



OAKLAND COMMUNITY COLLEGE®

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**BOARD OF TRUSTEES
REGULAR MEETING MINUTES – VIA ZOOM**

June 16, 2020

**Oakland Community College
2480 Opdyke Road
Bloomfield Hills, Michigan**

1. CALL TO ORDER

Chair McCulloch called the Zoom meeting to order at 6:30 p.m.

2. ATTENDANCE

ROLL CALL VOTE:

Present:

John P. McCulloch, Chair
Pamala M. Davis, Vice Chair (mic muted until 7:05 p.m.)
Susan E. Anderson, Treasurer
Pamela S. Jackson, Secretary
Kathleen A. Bertolini, Trustee

Absent:

Shirley Bryant, Trustee
Christine M. O’Sullivan, Trustee

3. APPROVAL OF AGENDA

Trustee Anderson MOVED to approve the agenda, and Trustee Jackson seconded.

ROLL CALL VOTE:

AYES: Anderson, Bertolini, Jackson, McCulloch

NAYS: None

Motion Carried

4. MINUTES

4.1 May 19, 2020 Regular Board Meeting Minutes

A – ACTION

Trustee Jackson MOVED to approve the May 19, 2020 Regular Board Meeting Minutes. Trustee Bertolini seconded.

ROLL CALL VOTE:

AYES: Anderson, Bertolini, Jackson, McCulloch

NAYS: None

Motion Carried

5. COMMUNICATIONS

5.1. Community Comments – none

5.2. Student Government Comments – no report

5.3. Academic Report

5.3.1. Academic Senate Update

Academic Senate Chair John Mitchell provided the annual Senate 2019-2020 Activity Update Report. Some of the items discussed included:

- The Ad Hoc Professional Development Committee created plans and options for the faculty teaching and learning enhancement
- Senate engaged more fully with data via presentations and collaboration with Institutional Effectiveness
- Empowering Students in Need expanded its scope in serving our students and has now grown beyond the ad hoc committee stage. Senate is recommending it as a College priority in meeting the strategic objectives.
- Continued to work on removing barriers to student success as they looked at a variety of specific academic issues; i.e., the development of transfer syllabi to facilitate more seamless transferability of courses
- Via virtual meetings, Senate continued to conduct crucial curricular and academic business during the COVID-19 crisis
- Provided updates on the Senate Standing Committees
- Plans for 2020-2021:
 - Major emphasis on faculty professional development and distance learning
 - Increase Senate involvement with DATA relevant to academics and involvement with the Strategic Plan
 - Complete and ratify a revised Senate Constitution
 - Continue to enhance collaborative decision making, cascading communication, and trust

Trustee Jackson thanked the faculty and support staff for all their hard work during this time. Trustee Bertolini echoed Trustee Jackson's sentiments, and noted she has received a lot of positive comments from the community,

5.3.2. Provost Update

Provost Jennifer Berne advised the Board that significant progress has been made in designing the Fall schedule that honors our dual commitments to public health and public education. In prioritizing safety, students will be allowed to continue the trajectory of their studies, so that they are ready to go to work or to transfer as they had planned.

Across our offerings, OCC will be mostly remote this fall, offering the opportunity for students and faculty to continue teaching and learning without a physical presence on campus. Our high touch courses-health careers, culinary, public safety, the skilled trades and some art classes will combine face-to-face lab work with remote content delivery. Those faculty and students will be on campus to the extent they must in order to fulfill course outcomes. We are preparing these spaces for safety and will require students and faculty to comply with CDC guidelines. At this time, those include the requirements to maintain social distance, wear masks, wash hands, and remain home when feeling ill.

As our facilities, maintenance, and safety professionals ready the campus for a soft opening, the faculty are spending time this summer engaging with new tools for teaching and learning. Full-time and adjunct faculty are participating in a remote ready course that began yesterday. This self-paced professional learning experience is designed to provide faculty guidance and tools as they continue to work with the means of remote instruction.

