

CUMBERLAND COUNTY COLLEGE

BOARD OF TRUSTEES

MEETING OF MARCH 16, 2017

The Regular Meeting of the Board of Trustees was called to order by Vice-Chair Donna Perez at 5:30 P.M. in the Executive Board Room located in the George P. Luciano Family Center for Public Service and Leadership on Campus.

Solicitor Todd W. Heck, Esquire read the applicable section of the Open Public Meetings Act regarding the regular Board of Trustees meeting and the Board of Trustees meeting in executive session.

Ms. Perez asked everyone to stand for the Pledge of Allegiance.

Roll Call: Ms. Brown, Mr. Cassisi, Mr. McGrory, Ms. Nicolosi, Ms. Perez, Mr. Riley, and Dr. Garrison.

A motion was made by Dr. Garrison for approval of the Minutes of the Regular Meeting held on February 16, 2017. The motion was seconded by Ms. Brown and passed by roll call vote as follows:

Dr. Garrison	Yes	Mr. McGrory	Yes
Ms. Brown	Yes	Ms. Nicolosi	Abstain
Mr. Cassisi	Yes	Mr. Riley	Yes
		Ms. Perez	Yes

A motion was made by Dr. Garrison for approval of the Regular Meeting Executive Session Minutes held on February 16, 2017. The motion was seconded by Mr. Cassisi and passed by roll call vote as follows:

Dr. Garrison	Yes	Mr. McGrory	Yes
Mr. Cassisi	Yes	Ms. Nicolosi	Abstain
Ms. Brown	Yes	Mr. Riley	Yes
		Ms. Perez	Yes

Correspondence – Dr. Yves Salomon-Fernandez - None

Persons wishing to address the Board with respect to the current meeting agenda - None

Freeholder Liaison Remarks – Director Joe Derella

Mr. Derella shared the following information: the County has been involved with 47 county businesses, creating over 900 jobs within the county over the last 14-16 months. It is working on five more leads in the food processing industry.

Sadly, the County recognizes that there is a serious opiate addiction problem in Cumberland County. There was one Narcon injection every day in the fourth quarter of 2016. The County is working on initiatives to address this issue countywide, including empowering recovery coaches to help instruct and control the recovery rate once an individual has come out of rehabilitation.

Mr. Derella thanked the Board for their continued work and support of the County.

Review of Consent Agenda -

A. Personnel & Affirmative Action

1. Consideration to approve Employment of Ms. Annette Vargas as Part time Secretary I, Adult Basic Education, at an hourly rate of \$13.50, effective April 1, 2017. This is a grant funded position.
2. Consideration to approve Employment of Ms. Ashley Gonzalez as Full time Student Development Advisor, HSI STEM, Career Pathways, at a salary of \$49,170.00, effective April 1, 2017. This is a grant funded position.
3. Consideration to approve Employment of Mr. Frank Piccioni as Full time Student Development Advisor, HSI STEM, Career Pathways, at a salary of \$50,220.00, effective April 1, 2017. This is a grant funded position.
4. Consideration to approve Employment of Ms. Liza Santiago as Full time Student Development Advisor, HSI STEM, Career Pathways, at a salary of \$54,779.00, effective April 1, 2017. This is a grant funded position.
5. Consideration to approve Employment of Ms. Joy Cole as Part time Research Administrative Specialist, HSI STEM Career Pathways, at an hourly rate of \$17.86, effective April 1, 2017. This is a grant funded position.
6. Consideration to approve Employment of Ms. Retha Glover as Part time One Stop Enrollment Services Representative III, at a salary of \$18.52, effective April 1, 2017.

