

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

**MINUTES
November 16, 2021 at 4:00 p.m.**

The Bloomington Board of Trustees met on Tuesday, November 16, 2021 in Lamkin Hall (C131) at Ivy Tech Community College Bloomington, 200 Daniels Way, Bloomington, Indiana.

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

Bruce Calloway	Present
Lynn Coyne	Present
Imojean Dedrick	Present
Shawna Girgis	Absent
Cindy Kinnarney	Present
Carven Thomas	Present
Jim Touloukian, Secretary	Present
Markay Winston	Present (arrived after roll call)
Connie Ferguson, Chair	Present

Trustees present: **Connie Ferguson, Bruce Calloway, Lynn Coyne, Imojean Dedrick, Cindy Kinnarney, Carven Thomas, Jim Touloukian (via Zoom), Dr. Markay Winston (via Zoom)**

Trustees absent: **Shawna Girgis**

Others present: Jennie Vaughan, Amanda Billings, Josh Farrington, Susie Graham, Adam Gross, Whitney Hale, Esthela O’Neill, Tina Phelps, Joyce Poling, Michele Roberts, Chris Stadler, Dr. Larry Swafford, Debra Vance, Dr. Trudy Weddle, and Dr. Martin Wolfger

Chancellor Jennie Vaughan reported that the meeting was legally advertised.

INTRODUCTION OF GUESTS

Chancellor Vaughan called on Whitney Hale to introduce the following new employees: Sierra Bell, Enrollment Specialist; Jakob Breunig, Director of Enrollment Services; Sarah Cady, Employer Consultant with Career Coaching and Employer Connections (CCEC); and Trey Gifford, Enrollment Services Student Services Professional.

APPROVAL OF MINUTES

Trustee Cindy Kinnarney made the motion to approve the minutes from the September 28, 2021 meeting, and Trustee Lynn Coyne seconded.

Chairwoman Ferguson called roll for the vote:

Bruce Calloway	Aye
Lynn Coyne	Aye
Imojean Dedrick	Aye
Shawna Girgis	Absent
Cindy Kinnarney	Aye
Carven Thomas	Aye
Jim Touloukian, Secretary	Aye
Markay Winston	(not present for vote)
Connie Ferguson, Chair	Aye

The minutes were adopted as presented.

CHAIRPERSON'S REPORT

Chairwoman Ferguson reported that the annual Circle of Ivy meeting was held last Friday. This was a hybrid event with several virtual components and several remote attendees from all of the campuses. The Bloomington Campus hosted a small number of attendees from our local COI in person on campus for a “watch party”. Chairwoman Ferguson said that she is proud to be part of this women’s philanthropy group that is led well by Chancellor Vaughan and Executive Director of Development Susie Graham. Our Campus has not lost any momentum during the pandemic; we have done an outstanding job with enrollment and fundraising for campus and student-focused projects.

Chairwoman Ferguson said that the College’s Foundation Directors recently met and no President of the Foundation has been named yet. Chancellors had been told that an announcement would be made last Friday, but that didn’t happen either. The College is currently in a \$285 million capital campaign, and this new president has a major role ahead of them. Chairwoman Ferguson said that she’s happy to see that the hiring committee is working hard to find the right person for the job. She shared that the College as a system is currently at 70 percent of the \$285 million goal, and the Bloomington Campus is at 90 percent of our goal of \$8.25 million. We expect to reach our goal in 2022.

CHANCELLOR'S REPORT

Chancellor Vaughan called on Chris Stadler, Public Safety and Emergency Preparedness Lead, for an update on Covid-related issues. Chris reported that we were receiving about one to two reports daily last month but now we’re receiving about one report per week. In the majority of these cases, people were in close contact with one another, and two thirds of cases involve fully vaccinated individuals. With the decrease in confirmed cases, we are hoping to ease up on some of our policies next year. There are currently no updates on the mask mandate, and we’ll likely

stay with masks being required in our buildings through the end of the year. Trustee Bruce Calloway asked if this policy is consistent across all campuses, and Chairwoman Ferguson said it is not from what she has witnessed. The Indianapolis Campus, for example, does not enforce masks. Chancellor Vaughan added that masks are mandated since our buildings are State-owned. The Bloomington Campus also follows the Monroe County mask mandate.

