

APPROVED MINUTES OF 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 Wednesday, January 17, 2018 at 6:00 p.m., in Room K307 of the John Lewis Community Center, South Campus, 14500 Twelve Mile Road, Warren, Michigan.

1.0 CALL TO ORDER

The meeting was called to order by Chairperson Haase at 6:00 p.m.

2.0 ROLL CALL

Present: Jennifer Haase, Chairperson
Katherine Lorenzo, Secretary
Roseanne DiMaria, Treasurer
Kristi Dean, Trustee
Joseph DeSantis, Trustee

Absent: Frank Cusumano, Vice Chairperson
Vincent Viviano, Trustee

Also present: James Sawyer, President
Elizabeth Argiri, Vice President, Business
Sharon Kowal, Executive Administrative Assistant to the President
Jill Thomas-Little, Vice President, Student Services
Gerri Lynn Pavone, Executive Director, Research and Planning
Casandra Ulbrich, Vice President, College Advancement & Community Relations
Hunter L. Wendt, General Counsel/Executive Director, College Police
Denise Williams, Vice President, Human Resources

3.0 APPROVAL OF AGENDA

MOTION by Lorenzo, supported by Dean, to approve the agenda as presented.

Motion carried.

4.0 AUDIENCE PARTICIPATION

None.

5.0 REVIEW OF AGENDA ITEMS AND MATERIAL

Dr. Sawyer stated an amendment to the Regular Meeting agenda (Item 8.1A - Personnel) has to be made because the title and job description are incorrect. A replacement packet was distributed. The name of the individual and salary stay the same. Someone will need to make a motion at the 7:30 meeting to change the title.

6.0 ISSUE AND UPDATES

Dr. Sawyer gave general updates on the following:

- At the December meeting, Trustee Cusumano asked of the colleges with payment plans how many of their students are taking advantage of them. Ms. Argiri and Ms. Poindexter were able to get self-reported data from those colleges willing to share their information. OCC who is the most similar to Macomb has 8 percent participation. No data was received from WCCCD. The schools that did report had a range of 2 to 20 percent with the average being 13 percent. This summary provides a clue of what to expect for Macomb's student participation.
- The ballot proposal is on tonight's agenda. As previously discussed, we need unanimous support from the Board because it sends the right message to the community. Dr. Ulbrich will be giving an update on what has been happening and the plan for communication going forward.
- As of this morning, enrollment is down 4 percent. That is 1 percent more than our 3 percent forecast. Similar to the phenomenon we saw in the fall where more out-of-county student's registered than we anticipated, we are seeing a similar trend in the winter. We had forecasted 79.5 percent of in-county students but we are actually at 77.2 percent. Our revenue is a little higher because of the out-of-county students. Yesterday we were down to budget by about \$110,000. We still have a number of late start classes and continue to have registrations. As you recall, in the fall we were about .6 percent off of our forecast yet we were up \$26,000 in revenues. The winter will be similar.
- The Martin Luther King Jr. Day celebration has been taking place for several years now. It's always a great day for the school. On Saturday and Monday we had roughly 500 students, faculty and staff volunteering for service. On Monday there were 24 different agencies participating and a number of them on Saturday as well. This event is a great opportunity for students to get service learning experience. Three years ago we started an essay contest. We asked students to tell us how Dr. King's thoughts had impacted their life and thinking. As usual a great number of students participated. The young woman that won, Ryane Brown, wrote a great essay but also did a fabulous job presenting it. The two winning essays were very well done. The winner receives a \$500 scholarship from the Foundation and the second place winner receives a \$100 gift card to the bookstore. Copies of the student essays were distributed.

6.1 Millage Discussion

Dr. Ulbrich stated that last month she showed the Board a sneak preview of the advertising campaign that launched on January 1. The television ads are running on all of the cable companies in Macomb County - AT&T, WOW, and Comcast. The radio ads are up and running on WWJ - we've taped three separate ads that are running consecutively. Shortly we will be taping a couple more ads and they will run until May. The digital ads are on Freep, DetNews and ClickOnDetroit. There are also FaceBook ads - these ads will direct people to a landing page - Macomb.edu/everywhere. She is happy to report that as of this afternoon that landing page has received 15,915 hits. The advertising campaign is clearly resonating and people are clicking into the landing page and looking at other things on our website.