7. Consideration to approve the reemployment of college funded Administrators for 2017-2018, under the terms of the collective bargaining agreement between the Board of Trustees and the Administrators Association Contract, in accordance with the attached list.
8. Consideration to approve the reemployment of grant funded Administrators for 2017-2018, under the terms of the collective bargaining agreement between the Board of Trustees and the Administrators Association Contract, in accordance with the attached list, contingent upon the renewal of grant dollars.
9. Consideration to approve the reemployment of college funded Faculty for 2017-2018, under the terms of the collective bargaining agreement between the Board of Trustees and the Faculty Association Contract, in accordance with the attached list.
10. Consideration to approve the reemployment of grant funded Faculty for 2017-2018, under the terms of the collective bargaining agreement between the Board of Trustees and the Faculty Association Contract, in accordance with the attached list, contingent upon the renewal of grant dollars.
11. Consideration to approve the reemployment of college funded Staff Personnel for 2017-2018, under the terms of the collective bargaining agreement between the Board of Trustees and the Staff Association Contract, in accordance with the attached list.
12. Consideration to approve the reemployment of college funded Technical Assistants for 2017-2018, under the terms of the negotiated collective bargaining agreement between the Board of Trustees and the Technical Assistants Association Contract, in accordance with the attached list.
13. Consideration to approve the reemployment of grant funded Technical Assistants for 2017-2018, under the terms of the negotiated collective bargaining agreement between the Board of Trustees and the Technical Assistants Association Contract, in accordance with the attached list, contingent upon the renewal of grant dollars.
14. Consideration to approve the reemployment of college funded Management Team for 2017-2018, under the terms of the collective bargaining agreement between the Board of Trustees and the Management Team Association Contract, in accordance with the attached list.
15. Consideration to approve the reemployment of grant funded Management Team for 2017-2018, under the terms of the collective bargaining agreement between the Board of Trustees and the Management Team Association Contract, in accordance with the attached list, contingent upon the renewal of grant dollars.
16. Consideration to approve the reemployment of college funded Part-time staff for 2017-2018, at the rates indicated, per the attached list.
17. Consideration to approve the reemployment of grant funded Part-time staff for 2017-2018, at the rates indicated, per the attached list, contingent upon the renewal of grant dollars.

18. Consideration to approve the reemployment of college funded Executive Leadership Team for 2017-2018, per the attached list.
19. Consideration to approve the reemployment of the college funded Non-Aligned Staff for 2017-2018, per the attached list.
20. Consideration to accept the attached list of resignations/retirements/terminations.

B. Finance & Planning

1. Consideration to approve the Clinical Affiliation Agreements for the College's Nursing Program per the attached list.

C. Academic and Student Affairs

NONE

A motion was made by Mr. McGrory to approve Consent Agenda Items A & B. The motion was seconded by Ms. Nicolosi and passed by roll call vote as follows:

Mr. McGrory	Yes	Mr. Cassisi	Yes
Ms. Nicolosi	Yes	Mr. Riley	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
		Ms. Perez	Abstain

Reports of Standing Committees -

A. Personnel & Affirmative Action - Ms. Donna M. Perez, Chair
NONE

B. Finance & Planning - Dr. Christine L. Ward Garrison, Chair

1. A motion as made by Mr. McGrory for consideration to adopt Resolution #2138-2017, authorizing the College to award a contract for the rental and installation for commencement tents, chairs, and associated equipment to Rental City of Vineland, NJ in the amount of \$22,880.76. The motion was seconded by Mr. Cassisi and passed by roll call vote as follows:

Mr. McGrory	Yes	Ms. Nicolosi	Yes
Mr. Cassisi	Yes	Mr. Riley	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
		Ms. Perez	Yes

Mr. DeLeon entered the room at 5:38 P.M.

2. A motion was made by Ms. Nicolosi for consideration to adopt Resolution #2139-2017,

authorizing the College to award a contract for flood insurance for the Paula J. Ring Education Center, located at 10 Buck Street, Millville, NJ, to Borden-Perlman Insurance Company of Lawrenceville, NJ, to be paid directly to American Bankers Insurance Company of Florida, in the amount of \$3,369.00 for the period of April 11, 2017 through April 11, 2018. The motion was seconded by Mr. McGrory and passed by roll call vote as follows:

Ms. Nicolosi	Yes	Mr. DeLeon	Yes
Mr. McGrory	Yes	Mr. Riley	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Perez	Yes