Continuing her report, Chancellor Vaughan called on Executive Director of Marketing and Communications Amanda Billings for an update on the College's website redesign and public affairs restructure. Amanda reported that all campus newsletters, local newspaper articles, and digital marketing are managed by her and her campus marketing team. With the departure of the College's Vice President of Marketing, Jeff Fanter, and Assistant Vice President of Marketing in October and September respectively, the College took the opportunity to realign their efforts. Since recruitment works closely with marketing, these departments have now been aligned and will report to current Vice President Jo Carlin whose new title is Vice President of Recruitment, Enrollment Management, and Marketing. She has been with the College since 2020 when she filled a newly created position, and she has over 20 years of marketing experience. This department will also be responsible for managing application generation, conversions, and continuations. Additionally, two vacant marketing positions were used to create a Department of Public Affairs. This will be led by current Vice President of Public Affairs Mary Jane Michalak. This department will now handle all statewide internal and external communications. Mary Jane has been the College's governmental affairs representative and will continue in that role as well. Amanda said that local media relations, recruitment, marketing, and media buying will continue to be handled at the campus level. Chancellor Vaughan added that this restructure is a great move for the College.

Continuing, Amanda said that the College recently contracted with the Williams Randall Agency for our website redesign and rebranding. The first phase of website redesign began in January with two priorities: programmatic search issues and website navigation. Data shows that people want to know what "products" we offer and they attempt to search programs and by locations; for example, what does the Bloomington Campus offer? Some issues were resolved quickly and this process will not be a complete website take down and relaunch. Williams Randall has been meeting with all campuses to talk about what's going on in each community and campus, and we recently had our visit to talk about what is specific to Bloomington. Trustee Coyne said this is exciting news, and Chancellor Vaughan said she's excited as well.

Trustee Carven Thomas asked if we are still getting credit for students who transfer. Chancellor Vaughan said that this was part of our presentation to President Ellspermann earlier this morning and that trustees would hear more about this soon when we share our Campus progress report. She said we have been doing work arounds for some courses like EMT, CNA, and Dementia Care but we're not getting credit for them. We actually have data now that tracks our students when they transfer and where they transfer to. Trustee Kinnarney asked if we get funding for dual credit students who are in high school, and Chancellor Vaughan said that we do get credit and funding for these students if they receive a credential and that we now can include their enrollment in our all-in enrollment metric. We are able to track this data with new Tableau software. Dr. Trudy Weddle, Vice Chancellor of Enrollment Services and Student Success, added that the Indiana Commission for Higher Education (CHE) does a great job reporting

students who transfer with dual credit. Trustee Thomas said that he got the impression this tracking wasn't important, but Chairwoman Ferguson said that because the CHE now supports this data, it is becoming more important to track. Chancellor Vaughan said that we are finally getting credit for our efforts. We are also getting credit for students enrolled in IvyOnline through the Bloomington Campus. Chairwoman Ferguson asked if we get revenue from these online students, and the Chancellor said that revenue is split between Systems Office and the Bloomington Campus and we continue to work out those details. Trustee Thomas said he always understood the importance, and he's glad that Systems Office now understands it.

At this time, Trustee Winston joined the meeting.

Chancellor Vaughan took this opportunity to report that our leadership team provided a campus update to President Ellspermann and her cabinet earlier this morning on campus. Systems Office traditionally provides a template to us for basic information, and we're able to share details about initiatives we're working on at our campus. She and members of the leadership team then shared our campus update with the trustees.

