

Minutes of the regularly scheduled meeting of the board of trustees of Edison Community College, State of Ohio, held at 1973 Edison Drive, Piqua, OH 45356, on August 22, 2012.

CALL TO ORDER: Chairman Judith K. Hartman called the August meeting of the Board of Trustees to order at 3:26 PM.

ROLL CALL: Present: Edward W. Curry, Kathleen Floyd, Judith K. Hartman, J. Kathryn Lukey, Roger R. Luring, Darryl D. Mehaffie, James W. Thompson and Tony Wendeln

Absent: Thomas P. Milligan, Leadership Troy Intern Craig A. Jones

PLEDGE OF ALLEGIANCE: Vice Chairman Thompson led the group in the pledge of allegiance.

INTRODUCTIONS: Sharon S. Brown, Loleta B. Collins, David Gansz, Debbie A. Hirtzinger, Ryan C. Honeyman, Christopher K. Norman, Linda M. Peltier, Daniel R. Reke, Douglas K. Riehle and Mona R. Walters, all ECC administrators; Dr. Cristobal O. Valdez, President of ECC; Heather M. Lanham, board secretary.

APPROVAL OF CONSENT AGENDA: Chairman Hartman presented the following consent agenda items for approval:

1. July 18, 2012 Board Meeting Minutes
2. Resolution 2013-03 - Continuing Resolution Regarding the Establishment of the Edison Fund for Sustaining Philanthropic Support
3. Resolution 2013-04 - Adoption of the Communication, Public Relations, Marketing and Fundraising Responsibility of the Institutional Advancement Department Policy
4. Resolution 2013-05 - Appointment of Full-Time Mathematics Faculty Member

Trustee Curry requested that Resolution FY 2013-03 and Resolution FY 2013-04 be removed from the consent agenda.

With no corrections, additions, or deletions to the consent agenda, Trustee Mehaffie moved, seconded by Trustee Lukey, for approval of the consent agenda minus the removed items.

On roll call vote with Trustees Mehaffie, Lukey, Curry, Floyd, Hartman, Luring, Thompson and Wendeln voting aye, the Chairman declared the motion carried.

RESOLUTION
FY2013-03:
CONTINUING
RESOLUTION
REGARDING EST OF
THE EDISON FUND
FOR SUSTAINING
PHILANTHROPIC
SUPPORT

As previously requested by the Trustees, the Board members were presented at the work session with an explanation of Resolution FY 2013-03 by Chris Norman, Vice President of Institutional Advancement.

Chairman Hartman asked for a motion to approve Resolution FY 2013-03, Continuing Resolution Regarding the Establishment of the Edison Fund for Sustaining Philanthropic Support.

Trustee Thompson moved, seconded by Trustee Curry, to approve Resolution FY 2013-03, Continuing Resolution Regarding the Establishment of the Edison Fund for Sustaining Philanthropic Support.

On roll call vote with Trustees Thompson, Curry, Floyd, Hartman, Lukey, Luring, Mehaffie and Wendeln voting aye, the Chairman declared the motion carried.

RESOLUTION
FY2013-04:
ADOPTION OF THE
COMMUNICATION,
PUBLIC RELATIONS,
MARKETING AND
FUNDRAISING
RESPONSIBILITY
OF THE
INSTITUTIONAL
ADVANCEMENT
DEPARTMENT
POLICY

As previously requested by the Trustees, the Board members were presented at the work session with an explanation of Resolution FY 2013-04 by Chris Norman, Vice President of Institutional Advancement. Mr. Norman further explained during the regular board meeting that the intent of the policy is to have a clearer and more concise policy and procedure in place by which all faculty, staff and related volunteers have the understanding that solicitations campus wide can be conducted in a coordinated fashion so that all departments of the college are equally addressed. It is a way in which to coordinate and create quality standards and measures in regards to solicitation.

Chairman Hartman asked for a motion to approve Resolution FY 2013-04, Adoption of the Communication, Public Relations, Marketing and Fundraising Responsibility of the Institutional Advancement Department Policy.

Trustee Lukey moved, seconded by Trustee Mehaffie, to approve Resolution FY 2013-04, Adoption of the Communication, Public Relations, Marketing and Fundraising Responsibility of the Institutional Advancement Department Policy.

On roll call vote with Trustees Lukey, Mehaffie, Curry, Floyd, Hartman, Luring, Thompson and Wendeln voting aye, the Chairman declared the motion carried.

