

**HACC, CENTRAL PENNSYLVANIA'S COMMUNITY COLLEGE**  
**Board of Trustees Meeting**  
**February 4, 2014**

**Trustees Present**

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

**Excused**

Randy E. Eckels  
Loren H. Kroh  
Ty D. Strohl

**Cabinet**

Dr. John J. "Ski" Sygielski  
Dr. Linnie S. Carter  
Dr. Cynthia A. Doherty  
Dr. Robert Steinmetz  
Aimee Brough  
Tim Dolin  
John Eberly  
Shannon Harvey  
Lynold McGhee  
Robert Messner  
Lois Schaffer  
Jean Treuthart  
Michael Walsh  
Amy Withrow

**Guests**

Michael Davis, Solicitor  
Michael Bowden, APO  
Katie Margolis, Faculty  
Juanita Mort, CEO  
Linda Mussoline, CEO  
Barbara Miller, The Patriot-News  
Brandon Sheppard

**Roll Call and Recognition of Visitors:** Mr. Sandoe called the meeting to order at noon and noted that a quorum was present. Dr. Ski introduced and welcomed Juanita Mort, new president of the Classified Employee Organization, and Brandon Sheppard, instructional equipment technician, and thanked him for preparing the new Board Room's communication equipment for the meeting. He also introduced Kia L. Harris, who recently joined the staff as executive assistant in the Office of the President.

**Staff Presentation:** "Virtual/Lebanon Campus Initiative," Amy S. Withrow, Virtual Learning Interim Director, Advancement and Outreach. Ms. Withrow outlined an innovative new partnership between the Lebanon Campus and Virtual Learning to provide greater opportunity for students at the Lebanon Campus to take courses on-line or through a "blended" class format that combines in-person instruction and on-line sessions. By strategically expanding availability of blended and on-line courses, the College would encourage more students to complete degrees, she said. Currently, the College offered only two such courses for students in Lebanon. The initiative would start with 10 programs and would be studied to determine how the format contributed to student success and retention of enrolled students from one term to the next. "We want to offer best practices in blended training," Ms. Withrow said, based on which course content worked best in a classroom setting and which was best suited for on-line instruction.

**Board Education Topics:** "HACC's New Branding Campaign," Pamela Cox-Otto, Ph.D., Chief Executive Officer, Interact Communications. Dr. Carter introduced Dr. Cox-Otto, who joined the meeting virtually from Interact's offices in Wisconsin to present the College's new brand, which was slated to appear in advertising beginning in March. Dr. Cox-Otto presented a new approach to marketing the College to a large community of diverse segments made up of working adult students, new high school graduates and their parents, and business and community leaders. Incorporating input from an intensive series of focus groups, community surveys and some 500 telephone interviews, the new campaign would appeal to potential students whether they were seeking their first jobs or planning to

transfer to a four-year college or university and would show that HACC provides an education that is within reach of family incomes. The new brand, "Yours.," would show the variety of ways in which the College is dedicated to meeting students' needs. Dr. Cox-Otto said that instead of the College telling students what it thought they should have, as the former "HACC gives me . . ." campaign did, the new campaign would be targeted directly to the needs that the students and the community identified. Its appeal to the community, including organization leaders and a diverse ethnic population including Hispanic residents and business people, would emphasize both a focus on community needs and the workforce-training needs of business and industry. An ad emphasizing many opportunities and options for areas of study might say that HACC is "Finally Yours." Students preparing for new or more advanced careers would appreciate an ad that characterized HACC as "Professionally Yours." The new campaign would help students feel empowered and would appeal to their passion for success. It would portray the College as a fast start on a good education in preparation for a fulfilling career. Dr. Cox-Otto said the campaign would include both radio and television advertisements as well as print advertising. Mr. Sandoe said he liked the simplicity and adaptability of the message. He asked whether HACC would need permission to use the names of the transfer colleges and universities mentioned in its ads. Dr. Cox-Otto explained that the College's use of those institutions' names was a "logical extension" of the way HACC routinely markets its articulation and transfer agreements. Dr. Carter said she would address that concern with the other schools. Ms. Klein called the presentation "brilliant, fresh and different." Noting that the new brand would not make its media debut until March, Mr. Wambach asked Patriot-News reporter Ms. Miller not to include the campaign in her report of the meeting. Ms. Miller said she would refer his request to her editor.

"Bidding and Professional Services," Michael Davis, Esq., Barley Snyder. Dr. Ski introduced Mr. Davis, who reviewed the College's practices for bid solicitation and awarding of contracts, and how those practices met state legal requirements for public institutions. He outlined the College's responsibilities under Title 22 of the Pennsylvania Code for publicly advertising for competitive bids for construction and building repairs as well as the purchase of services, with the exception of professional services. The College was required to award bids to "the lowest responsible bidder," Mr. Davis said. Contracts for professional services do not need to be bid, he said; however, statutes and case law identified applicable services as including only accounting, architectural, engineering, legal and "similar services." Determinations of what constitutes "similar services" are specific to each situation and subject to interpretation, he said. Purchases of items or commodities from "sole sources" were also exempt from bidding, Mr. Davis said. The designation of a "sole source" does not refer to an item's availability from only one provider but refers, instead, to the uniqueness of the item. He also discussed responsibilities related to purchasing through Group Purchasing Organizations (GPO's) and under cooperative purchasing or state contracts. HACC qualified for participation in cooperative purchasing agreements as a public procurement unit and as a local public procurement unit, he said. Mr. Gupta asked how the business community learns of bid requests from HACC. Mr. Eberly explained that HACC advertises in The Patriot-News and also solicits bids from the College's own list of "viable vendors." In response to a question from Mr. Sandoe, Mr. Davis confirmed that he would voluntarily advise the College if he were to see a bid that did not comply with legal requirements or College policies being recommended to the trustees for their consideration. At Dr. Ortiz's request, Mr. Sandoe asked Mr. Eberly to include the names of all bidders on future resolutions dealing with purchases and contracts.