Faculty experienced in online education are already busy increasing the amount of online offerings we will provide students in the Fall. We expect these offerings may double what we offered last Fall given the current context. Faculty who teach in high-enrollment courses are designing supportive templates to be used by adjunct and full-time colleagues to guide their remote instruction. This collaborative effort will result in a large number of high-quality online guides that can put some structure behind our online strategy moving forward.

Dr. Berne continued that we will never go back to the either/or conversations around online and in-person education. Instead, we will use what we have learned from the requirement to teach behind screens to be very thoughtful about what actually might work a little better (this way) and what pieces are better suited to a more traditional modality. Our faculty are well suited to make decisions about how content is optimally delivered; and once the public health threat is lifted and the choice returned to them, they will make these decisions. Moving forward, we will be left with a stronger array of courses with many more options for students and the ability to traverse different modalities of teaching and learning to respond to any number of unknowns.

She reminded everyone of our shared responsibility to students for whom the adjustments required of our current circumstances creates additional stress. We know there are students who do not have reliable access to internet services, a quiet place to study, or the mental and physical stamina to continue their education at this life moment. It is our obligation to think creatively about how to lift these students up and place them at the center of our community.

On behalf of her faculty colleagues, Dr. Berne expressed that COVID has not been the only crisis affecting teaching and learning. Our Chancellor shared in comments earlier this month that OCC stands in solidarity with the Black Community, the Black lives matter movement, and those who are hurt and exhausted by the historic barriers of racism. As an institution of educators and researchers, we shoulder an extra responsibility in these efforts. We have committed to a set of general education outcomes that include effective communications, global understanding, personal development, critical thinking and social responsibility. These goals are foundational to our shared values and have always been upheld with integrity. However, they are also not stagnate, and changing social and political contexts require faculty to continuously reflect on their place in the curriculum and pedagogy of our courses and programs. To do so, we must reignite our commitment to tend to our own learning about unconscious bias, culturally relevant pedagogy and our responsibility in rejecting structures and practices that contribute to systemic racism.

Chair McCulloch inquired as to the faculty online training and how things are monitored if an individual is to train at their own pace. Dr. Berne replied that if faculty have questions or require assistance, there are discussion boards available, conversations may be had via Zoom meetings, or open hours are available.

5.4. Chancellor's Comments

Mr. Provenzano commented on the following:

- Ten retirees were recognized for their service at OCC:
 - Keith Zumbrunnen, Public Safety, 9 years
 - John Halstead, Facility Technician, 10 years
 - Daniel Jazowski, Paraprofessional, 12 years

- Bonnie Rider, Custodian, 15 years
- Donna Heath, Student Services Specialist, 16 years
- Jayasri Rangarajan, Web Application Specialist, 22 years
- Benny Stubenrauch, Facility Technician, 23 years
- Darryl Wood, Communications Specialist, 33 years
- John Sefcovic, Faculty, 35 years
- Dwight Evans, Facility Technician, 37 years
- One new employee was recognized:
 - Hannah Reed, Custodian, Orchard Ridge Campus
- Response to the Racial Injustice in the Death of George Floyd
 - Emails were sent to both our employees and students
 - A special listening session was held with OCC African American opinion leaders on June 2 to advise the Chancellor on creating more diversity and inclusion at the College
 - A press release from the Chancellor regarding College Community Concerning Recent Events was posted on our website and intranet
 - A moment of silence was held during the Board meeting
- Caring for our Students
 - When OCC moved to remote learning in the Spring, we worked very hard to support our students and keep them safe
 - A student's email was shared thanking OCC for offering the summer semester on line and allowing her to continue her education
 - A thank you was extended to our amazing faculty for continuing to provide outstanding instruction remotely and online for our students
- Media Shout Outs
 - On May 10, the Chancellor was quoted in the *Community College Daily* newsletter in an article discussing how schools were preparing students and the community for recovery from the pandemic
 - The Chancellor was interviewed for an article appearing in *Mlive* on May 23
- CARES Act
 - OCC was approved for \$3.7 million to assist students impacted by COVID19
 - Notifying Students
 - 30,000 emails were sent to Winter 2020 students
 - Nearly 6,000 students reached via social media
 - A special website was created
 - 5,400 students were eligible, with \$500 per student awarded on a first-come, first-served basis
 - As of June 9, 2020, nearly \$2 million was awarded to 3,968 students
- Virtual Commencement (approximately 2,000 graduates)
 - Takes place on August 8 at 10:00 a.m.
 - Will feature brief congratulatory remarks
 - Recognition of every graduate
 - Personal message and photos and videos from graduates
 - Grad Box sent to each graduate
- Faculty and Staff Excellence
 - Kelly Flores, coordinator for the American Sign Language program, co-authored a new textbook to be used this Fall in our ASL classes
 - CIS faculty member Ken Sigler co-authored an article "Cybersecurity Education and Practice: Never Stop Learning," published on June 5 in the *National Cyber Security News Today*
 - This past May, Julie Gunkelman was named president of the Michigan affiliate of the American Mathematical Association of Two-Year Colleges MichMATYC