Millage Discussion (continued)

Dr. Ulbrich continued that if the ballot proposal is approved tonight, it will be sent to the Clerk's Office well ahead of the deadline. The next step is to issue a news release tomorrow morning. We will also launch the millage landing page which is Macomb.edu/millage. This page will include information about the millage, the specific ballot language, and a frequently asked questions section. We will also send targeted emails from President Sawyer to various constituencies - all elected officials in Macomb County, State Senate, State House, and Municipal leaders. We will send an email to all faculty and staff. All students will get an email too, alerting them to the fact that there will be a millage on the ballot in May.

Dr. Ulbrich will see that the schedule for the TV ads and the links to the ads are emailed to the Board members.

6.2 Marketing Shift to Magazine Format

Dr. Ulbrich stated that traditionally the College sends out five mailings each year to every household in Macomb County. Three of the mailings are the Workforce and Continuing Education brochure which is a listing of our workforce and continuing education classes. The other two mailings are the brochures for the Lorenzo Cultural Center and the Macomb Center for Performing Arts. If a resident has no other connection to the College then these five mailings are the only contact they get. That can skew their understanding of what the College is and what it does.

Dr. Ulbrich said a couple of years ago we started thinking about how can we get the same information to Macomb County residents, but do it in a way that provides a much more robust communication about the College and all of the different things we offer to the community - not just cultural affairs and continuing education. We have been working on the timing so that instead of doing five separate mailings that we can do it in three. We would present the same information but we would also be able to present much more information about the College. We are modeling our format after a magazine that is mailed to every household in Rochester Hills. The magazine will contain all of the current information but will include articles about our alumni, faculty and staff. There will be ads about the different happenings at the College. These types of stories will paint a much different picture about the vast array of opportunities Macomb Community College offers.

Dr. Ulbrich said we have done this in a way that we are actually going to save money. We are estimating that we'll save about \$50,000 in postage alone and depending on how many pages we have we will break even or save money on printing. The agenda item in your packet tonight calls for 40 pages but she thinks it can be done in 36 pages. If we are able to bring the page count down to 36 then the cost will be less and we will be saving money on printing as well. We think this is going to be a better communication piece for the College and save us a considerable amount of money.

Marketing Shift to Magazine Format (continued)

Trustee Haase asked who receives these brochures. Dr. Ulbrich answered that every household in Macomb County does. Traditionally we send out roughly 350,000 of the Workforce and Continuing Education brochure and 400,000 of the Macomb Center and Lorenzo Cultural Center brochures. More people are actually going to receive our workforce and continuing education information.

Trustee DiMaria said this is an awesome idea. She said the Workforce and Continuing Education brochures get thrown away, but the new magazine is something she would sit down with and go through. Dr. Ulbrich said that our intent is to have a piece that sits on your coffee table that you can refer back to. We want something that people are going to actually hold onto for a while.

Dr. Ulbrich added that we would track the numbers. We already have a baseline for the Workforce and Continuing Education brochure to compare it to. We also have the numbers for the Macomb Center and Cultural Center brochures, so we would be able to compare and see what happens. If for some reason it is a flop – we will know it and adjust.

6.3 Unlawful Harassment Policy

Dr. Sawyer stated that last month we talked about having periodic reviews of policies if a Board member requested. We agreed to take a look at the Unlawful Harassment Policy.

Mr. Wendt stated that he had previously provided the trustees with a copy of the current Unlawful Harassment policy. The Office of General Counsel reviewed the policy in anticipation of this discussion. The reviewed policy was in your package as a redline. If the Board were to accept the redline version he would also give them a clean copy. That is the method he likes to follow when policies actually change – provide the Board with the current version, the red line version and the new version. He is not suggesting that the Board vote on this today. He is just giving the Board his impression of what changes he would suggest, if you asked him to review it, and offer the Board some modifications.

Mr. Wendt explained that the original policy came about 30 years ago. It was a product of its time and of the people who put it together. There are a lot things in the policy we think are unnecessary today. Back then it was a relatively new concept and to make it understandable to people we put examples in it – we gave them case law, etc. That is really unnecessary now because the definitions we put in the policy clearly indicate what is permitted and what is not permitted.

Mr. Wendt continued that at that time, there was some consideration of existing collective bargaining agreements. He indicated that we will honor the collective bargaining agreement in so far as the process is concerned. If someone files a complaint against an administrator or faculty member there is a disciplinary outline in the contract – we will follow that - but we will apply the Board policy to the factual situation that would be developed as a result of the investigation. We will continue to do that but there doesn't need to be an implication that the collective bargaining agreement controls the application of the law. Some people may have read the current policy in that way.

