

**IVY TECH COMMUNITY COLLEGE  
BLOOMINGTON CAMPUS  
BOARD OF TRUSTEES**

**MINUTES**

**March 23, 2021 at 4:00 p.m.**

The Bloomington Board of Trustees met on Tuesday, March 23, 2021 via Zoom.

Chairwoman Connie Ferguson called the meeting to order and called the roll.

Lynn Coyne	Present (arrived after roll call)
Imojean Dedrick	Absent
Shawna Girgis	Present (arrived after roll call)
Laura Hammack	Present
Carven Thomas	Absent
Jim Touloukian, Secretary	Present
Connie Ferguson, Chair	Present

**Trustees present:**     **Connie Ferguson, Lynn Coyne, Shawna Girgis, Laura Hammack, Carven Thomas, Jim Touloukian**

**Trustees absent:**     **Imojean Dedrick, Carven Thomas**

**Others present:**     Jennie Vaughan, Amanda Billings, Kim Briner, Jordan Ferguson, Susie Graham, Adam Gross, Tina Phelps, Esthela O’Neill, Chris Stadler, Trudy Weddle, and Michael Reschke (Herald-Times reporter)

Chancellor Jennie Vaughan reported that the meeting was legally advertised. This meeting is being held in compliance with IC 5-14-1.5 et seq and the Governor’s Executive Orders 20-04 and 20-09. No members of the governing body attended in person and instead attended remotely. The public was invited to attend the meeting open to the public by remote access via a link shared in the public notice.

**INTRODUCTION OF GUESTS**

Chancellor Vaughan deferred introductions to her report later in the meeting.

\*At this time, Trustee Coyne joined the meeting.\*

**APPROVAL OF MINUTES**

Trustee Lynn Coyne made the motion to approve the minutes from the January 26, 2021 meeting, and Trustee Shawna Girgis seconded.

Chairwoman Ferguson called roll for the vote:

Lynn Coyne	Aye
Imojean Dedrick	Absent
Shawna Girgis	(not present for vote)
Laura Hammack	Aye
Carven Thomas	Absent
Jim Touloukian, Secretary	Aye
Connie Ferguson, Chair	Aye

The minutes were adopted as presented.

## **CHAIRPERSON'S REPORT**

Chairwoman Ferguson thanked trustees who were able to attend the branding report for Ivy Tech. She said it seemed like many things came out in the report that our board felt strongly about, including transfer and affordability. She said our staff was so involved in the process and provided leadership during the research. It's natural to be concerned about money spent on consultants, but she felt that this report was comprehensive and showed great information. She said she was happy to know that there was no need shown to change the name of the college and that the results included so many positive things that our board has brought up in the past. She was also pleased to see that metrics for the chancellors' evaluations will be changed so they are more realistic.

\*At this time, Trustee Girgis joined the meeting.\*

## **CHANCELLOR'S REPORT**

Chancellor Vaughan talked about a new program that the College rolled out during the second 8-week term last fall called Taking Hoosiers to the Next Level (THNL) program. The Indiana Commission for Higher Education (CHE) and Department of Workforce Development (DWD) reached out to Ivy Tech to help run this program. Under this program, unemployed Hoosiers were invited to enroll at Ivy Tech for free to earn certificates; tuition was covered using CARES funds. President Ellspermann held sessions at the campuses to promote this program last fall. Chancellor Vaughan introduced Kim Briner who is a student in our Taking Hoosiers to the Next Level program. Kim said she had worked at a healthcare center in Bedford, and resigned about one week prior to the pandemic—anticipating a short break. She ended up being without a job for about a year and was unsure of her future plans when she heard about THNL from a friend. She said things happened fast: she applied to the program on a Thursday evening, submitted her FAFSA on Sunday, and completed her assessment on Monday—also the first day of class! She had to buy a new computer but the monitor was purchased through the program. Kim said that she has had a positive experience throughout the program, and she would definitely recommend Ivy Tech Bloomington to anyone. At the end of this semester, she will complete a 21-hour insurance certification; she is already five weeks into an internship with Springer and Springer in Bedford; and she has a full-time job lined up upon graduating. She noted that she's been told she doesn't need continuing education in this field, but she's open to it after having such a great experience at Ivy Tech Bloomington. Trustee Girgis congratulated Kim and applauded all of her

efforts. Trustee Coyne also congratulated her and said she's the reason we're here; he encouraged her to keep going! Chancellor Vaughan added that Kim is the epitome of a THNL student.