RESOLUTION
FY 2013-06:
AUTHORIZATION
FOR THE PURCHASE
OF "KEY MAN" LIFE
INSURANCE

Dan Reke, Vice President for Administration and Finance, presented information to the Trustees during the work session concerning the purchase of "Key Man" life insurance coverage on President Valdez. The college desires to purchase a fifteen year, \$500,000 policy.

Chairman Hartman informed the Trustees that Resolution FY 2013-06, Authorization for the Purchase of "Key Man" Life Insurance, would be added to the agenda for their consideration.

Chairman Hartman asked for a motion to approve Resolution FY 2013-06, Authorization for the Purchase of "Key Man" Life Insurance.

Trustee Thompson moved, seconded by Trustee Curry, to approve Resolution FY 2013-06, Authorization for the Purchase of "Key Man" Life Insurance.

On roll call vote with Trustees Thompson, Curry, Floyd, Hartman, Lukey, Luring, Mehaffie and Wendeln voting aye, the Chairman declared the motion carried.

BUDGET REPORT: As Chairman of the Finance and Audit Committee, Trustee Wendeln reported:

- The budget report ending July 31, 2012 begins the first month of the budgeting cycle.
- There is currently a projected enrollment decline of 6%. A more accurate assessment will be made when enrollment numbers are calculated at the end of the month.
- Due to the projected enrollment decline, the short fall to the budget is projected to be \$300,000. Expenses have been identified in order to off-set this short fall. The annual budget surplus of \$83,000 has now been reduced by forecast to \$55,000.
- The college is still projected to be in the black after the first of the month.

With no further discussion, Chairman Hartman declared that the budget reports be filed for audit.

PRESIDENT'S
REPORT:

President Valdez asked Linda Peltier, Vice President for Strategic Human Resources, to present the Trustees with the names and titles of all new Edison employees, hired since April of 2012, as well as current employees with new positions. Ms. Peltier gave the following introductions to the Trustees:

- Ms. Sarah Bear Eberhardt; Director of Excellence and Innovation in Teaching
- Ms. Loleta Collins; Assistant Dean of Academics
- Mr. David Lambert; Full-Time Instructor of Computer Information Technology
- Ms. Beka Lindeman; Full-Time Instructor of English
- Mr. William Loudermilk; Full-Time Instructor of English
- Ms. Naomi Louis; Interim Dean of Arts and Sciences
- Mr. Christopher Norman; Vice President of Institutional Advancement
- Ms. Susan Staley; Secretary Early Childhood Education Program
- Mr. Steven Russell; Full-Time Instructor of Mathematics
- Mr. Eric Rhoades; IT Client Services Technician

Ms. Peltier also informed the Trustees of the recipients of the Performance Improvement, or “On the Bus,” Award, which was presented to two Edison employees during the President’s Convocation on August 20, 2012. Edison employees submitted nominations for the award, and the recipients were chosen by the AQUIP 4 committee. This year, Doug Riehle, Director of Physical Plant and Facilities, and Loleta Collins, Assistant Dean of Academics both received the award. Ms. Collins and Mr. Riehle joined the board meeting at this time and were congratulated by the Trustees.

Dr. Valdez relayed to the Trustees that the new Director of Workforce Development Sales and Outreach will soon be hired. This individual replaces former Edison employee Jack Bell, who retired in August. The position has been revised to create a joint venture with Upper Valley Career Center, and the new hire will be an employee of both institutions, serving both entities with an office at both locations. This will help with the elimination of undue competition, and better serve the customers of both ECC and UVCC. There will be a memorandum of understanding between ECC and UVCC detailing the guidelines that will be followed. Any generated revenue over cost will be divided equally between both institutions.

Dr. Valdez informed the Trustees that the college has been following the enrollment rates diligently, and is waiting on first day official enrollment numbers. He stated that the administration realizes that enrollment will fall somewhat short of the anticipated flat enrollment. At this point, the budget should not be adversely affected. Enrollment in two and four year institutions across the state is also down. Compared to all other community colleges statewide, Edison is in good shape.

The strategic planning process is ongoing, and has thus far involved the development of a core group of decision makers, comprised of deans and members of President’s Cabinet, as well as a contributing stakeholders group, comprised of a cross-section of community representatives as well as Edison employees. Dr. Valdez feels that it is important for a member of the Board of Trustees to include input and participate in one of the stakeholders groups, and believes that Vice Chairman Jim Thompson would be a good candidate. Mr. Thompson participated in the Governance Institute for Student Success in the spring, and would add valuable insight to a focus group. Mr. Thompson agreed to take part in the strategic planning stakeholders group.