- Nationally Honored Alums
 - Eden Konja, an information and academic technology director at Notre Dame Preparatory School and Marist Academy, was named one of *EdScoop*'s 2020 Next Gen: Emerging EdTech Leaders
 - Salway Georges was honored with the Pulitzer Price for Explanatory Journalism for his work with *The Washington Post* photo staff's "2°C: Beyond the Limit" series
- (Report on file)

5.5. Summer/Fall Marketing Update

Vice Chancellor for Marketing & Communications Liz Schnell cited the following:

Summer:

- There has been a 10-25 percent decrease in enrollment nationwide, with Michigan community colleges reporting declines in the double digits
- From last Summer, OCC's Summer semester showed a .27 percent decrease, but a 6 percent increase in credit hours
- Summary of Activities for Summer 2020 included:
 - Recruiting
 - Retention
 - Recovery
- Platform Messaging Targets for Ads included:
 - Facebook
 - Twitter
 - Instagram
 - Snapchat
 - YouTube
- Numerous platforms were used to reach current/future students during the Pre-Covid19 and the Pandemic, including:
 - Emails
 - Texts
- Sample Digital Banners and Ads were shared

Fall:

- Outlined 2020 Course Options
 - Online
 - Remote
 - Hybrid
 - In-Person
- Advertising Strategy
 - 6 percent increase in credit hours = engagement and conversion
 - Ads similar to summer messaging of disruption due to COVID
 - Continue to hit hard on safe, high-quality, mostly remote messages
 - Aligning with Chief Strategy Officer on strategy and measurement
 - Review what other colleges are doing
 - Digital allows for quick pivots
 - Considering Pandora and Spotify to reach niche audience and ethnic communities
 - Utilize same platform messaging as used for Summer semester
- Previewed Brand Platform

Trustee Jackson noted she rarely sees advertising with people represented in the ads over the age of 40. Ms. Schnell said she would look into that.

6. MONITORING REPORT

6.1 Winter 2020 Monitoring Report

B - INFORMATION

Chief Strategy Officer Dr. Steve Simpson stated in fulfilling our Mission that “OCC is committed to empowering our students to succeed and advancing our community,” the Winter 2020 mission meant:

- Adapting all instruction and services to a remote format to preserve health and educational continuity
- Outreaching thousands of students assessing their needs and quickly adapting to fill them
- Directly providing scholarships, technology, and an application process for CARES Act funding
- Remaining agile and dedicated to the rapidly evolving needs of students and the community

Other areas addressed by Dr. Simpson:

- Winter 2020 KPIs and Enrollment
- Enrollment
 - Strategies
 - Targets
 - 2019-2020 Actions
 - Winter Semester Conversion Rate
 - Winter Semester New Student Enrollment stats for the past five years
- Strategic Initiatives for 2020-2021
 - Targeted recruiting
 - Increase online courses and programs
 - Maximize current effective practice
 - Improve data systems and communication flows
- Course Success and Retention
- Completion
- Summary
 - Fall semester sets the foundation for many students and Winter is about progress and maintaining momentum
 - In terms of new students, Winter 2020 showed gains in admission conversion (up 11 percentage points over 4 years) and enrollment (closer to maintaining Fall semester levels)
 - Fall to Winter retention stable; equity of progress across student population to be analyzed and addressed
 - Building dynamic data structures to inform continuous improvement across diverse institutional needs
 - Driving toward improved completion for attainment of credentials, technical skills, and transfer goals

Chair McCulloch inquired as to establishing the 2021 head count enrollment forecast and providing the Board with information as to what the target is. Dr. Simpson responded that in addition to the data, he speaks with the various teams regarding the forecast and sets a goal that is data driven. He will provide the Board with an update as to the target goal. Since the CTE technical skills parameters have changed, Chair McCulloch requested a brief update as to what the new reference point is. Dr. Simpson will also provide the Board with an update on the reference point. Trustee Jackson pointed out the way the terms “target” and “forecast” are sometimes being used, and the term “target” should be changed when actually referring to a “forecast.”

Trustee Anderson MOVED to receive and file the report. Trustee Jackson seconded.

ROLL CALL VOTE:

AYES: Anderson, Bertolini, Davis, Jackson, McCulloch

NAYS: None
(Report on file)

Motion Carried

7. ACTION ITEMS - none

8. INFORMATION ITEMS

8.1 Strategic Plan

C – INFORMATION

Dr. Simpson noted there were no changes to OCC's Mission, Values or Vision statements. Topics he touched on included:

- Process Summary 2019-2020:
 - Summer and Fall 2019 interdepartmental groups met in planning
 - Diverse stakeholder voices to include administration, faculty leadership, and staff
 - Fall 2019 agreed to revise language of VFO to Strategic Direction and Strategic Objective, Initiative changed to Action Plan
 - Fall 2019: A consensus process led to the editing of Directions and Objectives
 - Spring 2020: Interdepartmental committees met to refine, align, and include new voices
- Strategic Direction and Strategic Objective Revisions:
 - Optimize educational offerings and opportunities to meet the needs of the community
 - Improve Institutional Culture and Climate
- 2020-2021 Action Plans:
 - Removing barriers to College admissions and enrollment
 - Evolving civility and respect policy and practice
 - Creating a Student Lifecycle Data Center
 - Expanding the online portfolio
 - Improving college readiness and success
- Next Steps:
 - Summer 2020 – Action teams convene
 - August 2020 – Board of trustees receives an update on the 2020-2021 action team initiatives
 - February to March 2021 – Both 2022 planning and 2020-2021 metrics evaluation begin
 - April to May 2021 – Institutional Effectiveness prepares the Strategic Plan annual report
 - June 2021 – Sharing of annual report

Trustee Jackson referenced the 2020-2021 Action Plan, bullet point 1, and inquired if they have a list of the perceived barriers for the College's admission and enrollment. Dr. Simpson broke down the admission process and how they go through the process will tell where the stalling points are.

9. BOARD COMMENTS

Trustee Anderson asked Vice Chancellor for Student Services Lori Przymusinski if the Fall registration will list how the different types of classes will be taught; i.e., their method of delivery. Ms. Przymusinski acknowledged that will be the case; students will know when registering how the class will be taught.

Trustee Jackson complimented the OCC team for keeping everything together during this pandemic time.

10. ADJOURNMENT

There being no further business, Chair McCulloch adjourned the meeting at 8:19 p.m.

Cherie A. Foster

Date

John P. McCulloch, Chair

Pamela S. Jackson, Secretary

Mission: OCC is committed to empowering our students to succeed and advancing our community.