Trustee Kinnarney asked about the timing that this update covered, and the Chancellor said that the College's current fiscal year runs June 2021 through July 2022. During this time, we present a fall update (which took place this morning) and a spring update which will take place in the spring of 2022. Trustee Thomas asked about the College's international fee of \$1,700-plus and how much of that the campus gets to keep. Executive Director of Finance Michele Roberts said that if a student is registered as a Bloomington student, our campus will receive 100 percent of the fee. She added that, while we received quite a bit of revenue from these fees, we still aren't comfortable with the fee. Trustee Kinnarney asked about our enrollment goal of 11,000 students for this academic year, and Michele said that our budgeting goals aren't based on that. She said we don't have leeway on our tuition budget and what we end with is what we start with. If we hit our enrollment goal however, we will get that revenue.

Regarding the Indiana Core courses, none of the campuses are currently getting retention credit because the technical certificate is not approved for financial aid. The Chancellor said that President Ellspermann is aware of this and is advocating with the Indiana Department of Education to change this.

Regarding the timing it takes for a student to complete a degree, Dr. Larry Swafford, Vice Chancellor of Academic Affairs, said that our students are penalized only if they are more than 300 percent towards a degree. They also need to apply for an associate degree in order to receive aid.

Trustee Markay Winston said that she is excited about our partnership with the Monroe County Community Schools (MCCSC); this will help fill the current teaching shortage. Chancellor Vaughan added that President Ellspermann was thrilled with this partnership too. Trustee Kinnarney said that she could see this type of partnership rolled out with local industries too.

Our Executive Director of Strategic Outcomes and Innovation and Engineering Josh Farrington presented data on our faculty success rates, and Chancellor Vaughan added that this data is

cutting edge. It is not intended to be punitive but something that we can share with students to help them be more successful. We'll be able to better match students to the faculty that would be the best fit for them. Chancellor Vaughan said that she is excited to have Josh on our team and in this role in particular.

Chancellor Vaughan gave thanks to her team for putting together such great information for our Campus and for the great conversation with President Ellspermann and her cabinet this morning. She added that she received a text from the president following their visit saying that we did a great job. Chancellor Vaughan said that our team has never skipped a beat and that we always work with the students in mind. Chairwoman Ferguson said it's been a long time coming to hear praise from President Ellspermann.

ACTION ITEMS

Chancellor Jennie Vaughan presented **Resolution BL-2021-3, Campus Board Support for the Exploratory Process of Offering an Occupational Therapy Assistant Program**. She said that we usually ask our campus trustees for support in adding a new program at the campus that is already in the statewide system. This particular course is not in our system. There is significant need for this OTA program—there is no type of program offered south of Indianapolis and the Bloomington Campus could fill this need. We are seeking approval to explore with the Anderson Campus offering this program at both campuses—Bloomington for southern Indiana and Anderson for northern Indiana. We will seek approval from our campus trustees again once we're ready to offer the course. Trustee Kinnarney asked how we quantify demand, and Dr. Swafford said that Mary Anne Sloane, Vice President for Healthcare at Systems Office, is currently conducting this research. Dr. Swafford added that our goal is to grow health sciences on our campus. Trustee Coyne moved to approve **Resolution BL-2021-3, Campus Board Support for the Exploratory Process of Offering an Occupational Therapy Assistant Program**, and Trustee Kinnarney seconded the motion.

Chairwoman Ferguson called roll for the vote:

Bruce Calloway	Aye
Lynn Coyne	Aye
Imojean Dedrick	Aye
Shawna Girgis	Absent
Cindy Kinnarney	Aye
Carven Thomas	Aye
Jim Touloukian, Secretary	Aye
Markay Winston	Aye
Connie Ferguson, Chair	Aye

The motion was adopted.

Executive Director of Finance Michele Roberts presented the Expenditure Form for the period of September 14 through November 4, 2021. She called the trustees' attention to the snow removal line item and noted that the amount is for a blanket purchase order for the entire academic year and is their best guess. It's also possible we won't use the entire amount. Chairwoman Ferguson

called for a motion to approve the expenditure report. Trustee Coyne moved to approve the Expenditure Form, and Trustee Thomas seconded the motion.

Chairwoman Ferguson called roll for the vote:

Bruce Calloway	Aye
Lynn Coyne	Aye
Imojean Dedrick	Aye
Shawna Girgis	Absent
Cindy Kinnarney	Aye
Carven Thomas	Aye
Jim Touloukian, Secretary	Aye
Markay Winston	Aye
Connie Ferguson, Chair	Aye

The motion was adopted.