**Recommendations/Reports From The President:** Dr. Ski thanked Mr. Eberly for his work with the contractors, architect and others involved in the construction of the new Ted Lick Administration Building for having the project completed on time and under budget. He also:

- Thanked Mr. Messner and his staff for setting up the new building's technology and communications equipment and Eastern PCM President Bill Morgan and Brinjac Engineering for their work in completing the building.
- Reported that the Central Administration offices' move from leased space at Campus Square and Penn Center would save the College \$1 million a year.
- Reported that the College's next monitoring report to the Middle States Association of Colleges and Schools would be submitted on March 1, thanks to the work of Lynold McGhee and his

Institutional Research and Assessment staff.

- Thanked Dr. Steinmetz and his Student Affairs team for the bold, new “Taking It To the Streets” enrollment and registration initiative.
- Advised the trustees that their new iPads would be operational in March.
- Announced that the College was seeking nominations for the Honorary Doctorate of Public Service degree to be presented at the spring Commencement ceremony, and encouraged the trustees to nominate deserving individuals for consideration.
- Reported that ongoing Safety and Security improvements included the completion of 10 recommendations made by consultant Gary Crowell, continuing progress on 26 other recommendations from Mr. Crowell and a recent start on 23 of his additional recommendations, all of which helped to account for a reduction of 20% in reported criminal incidents.
- Reported that the governor’s budget proposal would likely include flat funding for the community colleges.
- Reported that searches were ongoing for the positions of campus vice president for Harrisburg and campus executive director at Lebanon. He said he would appreciate recommendations from the trustees for the Harrisburg vice president’s position.
- Mr. Wambach thanked Dr. Ski for his leadership, inclusion and recognition of people at the College and in the community. He credited Dr. Ski’s “openness” for “an easing of the tensions that used to be there.”

**Recommendations/Reports From The Board of Trustees:** “HACC’s 50<sup>th</sup> Anniversary Celebration,” Peter C. Wambach, Trustee, and Michael A. Walsh, Chief of Staff. Mr. Walsh and Mr. Wambach provided an update on activities of the College’s 50<sup>th</sup> Anniversary Committee, which has scheduled a variety of special observances for the College and larger community in celebration of the founding of Pennsylvania’s first community college. Mr. Wambach commended committee co-chairs Peggy Lenton and Mr. Walsh. Mr. Walsh thanked the honorary co-chairs for the event, Trustee Emerita Velma A. Redmond, Esq., D.P.S., the Honorable Pedro A. Cortès and HACC alumna Dorothy Byrne, class of 1970, an internationally known singer with the Lyric Opera of Chicago. Dr. Ski thanked Ms. Lenton and Mr. Walsh. He suggested to the trustees that they consider hosting individual “house parties” in honor of HACC’s anniversary as fundraising events for HACC Foundation scholarships. Mr. Peguese reminded the trustees of his invitation to match his \$1,000 pledge to the College in honor of its 50<sup>th</sup> anniversary and said he would make the initial payment toward his pledge at the upcoming Harrisburg Campus birthday party.

**Recommendations/Reports From The Chair:** Mr. Sandoe thanked the trustees for all they do on behalf of the College. He said that in 31 years in the banking industry and In working with board of community organizations, he had never seen a board of directors as “engaged” in the organization’s mission as his fellow HACC trustees.

**Approval of Consent Agenda:**

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

Mr. Gupta asked that the Board be provided with a report each month indicating the overall impact on employee headcount and payroll of new hires and retirements, plus the ratio of employees to students. Mr. Sandoe asked him to work with the Board Human Resources Committee to determine what would be the appropriate measurements to include in such a report.

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

**Adjournment:** At 1:45 p.m., having no further business, the Board adjourned.

<b>Page</b>		
	<b>Consent Agenda</b>	
	<b>Review and Approval of Previous Minutes</b>	Chair
<b>33</b>	<b>Personnel Recommendations</b>	Mr. Delaney
<b>34</b>	<b>Recommendations for Promotion in Academic Rank – 2014-15</b>	Mr. Delaney
<b>35</b>	<b>Recommendations for Tenure in Academic Rank – 2014-15</b>	Mr. Delaney
<b>36</b>	<b>Transitional Retirement of Faculty</b>	Mr. Delaney
<b>I-4</b>	<b>Personnel Information Items</b>	Mr. Delaney
<b>37</b>	<b>Report of College Operating Revenues and Expenditures – November 30, 2013</b>	Mr. Conte
<b>38</b>	<b>Report of College Operating Revenues and Expenditures – December 31, 2013</b>	Mr. Conte
<b>39</b>	<b>Contract to Upgrade the Video Surveillance System for the Gettysburg Campus</b>	Mr. Conte
<b>40</b>	<b>Purchase of One (1) Uprint SE 3D Printer for the Harrisburg Campus – Midtown 2</b>	Mr. Conte
<b>41</b>	<b>Purchase of One (1) Industrial Wiring Training System for the York Campus</b>	Mr. Conte
<b>42</b>	<b>Contract for Architectural Services for Renovations to the Welcome Center at the Lancaster Campus</b>	Mr. Conte
<b>43</b>	<b>Gifts-Scholarships</b>	Mr. Conte