

MINUTES OF THE INFORMATION SESSION OF THE BOARD OF TRUSTEES  
OF THE COMMUNITY COLLEGE DISTRICT OF THE COUNTY OF MACOMB

An open information session of the Board of Trustees of the Community College District of the County of Macomb was held Tuesday, October 18, 2011, at 6:00 p.m., in Room 125 of the Professional Development Center, University Center, Center Campus, 44575 Garfield Road, Clinton Township, Michigan, pursuant to notice.

1.0 CALL TO ORDER

The meeting was called to order by Chairperson Kelly at 6:36 p.m.

2.0 ROLL CALL

Present: James F. Kelly, Chairperson  
Connie Bolanowski, Secretary  
Nancy Falcone, Treasurer  
Joseph DeSantis, Trustee  
Roseanne DiMaria, Trustee  
Charley Jackson, Trustee

Absent: Christine Bonkowski, Vice Chairperson (excused)

Also present: James Jacobs, President  
Elizabeth Argiri, Vice President for Business  
Jill M. Little, Vice President, Student Services  
Patricia Martz, Executive Secretary to the President  
Gerri Lynn Pavone, Executive Director, Research  
& Planning  
James Sawyer, Provost/Vice President, Learning Unit  
Casandra Ulbrich, Vice President for College  
Advancement and Community Relations  
Hunter L. Wendt, General Counsel  
F. Jack Witt, Vice President, Human Resources

3.0 APPROVAL OF AGENDA

MOTION by DiMaria, supported by Bolanowski, to approve the agenda as presented.

Motion carried.

4.0 AUDIENCE PARTICIPATION

None

5.0 REVIEW OF AGENDA ITEMS AND MATERIAL

None

6.0 ISSUES AND UPDATES

6.1 Branding Initiative

Audrey Takacs, Director of Marketing and Recruitment Services, presented on the college's branding initiative. She indicated that for the last several months, her area has been working on an effort to identify the value and promise Macomb makes to its students. The project strategy is to capture the voice of the "customer" so the core brand's message is genuine. Online surveys and focus groups were conducted involving current and former students, as well as alumni, gauging their experience at the college. Many of the students felt that attending Macomb helped them to advance their lives to the next level. In addition, they experienced personalized attention and commitment from faculty and staff, as well as a connection with other students and other universities through the University Center. Ms. Takacs explained that gathering all of this information led to a brand promise of "advancement through connections" and ultimately the tagline of "Discover. Connect. Advance." She stated that the college is planning to use this messaging in November for the winter enrollment campaign. She referred to the examples provided in the board packets as to how this will be used on printed material. There was positive feedback from the Trustees on the tagline and presentation.

6.2 Capital Outlay

Ms. Argiri stated that this is the time of year when the college is required to submit its highest priority project to the State of Michigan for capital outlay purposes (50/50 cost sharing). Renovation of South Campus C building has been selected as the priority. Most of the renovations are focused on infrastructure because of the age of the building and renovations will include the entrance to C building. Ms. Argiri also reviewed the list of renovation projects scheduled for 2012.

6.3 Report on Achieving the Dream Trustee Institute

Trustees Kelly and Falcone, along with Dr. Jacobs and Dr. Sawyer, attended the Achieving the Dream Trustee Institute in Grand Rapids September 27-29 which was sponsored by the MCCA. Trustee Kelly reported that it was very informative and commented on the progress Macomb has made concerning this initiative.

6.4 Martin Luther King Day

Dr. Jacobs distributed a flyer which was sent to all faculty and staff with information regarding volunteer activities the college has planned in celebration of Martin Luther King Day 2012. He stated that the college will be officially closed on Monday, January 16, 2012 and it is hoped that 300-500 students and staff will participate and volunteer at various sites around the community as was done the previous year. Dr. Jacobs extended an invitation to the Board to participate.

6.5 Health Care Legislation

Mr. Wendt reminded the Trustees that as a result of the recent law passed by the Legislature relating to health care, a decision that must be made by January 15, 2012 to choose an option as to allocation of health care costs for college employees. He referred to discussions held in previous executive sessions that the "hard cap" approach would disproportionately impact the college's lowest paid employees. He recommended that the board elect to comply with the optional "80/20" approach as opposed to the "hard cap" option.

Dr. Jacobs distributed information regarding the Macomb Intermediate School District millage proposal for a 1.2 mill property tax increase. It was noted that this is a targeted election and many people are not aware of the MISD millage campaign. Dr. Jacobs referred to an article in the Macomb Daily which was included in the board packet concerning the organized opposition to the MISD proposal.

The Trustees were informed by Dr. Jacobs that County Executive Mark Hackel's State of the County presentation is scheduled for December 7<sup>th</sup> at 6:00 p.m. at the Macomb Center for the Performing Arts with a reception to follow at the Lorenzo Cultural Center. This is an invitation only event and the Board will be receiving an invitation to attend.

7.0 EXECUTIVE SESSION

There was no need to hold an executive session.

8.0 ADJOURNMENT

MOTION by Bolanowski, supported by Falcone, to adjourn the meeting.

The meeting adjourned at 7:10 p.m.

COMMUNITY COLLEGE DISTRICT OF THE COUNTY OF MACOMB  
BOARD OF TRUSTEES

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Secretary