DISCUSSION ITEMS

Trustee Thomas said that the last time our board met with President Ellspermann, he felt like she came on too strong against Chancellor Vaughan. After today, he feels good about the outcome from our team's campus update. He said that Chancellor Vaughan is a treasure for this city and this campus and he appreciates everyone's support. He thanked the Bloomington team for all of their hard work. Chancellor Vaughan said that this team has never waived on behalf of our students—we're not making widgets, we're helping students improve their lives. She also added that our campus doesn't work in silos. She said she appreciates this team, and she thanked the trustees for their unwavering support. Trustee Coyne said he agreed with Trustee Thomas. He also added that CHE Commissioner Teresa Lubbers is resigning soon and that we need to keep an eye on who her replacement will be.

Trustee Coyne said that the new Regional Academic Health Center (Bloomington Hospital) opens December 5, and this will be a monumental event for our community.

Trustee Coyne also said that he spoke to the Ellettsville Chamber last Friday and received feedback from a father who said that Ivy Tech saved his daughter's soul. She had previously attended Indiana University and it didn't work out. Trustee Coyne said that the work we do does matter and that we do such a great job. Trustee Calloway said that he's proud to be associated with Ivy Tech. Chairwoman Ferguson said that our team effort is obvious and she's glad our team has stuck together. She said she is proud to be part of Ivy Tech. The Board has high expectations and we always hit our goals which makes them proud.

INFORMATION ITEMS

No information items were presented.

FUTURE MEETINGS AND IMPORTANT DATES

December

- Annual Distinguished Alumni Awards (virtual) (Thursday, December 2, 2021; 6:00 p.m.)
- Employee Appreciation Luncheon (Friday, December 3, 2021; 11:30 a.m. – 1:30 p.m.; Shreve Hall)
- Holiday Dinner with Trustees and Cabinet (Friday, December 3, 2021; 6:00 p.m.; Bloomington Country Club)
- Winter Recess: College closed Friday, December 24, 2021 – Sunday, January 2, 2022

January

- Dr. Martin Luther King, Jr. Day (Monday, January 17, 2022; College closed in observance)
- Campus Board meeting (Tuesday, January 18, 2022; 4:00 – 5:00 p.m.; in-person on campus, classroom C126)
- Spring Semester and 1st 8-Week Term begin (Wednesday, January 19, 2022)

February

- Cook Institute for Entrepreneurship Luncheon (Wednesday, February 9, 2022; 11:30 a.m. – 1:00 p.m.; Shreve Hall)

March

- Campus Board meeting (Tuesday, March 15, 2022; 4:00 – 5:00 p.m.; in-person on campus, Lamkin Hall [C131])
- Spring Break (College-wide; students and faculty on break): March 16 – 22, 2022
- Second 8-week Term begins (Wednesday, March 23, 2022)

May

- Campus Board Meeting (Tuesday, May 17, 2022; 4:00 – 5:00 p.m.; in-person on campus, Lamkin Hall [C131])
- Commencement Ceremony (May, 2022; TBD)

July

- Campus Board Meeting (Tuesday, July 19, 2022; 4:00 – 5:00 p.m.; in-person on campus, Lamkin Hall [C131])

August

- Fall Semester and 1st 8-Week Term begin (Wednesday, August 17, 2022)

September

- Campus Board Meeting (Tuesday, September 20, 2022; 4:00 – 5:00 p.m.; in-person on campus, Lamkin Hall [C131])

October

- Fall Break (College-wide; students and faculty on break): October 12 – 18, 2022
- Second 8-week Term begins (Wednesday, October 19, 2022)

November

- Campus Board Meeting (Tuesday, November 15, 2022; 4:00 – 5:00 p.m.; in-person on campus, Lamkin Hall [C131])

ADJOURNMENT

There being no more business to come before the board, Chairwoman Ferguson adjourned the meeting at 5:23 p.m.

Chair

Secretary

Date