Unlawful Harassment Policy (continued)

Mr. Wendt said in addition there was a concern about so called “germane” speech in the current policy. At one point in time, more than 20 years ago, there was a concern that use of vulgarities, foul language, referencing sexual acts and other things in a classroom, in the appropriate context of the classroom, might give rise to a complaint of unlawful harassment – that you are creating a hostile learning environment because it goes on and on and it is repetitive – it’s prohibited. At that point in time we felt it was appropriate to put in a disclaimer that germane speech would not give rise to a claim of unlawful harassment. We have become much more sophisticated in our analysis of that – we are still going to apply that standard but it doesn’t need to be incorporated as part of the policy of the Board because it might tend to give someone who is engaging in improper conduct in a classroom or their work space to use that as a cover. We would rather take that out and analyze the facts of any given situation through the investigation process. We will still do the analysis, we will still apply and find out whether or not there is a hostile learning environment. The germaneness of speech is always an issue, so it’s not that we are removing that as a concept, we are taking it out of the policy so as to not mislead someone who reads it.

Mr. Wendt stated that we boiled the reviewed policy down to its basic tenants and we are also trying to streamline the complaint process. The old policy on unlawful harassment had its own process for how it would be analyzed and all the various steps it would take, but we also have a policy online called the Civil Rights Complaint Procedure – which was reviewed by the U.S. Department of Education, Office of Civil Rights when we went over the Title IX policy. We follow that process and are now using it to analyze the Unlawful Harassment policy. We are unifying the process, so instead of two separate processes that are almost identical they would now be exactly the same. We have reorganized what was in the (Civil Rights Complaint Procedure) from before. We added Jeff Steele as the Civil Rights coordinator for complaints against the College that we failed to provide an appropriate accommodation. Casandra Ulbrich will remain as the coordinator with respect to Title IX. Sue Boyd is the coordinator with respect to complaints involving a student and complaints involving employees will be handled by Denise Williams. What has changed is the unifying of a single process. That is his suggestion for the Board to consider when they want to look at the issue of unlawful harassment.

Trustee Dean stated that it sounds like a more simple process. Mr. Wendt responded that we are trying to simplify, make it clearer and have a single source of reference. The way it was before we were almost relying on a victim to decide which civil right was violated – now they just send it to a person. Even if they send it to the wrong person, that person is an expert in their field and will know where to send it to get it on the right track.

Mr. Wendt said they added in timelines for the examination of the complaint – he thinks 60 days was put in as a suggestion. The Title IX timeline is 90 days but there is no reason why we can’t shoot for a better timeline – it gives us a buffer with respect to Title IX although we can ask for extensions.

Unlawful Harassment Policy (continued)

Mr. Wendt said he didn't bring this to the Board to vote on. It is just a talking piece, but if the Board does wish to make a change to their policies and to adopt a Civil Rights complaint procedure as a Board policy he would be happy to put it in the right format and set it for next month's agenda.

Trustee Haase said that she thinks this would be a change that the Board would want to make. Because of the streamlining of the process, making it more user-friendly, and making it more modern this is something we should put on our agenda. The Trustees agreed. Mr. Wendt said he will make a presentation for a first reading next month.

6.4 Inauguration

Ms. Pavone said everyone should have received an invitation to the Inauguration on Friday, February 2. It will be held at South Campus in K301. The ceremony begins at 3 p.m. and there is a reception immediately following. As Board members you will be participating in the ceremony – you will walk in the processional in your regalia and be a platform guest on the stage. A draft agenda was passed out. Ms. Pavone stated the agenda shows the flow of the day. She continued that we have four people who have accepted invitations from Dr. Sawyer to offer greetings at the ceremony. Mark Hackel, the County Executive, is going to be our alumni speaker. We have a student, Muhammad Elgammal, who is very active in our Phi Theta Kappa. Our faculty member is Cheryl Sypniewski, a full-time professor in the business and information technology area. Our community speaker is Martin Manna, president of the Chaldean Chamber of Commerce and Chaldean Foundation. Delegates from other colleges will be attending.

We will be sending out additional communication through email with where you need to report, what time you need to be here and more details.

7.0 EXECUTIVE SESSION

It was determined that there was no need for executive session.

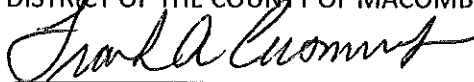
8.0 ADJOURNMENT

MOTION by Dean, supported by DiMaria, to adjourn the meeting.

Motion carried.

The meeting adjourned at 6:35 p.m.

COMMUNITY COLLEGE DISTRICT OF THE COUNTY OF MACOMB BOARD OF TRUSTEES


 Acting Secretary
 FRANK A. CUSUMANO JR.
 VICE-CHAIR PERSON