for the women. Both teams were looking forward to next season.
- The College Strategic Planning Committee was making a final review of the proposed plan that would soon be ready for presentation to the Board for its approval.

Dr. Ski also reported that Mr. Baxter and the College deans had been working since July to realign academic activities in a College-wide reorganization of Academic Affairs. He thanked Mr. Baxter for his work.

Dr. Ski called on Dr. Steinmetz for a brief update on continuing enrollment efforts. Dr. Steinmetz reported that fall-to-spring term enrollment for the past two years had shown positive trends, and the Strategic Enrollment Management Plan now in place would maximize efforts for the coming term, even though enrollment rates continued to be influenced by factors beyond the College's control. One such factor, Dr. Ski noted, was the change in federal health care law that now permitted students to remain on their parents' insurance policies without being enrolled in college.

In reply to a question from Mr. Kroh, Dr. Steinmetz reported that the average age of HACC students was 23 to 24, relatively young by national standards. Mr. Conte asked whether the Administration was familiar with a Florida community college that was promoting enrollment by guaranteeing that students who enrolled early would not face a tuition increase in the coming term. Dr. Ski said he would include the initiative on the list of ideas HACC was exploring. Mr. Kroh noted that it was a common practice among proprietary schools, and it successfully changed students' behavior regarding enrollment.

**Executive Session:** At 12:45 p.m., the Board entered Executive Session to discuss real estate and legal issues.

Moved: Thomas B. Richey  
 Seconded: William M. Murray  
 Motion carried

At 1:10 p.m., the Board returned from Executive Session and took the following action:

**Res. 50.75A, Offer to Purchase Real Estate at Lancaster**

BE IT RESOLVED THAT THE BOARD OF TRUSTEES

Authorize the administration to make an offer, effective for a period of 30 days, of \$350,000 for the purchase of a tract of land outside the Lancaster Campus.

Moved: Thomas B. Richey  
 Seconded: Peter C. Wambach  
 Motion carried

**Adjournment:** At 1:12 p.m., having no further business, the Board adjourned.

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	<b>Consent Agenda</b>	
	<b>Review and Approval of Previous Minutes</b>	Chair
65	<b>Personnel Recommendations</b>	Mr. Delaney
66	<b>Recommendations for Promotion in Academic Rank – 2013-14</b>	Mr. Delaney
67	<b>Recommendations for Tenure in Academic Rank – 2013-14</b>	Mr. Delaney
I-5	<b>Personnel Information Items</b>	Mr. Delaney
68	<b>Report of College Operating Revenues and Expenditures – Nov. 30, 2012</b>	Mr. Conte
69	<b>Report of College Operating Revenues and Expenditures – Dec. 31, 2012</b>	Mr. Conte
70	<b>Single Prime Contract for Phase Two (2) – Removal and Replacement of the Roofing System of the Ted Lick Administration Building at the Harrisburg Campus</b>	Mr. Conte
71	<b>Single Prime Contract for Phase Two (2) – Exterior Repairs and Renovations of the Ted Lick Administration Building at the Harrisburg Campus</b>	Mr. Conte
72	<b>Purchase of a Symantec Endpoint Protection Antivirus License for All Campuses</b>	Mr. Conte
73	<b>Purchase and Installation of a New Motorola Turbo Digital Radio System at the York Campus</b>	Mr. Conte
74	<b>Three (3) Year Contract for an Online Assessment Management System for Student Learning Outcomes at All Campuses</b>	Mr. Conte
75	<b>Gifts - Scholarships</b>	Mr. Conte
L-1	<b>Criminal Justice (PASSHE) AA Transfer Degree</b>	Ms. Sharp
L-2	<b>Structural Engineering Technology AS Degree and Certificate</b>	Ms. Sharp
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