Next, the Chancellor introduced Esthela O'Neill, Assistant Vice Chancellor for Enrollment Services and Student Success. Until recently, we had two vice chancellors in Student Affairs, one for enrollment management and one for student success. Trudy Weddle has taken on both roles and currently manages the entire student affairs department. We conducted a thorough internal search for an assistant vice chancellor, and Esthela was selected to assist Trudy with leading the department. Prior to this role, Esthela was our Director of Admissions. Esthela said she's excited to be in this role. She's been with Ivy Tech for nine years, starting as a work study while a student here. She has a lot of experience in enrollment management and is starting to tackle new initiatives in retention. Personally, she serves on the Unite Way board and Ellettsville Council for Youth, loves the outdoors and is currently training for the Indianapolis Mini Marathon. Esthela earned her undergrad degree from Indiana University and holds a Master's in Public Affairs. Chancellor Vaughan welcomed Esthela to this new role.

Continuing, the Chancellor called on Trudy Weddle, Vice Chancellor for Enrollment Services and Student Success, for a report on the Project Hoosier Recruit initiative. We are one of two campuses, the other being Sellersburg, piloting this program which manages enrollment and registration. The Chancellor said that Trudy has been instrumental in leading this initiative, and Systems Office has been impressed with our partnership with Sellersburg campus. Trudy shared a PowerPoint presentation and said we've been able to work alongside another campus to adopt a process that looks identical at each campus because of our commitment to work together. Outside consultants examined our recruitment process and determined that we should focus on improving our student experience which would lead to improved retention and increased conversion rates. As a result, we are shifting the process to our recruiters so they have more ownership. This initiative is already complementing several initiatives we're already doing and is in alignment with the College's strategic plan of drawing more students to college. It takes a systemic approach to enrollment and is aligned with the State's plan to skill up the Hoosier workforce. Trudy explained that the Prototype II role provides a student with essentially one point of contact throughout their time at Ivy Tech. Outcomes include annual outreach to every Hoosier in the workforce, an improved overall student experience, a strategic approach to recruiting, staffing model development, streamlined recruiting processes, and an accountability structure. Chancellor Vaughan said this provides more of a "case management" approach to recruitment, which she's excited about, and said that Trudy and Esthela are doing a great job with this. Trustee Coyne thanked Trudy and said that this has been a tremendous amount of work but is the heart of what Ivy Tech does—we get students here and we keep them here. Trustee Girgis asked how this is different from what we've previously done, and Trudy said that in the past, we would move a student along from department to department. For example, once a student spoke with someone in our Express Enrollment Center (EEC), they would move on to speak with an advisor in Financial Aid, and so on. This new structure eliminates the bouncing around. Additionally, the EEC will no longer be a department at our campus. We see this prototype getting scaled across the state since it also improves our accountability for keeping students here. Chancellor Vaughan said we should start seeing results in the fall.

Next, Chancellor Vaughan called on Jordan Ferguson, Program Manager for Continuing Lifelong Learning (CLL). She said it has been one year since we closed the Waldron. We had planned to close it anyway last year, but the pandemic moved up the actual closing date. Our CLL team has made a lot of progress since then, running adult classes and several camps. They've been very innovative and have done a great job. Jordan said that CLL is doing exciting work since relocating to the Ferguson Academic Building and working around the pandemic. She said their goal has remained to bring Ivy Tech to the community, to offer personal enrichment classes to all ages in the community, and bring joy to people. In the summer of 2020, we offered virtual youth summer camps and adult classes which served over 100 students. In the fall, we shifted our focus to courses that would be successful when conducted virtually, and we partnered with Girls Rock Bloomington for a songwriting and social justice club. We held a fundraiser at the end of the course and students decided to donate the funds to an animal shelter. A positive outcome to going virtual was that it increased our reach beyond Bloomington: we had students enrolled from nine different states! Also, the weather didn't affect any of the courses. We are also partnering with our student life and support services and local businesses on upcoming camps this spring and summer. Jordan said we have received two Verizon grants totaling \$50,000 in Covid relief for our Girls Coding camp. We're also using the funds for a summer camp for rural women in STEM. She thanked our facilities team for building a new closet for storage and finishing the new ceramics studio in the Ferguson Building. She said she's proud of the CLL team and is looking forward to being back together in person. Chancellor Vaughan added that this team has done stellar work, turning to virtual on a moment's notice. She reminded the trustees of our fine arts program and said they also used the kiln at the Waldron frequently. With the popularity of these fine arts courses and the CLL camps and courses, we decided to take some undeveloped space in our expansion to create a new ceramics lab and storage. The Chancellor said she would love to show off this space when we can meet together again. We are also planning to showcase our students' artwork in The Yellowwood. Trustee Jim Touloukian how going virtual has affected enrollment, and Jordan said that it has been impacted, but we've been trying to build up word-of-mouth referrals. We are starting to see more trust and confidence in our programs. Jordan added that we will likely keep a virtual component of our courses and camps going forward.