PRESENTATION:

Dr. Valdez gave a presentation on the principles taught by the company *Partners in Leadership*, an accountability training and consulting company.

- At the 2012 CQIN (Continuous Quality Improvement Network) Conference, Edison’s CQIN team was introduced to the company *Partners in Leadership*, a company which helps to add value and continuous improvement opportunities to community colleges.
- *Partners in Leadership* uses the philosophies of the book The Oz Principle in its training sessions. The book gives the perspective that change can happen, and that the ability to change has been within an organization all along. The Oz Principle relays the idea that how an institution collectively contributes to student success is through individual and organizational accountability. It redefines accountability as a personal choice to rise above one’s circumstances and demonstrate the ownership necessary for

achieving desired results. This can be accomplished through the principles of *see it, own it, solve it, do it*.

- The company also utilizes the book Change the Culture, Change the Game. According to this text, culture is built by *experiences, beliefs, actions and results*. The teachings of this book focus on below the line and above the line behavior. Part of how an organization achieves results is through culture. An employee's experiences create their beliefs. Beliefs trump plans every day. If an organization can change its culture, it will be much more effective at realizing its goals.
- Dr. Valdez emphasized that anyone can change culture. Everyone must take accountability for delivering results. Organizations must practice above the line behaviors, and shift the culture from the "blame game."
- These principles were shared with Edison's employees at the President's Convocation. Administration is also looking into having a representative from *Partners in Leadership* come to campus in order to train employees on these principles. The existing budget would be utilized in funding this training.

FOUNDATION REPORT:

Chris Norman, Vice President of Institutional Advancement, presented the quarterly Foundation report and update to the Board of Trustees.

- The Department of Institutional Advancement is in the process of getting together as a new team, welcoming the marketing staff into the department for the first time. They are all in the process of reforming Institutional Advancement to meet other objectives that have not been addressed before.
- Mr. Norman outlined a model that has been developed in order to identify challenges that the department should focus on first.
- Mr. Norman also discussed the different types of giving that the department will be taking advantage of, as well as the basic structure his department will be working with going forward, and the new methods they will be utilizing. He also discussed how his department will be sharing information with their audiences. They will focus on "intentional communication," as the goal is to communicate with purpose.
- Specific items that the Department of Institutional Advancement is focusing its efforts include:
 - volunteer efforts
 - updating internal tools
 - introducing the "Edison Fund"
 - major donor gifts
 - targeted direct marketing
 - planned giving
 - creating a culture of philanthropy on campus
 - teamwork

TRUSTEE REPORTS:

Trustee Mehaffie reported that the Ohio Association of Community Colleges and Ohio Boards and Commissions continue to work on trustee appointments to the state. They have recently put together a much better plan in order to dictate how nominations are handled.

Trustee Mehaffie also reminded the board members that the Ohio Board of Regents 2012 Trustee Conference will be held November 13th at Columbus State, and that the ACCT Annual Congress will be held October 10th through October 13th in Boston, MA.

Mr. Mehaffie also informed the Trustees that Rich Frederick, Director of Workforce Development for the Governor's office, will be visiting campus on September 18th in order to tour the college's workforce development programs.

Trustee Luring gave the board members an account of the ACCT New Trustee Institute, which he attended in Washington, D.C. August 1st through August 3rd. Trustee Luring represented the

smallest institution attending the institute, and gained valuable insight. He encouraged his fellow trustees to attend in the future.

COMMITTEE
REPORTS:

As Chairman of the Trustee Self-Evaluation Committee, Trustee Lukey reported that the board members completed the annual self-evaluation of the board itself, which was reviewed at the work session. A composite of the results was handed out to all board members for their review. Chairman Hartman thanked the committee for doing such a good job.

CELEBRATIONS:

President Valdez congratulated Loleta Collins and Doug Riehle once again for winning the 2012 Performance Improvement Award, and commented that the college is excited about all of Edison's new employees.

Chairman Hartman congratulated Dr. Valdez on his successful President's Convocation, held August 20th.

The Trustees congratulated Sharon Brown, Senior Vice President of Academic Affairs, on her upcoming retirement. Ms. Brown announced that she will be retiring at the end of this academic school year.

ADJOURNMENT:

With no further business to come before the board, Chairman Hartman declared the meeting adjourned at 4:53 PM.

"The undersigned hereby certify that this meeting was conducted in compliance with Ohio Revised Code Section 121.22."

Chairman

Board Secretary