

MINUTES
District Board of Trustees
Tallahassee Community College
Hinson Administration Building
444 Appleyard Drive
Tallahassee, FL 32304
Monday, September 17, 2018
2:30 pm - Business Meeting

The September 2018 District Board of Trustees meeting was called to order by Chair Moore at approximately 2:30 p.m.

Members Present: Chair Moore, Trustees Callaway, Grant, Kilpatrick, Lamb, Messersmith and Pople

Absent: None

Via phone: None

Others Present: President Murdaugh, Lenda Kling, Mike Robeck, Scott Balog, Candice Grause, Patricia Manning, Alice Maxwell, Gregory Williams, Fred Owens, Bret Ingerman, Gloria Mitchell, Amy Bradbury, Rob Hall, Joe Longfellow, Kim Moore, Don Herr, S. Solomon, H. Mitchell, Tracy Woodard, Bobby Jones, Nyla Davis, Bill Spiers, Sheri Rowland, Calandra Stringer, Barbara Wills, Anthony Jones, Sharisse Turner, Kim Allen, Stephen Dunnivant, Feleccia Moore-Davis, Greg Gibson, Lemond Hall, Brian Kupfer and Rick Murgo

COMMENTS

Board Chair – Chair Moore asked everyone to stand for a moment of silence and the Pledge of Allegiance.

Board Members – Trustees Messersmith and Pople thanked all involved with the “An Evening with the Arts” event. Chair Moore said she heard Trustee Callaway was an inspiring speaker.

Trustee Lamb indicated he attended the Veterans Success Center Open House, where he spoke with many veterans.

President – President Murdaugh said VP Mitchell and her team, faculty and students all did a remarkable job with the event. He said a major donor seated next to him was so impressed with Trustee Callaway’s remarks, his only comment was “wow”.

APPROVAL OF MINUTES

Chair Moore asked if there were any comments and requested a motion to approve the August 20, 2018 Board Meeting Minutes.

MOTION: Trustee Lamb **SECOND:** Trustee Messersmith
Motion passed unanimously.

INFORMATION AND NEWS ITEMS

Director Maxwell introduced news clips for the fall semester kick-off, discounted bus passes, online orientation, Workforce Development entrepreneurship forum, blood hound training at the Florida Public Safety Institute (FPSI) and the Floyd family gift to the TCC Foundation.

UNFINISHED BUSINESS

None

PRESENTATIONS

None

NEW BUSINESS

Approval of Consent Agenda

Chair Moore asked if there were any questions, with none received.

MOTION: Trustee Pople **SECOND:** Trustee Kilpatrick
Motion passed unanimously.

TCC Foundation

TCC Foundation Update (Information)

VP Mitchell said this includes a list of some big events they would like the Trustees to attend.

TCC Naming Opportunity – The Frank Brown Organic Chemistry Lab (Action)

VP Mitchell said Professor Frank Brown, who was very engaged with the Foundation, recently passed away and asked to name the organic chemistry lab in his honor.

Trustee Messersmith said Frank Brown was one of the nicest guys you would ever meet.

This request is for the Board to approve the naming as presented.

MOTION: Trustee Messersmith **SECOND:** Trustee Lamb
Motion passed unanimously.

Academic Affairs

2018 Textbook Affordability Compliance Report (Action)

Trustee Messersmith inquired about rules for faculty using books they have written in the classroom, with Provost Moore-Davis saying they would have to go through the same process. Trustee Messersmith asked how digital could be more expensive, with Provost Moore-Davis replying digital providers sometimes package other things with the text that raise the price. Trustee Messersmith questioned how one (1) faculty member chose a textbook and others digital materials for the same course, with Provost Moore-Davis responding we are changing the process to avoid this after any initial pilot test.

Trustee Callaway asked if open educational resources (OER) cover all areas, with Provost Moore-Davis saying we have a goal to offer students an associate's degree with fully embedded OER to reduce the cost of texts; although we have not yet achieved this. President Murdaugh requested Provost Moore-Davis speak about OER as a movement within higher education.

Provost Moore-Davis said nationally textbook costs have gone up about four hundred percent (400%) and across higher education we are moving to digital sources. She said fifteen percent (15%) of our general education core courses (not classes) use OER, with a savings of approximately seven hundred fifty thousand dollars (\$750,000) in textbook costs.

Chair Moore asked about a three (3) year goal for OER, with Provost Moore-Davis stating fifty percent (50%) in two and a half (2½) years. Trustee Kilpatrick asked if there is a strategy, with Provost Moore-Davis replying math was already engaged when she came on board and the

faculty had learned it worked for them and their students. She said we have engaged with companies that provide OER to move forward more quickly.

This request is for Board approval of the 2018 report for submission for the Florida College System Chancellor.

MOTION: Trustee Messersmith
Motion passed unanimously.