Concluding her report, Chancellor Vaughan provided an update on all of the ways we are honoring fellow friend and co-worker Keith Klein: we are awarding an Honorary Degree posthumously during commencement, we are dedicating a classroom in his name, he was named the first recipient of the Legacy Award created by our Faculty Advising Council, and we have endowed a scholarship in his name.

## **ACTION ITEMS**

Chancellor Vaughan presented the Expenditure Form for the period of January 14, 2021 through March 10, 2021. Trustee Touloukian moved to approve the Expenditure Form, and Trustee Coyne seconded the motion.

Chairwoman Ferguson called roll for the vote:

Lynn Coyne	Aye
Imojean Dedrick	Absent

Shawna Girgis	Aye
Laura Hammack	Aye
Carven Thomas	Absent
Jim Touloukian, Secretary	Aye
Connie Ferguson, Chair	Aye

The motion was adopted.

## **DISCUSSION ITEMS**

Trustee Touloukian asked about the declining enrollment in the allied health programs and asked if the cost of running these programs becomes a factor with low enrollment. Chancellor Vaughan said reviews like this are part of our strategic enrollment management plan where we review every single program to determine which ones might need to be eliminated or promoted more to increase enrollment. We were the first campus to establish this process of reviewing programs, and Dr. Swafford and his team review our courses each semester. Trudy added that, with the THNL program, we had to offer some classes that we wouldn't have normally offered at this time.

## **INFORMATION ITEMS**

Trustee Girgis said IU Health is now offering vaccines to those 40 and older, and she encouraged everyone to get it. She added that in-patient numbers are low thanks to fewer Covid-positive patients. For more information, we can check out the State's website or dial 2-1-1. Trustee Coyne said that the hospital has done an outstanding job of promoting the vaccine and added that any veteran over the age of 18 is eligible for the Johnson & Johnson vaccine.

## **FUTURE MEETINGS AND IMPORTANT DATES**

### May

- Graduation Drive-thru (Saturday, May 15, 2021; Noon – 4:00 p.m.; Parking Lot, Connie and Steve Ferguson Academic Building)
  - Grads invited to pick up some commencement items (diploma cover, cords, gift, yard sign)
  - “In-person” celebration; grads can “process” through parking lot and receive diploma cover from JV
- Virtual Commencement Ceremony (Saturday, May 15, 2021; 6:00 p.m.; YouTube Premiere)
  - Ceremony will feature speakers, interaction via live chat room
  - Trustees will be invited to participate; link will be shared 2-3 days prior to May 15
- Campus Board Meeting (Tuesday, May 18, 2021; 4:00 – 5:00 p.m.; Zoom)
- Campus Board of Trustees OnBoarding Session (Wednesday, May 26, 2021; 10:00 – 11:30a.m.; Zoom; statewide onboarding hosted by President Ellspermann's Cabinet)

July

- Campus Board Meeting (Tuesday, July 27, 2021; 4:00 – 5:00 p.m.; Zoom)

September

- Campus Board Meeting (Tuesday, September 28, 2021; 4:00 – 5:00 p.m.; Zoom)

November

- Campus Board Meeting (Tuesday, November 16, 2021; 4:00 – 5:00 p.m.; Zoom)

**ADJOURNMENT**

There being no more business to come before the board, Chairwoman Ferguson adjourned the meeting at 5:12 p.m.

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Chair

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Secretary

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Date