SECOND: Trustee Grant

Administrative Services

Fund Analysis - August (Information)

Chair Moore asked if there were any questions, with none received.

Construction Status Report (Information)

Trustee Lamb inquired about construction projects; with Director Herr replying we are finishing the student union, have three (3) roofing projects in process and the next project will be the administration building glass block replacement.

General Contractor Pre-Qualification (Action)

Chair Moore asked if there were any questions, with none received.

This request is for the Board to approve the initiation of the process to pre-qualify general contractors for the period of January 1, 2019 through December 31, 2019.

MOTION: Trustee Pople
Motion passed unanimously.

SECOND: Trustee Messersmith

PUBLIC COMMENT

Chair Moore stated we do not have any speakers today.

WORKSHOP

Successes and Opportunities

Enrollment Report Fall 2018 and Strategic Enrollment Management

AVP Wang said enrollment is an indicator of the general health of an institution. She provided information on national trends, indicating the TCC enrollment last year was our smallest enrollment decline in the last five (5) years. She shared a chart showing that declining enrollment coincides with increased employment.

She said we have a higher percentage of full-time and younger students than community colleges nationwide and the second (2nd) highest number of black students in the Florida College System. She shared fifty percent (50%) of our students are from our service district, forty-seven percent (47%) from Florida but outside our district and the remaining three percent (3%) out of state and international; indicating that similar to the national trend we have seen a decline in international students.

AVP Wang stated the number of our students receiving Pell grants are higher than national averages, although lower than previous years. She indicated we are seeing higher enrollment numbers for TCC2FSU, TCC2FAMU, first-time-in-college, online only classes, dual enrollment and state workers. She shared we have enrollment decreases this fall for students who are full-time, as well as, those who are twenty-five (25) and older.

Trustee Messersmith inquired if our numbers reflect the number of students in each county taking online classes, with AVP Wang stating they do and ninety percent (90%) are out of our service district. She indicated forty percent (40%) of our students take at least one (1) online course. Trustee Pople asked if we have numbers on the success rates of these students, with AVP Wang sharing it depends on the subject but generally the numbers are lower.

Chair Moore stated the numbers are great talking points, asking they be sent to the Trustees. AVP Wang indicated she would get information to them.

VP Rowland stated the previous Strategic Enrollment Management (SEM) was reactive to what was happening at the time with short-term outcomes, indicating they had great success with the programs on which they focused. She said we now have more data than in the past and really want to be forward-thinking.

She shared SEM Refresh will establish clear enrollment goals; promote student success; determine, achieve and maintain optimum enrollment; deliver effective programs; generate tuition; create a data-rich environment; strengthen communications and marketing; and increase collaboration among departments.

VP Rowland discussed how we identify and reach out to suspects and prospects. She provided many transition points for strategy development, indicating many of our sister colleges are growing via bachelor (not associate) programs. She said we will be looking at student markets, academic programs, and success and completion - involving many people across campus.

She stated this fall we will develop guiding principles and outcomes; review and analyze data; conduct environmental scanning and determine where to begin work in the spring of 2019. She shared SEM is a comprehensive, campus-wide process. Trustee Callaway said she hopes (like public schools did with magnet schools) we can offer something, not offered by others that will attract students.

Trustee Pople said it was impressive that our enrollment follows the market cycle, asking if we offer courses not dependent upon the market cycle. VP Rowland said there are program reviews going on during this same time. Trustee Kilpatrick asked if we see a similar decline in academic and workforce courses, with AVP Wang stating the statistics were inclusive of both.

Trustee Pople asked if tuition were free, would we have the same market cycle. AVP Wang said our tuition is quite affordable and with the percentage of our Pell Grant recipients, we have a number of students who basically get free tuition.

President Murdaugh said tuition is about fourteen percent (14%) of the cost to come here, although there are other expenses for students. He said if tuition were free, we would not get the revenue for the services we offer to help students. He indicated college education benefits society and benefits the student. He shared students that come here and get degrees should expect to get a job that pays their student loans, living expenses, etc.

Chair Moore said discussion has started on how to move forward with a new strategic plan, indicating there will be lots of conversation before sitting down to work on that.

PRESIDENT’S REPORT

President Murdaugh shared Scott Balog assumed a new role downtown as Executive Director of the Center for Innovation. He announced Candice Grause is now the Chief of Staff and the Trustees will be working with her, as they previously have with Dr. Balog.

President Murdaugh shared UFF voted and ratified the agreement. He indicated today he received the official letter and next month there will be an item on the consent agenda.

NEXT MEETING DATE

October 22, 2018

Location: **Main Campus**

ADJOURNMENT

Meeting adjourned at approximately 3:46 p.m.

Minutes approved at the regular meeting of the District Board of Trustees on October 22, 2018.

Karen Moore
Chair

Jim Murdaugh, Ph.D.
President