3. A motion was made by Ms. Nicolosi for consideration to adopt Resolution #2140-2017, authorizing the College to award a contract for Auditing Services for a period of two years to the firm of Bowman and Company LLP of Voorhees, NJ, in an amount not to exceed \$95,300.00, beginning on April 1, 2017 and ending March 31, 2019. The motion was seconded by Mr. McGrory and passed by roll call vote as follows:

Ms. Nicolosi	Yes	Mr. DeLeon	Yes
Mr. McGrory	Yes	Mr. Riley	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Perez	Yes

4. A motion was made by Mr. McGrory for consideration to adopt Resolution # 2141-2017, requesting Chapter 12 Bonding in the amount not to exceed One Million, Five Hundred Thousand Dollars (\$1,500,000.00) from the Cumberland County Board of Chosen Freeholders and appropriate additional dollars to fund the cost of the bond sale for the referenced projects. The motion was seconded by Ms. Nicolosi and passed by roll call vote as follows:

Mr. McGrory	Yes	Mr. DeLeon	Yes
Ms. Nicolosi	Yes	Mr. Riley	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Perez	Yes

5. A motion was made by Mr. Cassisi for consideration to adopt Resolution #2142-2017, authorizing

the College to award a contract to Dell Marketing for computer's in the amount of \$19,782.46, under the provisions of cooperatives currently in effect, for the period of July 1,2016 through June 30, 2017. Funds in the amount of \$1,956.74 from the HSI STEM Career Pathways Grant, and \$5,568.30 from the Displaced Homemakers Grant will fund a portion of this purchase. The motion was seconded by Ms. Nicolosi and passed by roll call vote as follows:

Mr. Cassisi	Yes	Mr. McGrory	Yes
Ms. Nicolosi	Yes	Mr. Riley	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. DeLeon	Yes	Ms. Perez	Yes

6. A motion was made by Mr. McGrory for consideration to amend Resolution #2108-2016, adopted December 15, 2016 for the College's VOIP Telephone Services award to Data Network Solutions of Little Silver, NJ, for a 21 's month contract, beginning March 13, 2017 and ending December 31, 2018, in an amount not to exceed \$93,287.00, with an option for a two-year contract renewal at the discretion of the College. The College's VOIP services, of necessity, continue to be provided by Broadview Networks of Uniondale, NY, for the period of January 1, 2017 through March 13, 2017, at an amount not to exceed \$14,750.00. The motion was seconded by Ms. Nicolosi and passed by roll call vote as follows:

Mr. McGrory	Yes	Mr. DeLeon	Yes
Ms. Nicolosi	Yes	Mr. Riley	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Perez	Yes

7. A motion was made by Mr. Riley for consideration to amend Resolution #2107-2016, authorizing the College to award Change Order #1 for the Master Plan Phase 3, Boiler and Pump replacement project awarded to Falasca Mechanical, Inc., of Vineland, NJ, in the amount of \$405.22. Funds for this project are available through Chapter 12 funds. The motion was seconded by Mr. Cassisi and passed by roll call vote as follows:

Mr. Riley	Yes	Mr. McGrory	Yes
Mr. Cassisi	Yes	Ms. Nicolosi	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. DeLeon	Yes	Ms. Perez	Yes

8. A motion was made by Ms. Nicolosi for consideration to adopt Resolution #2143-2017, authorizing the College to award a contract for building contents and general liability insurance for the College's Arts & Innovation Center, located at 321 N. High Street, Millville, NJ, to Borden Perlman of Lawrenceville, NJ, in the amount of \$788.00 for the period of March 9, 2017 through July 1, 2017, and a reimbursement to Millville Urban Redevelopment Corp., of Millville, NJ, in the approximate amount of \$5,496.96 for building coverage only, through Liberty Mutual Insurance, for the term beginning January 26, 2017 and ending January 25, 2018. The motion was seconded by Mr. McGrory and passed by roll call vote as follows:

Ms. Nicolosi	Yes	Mr. DeLeon	Yes
Mr. McGrory	Yes	Mr. Riley	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Perez	Yes

9. A motion was made by Mr. Rile for consideration to adopt Resolution #2144-2017, authorizing the College to enter into a joint agreement with the County of Cumberland for the purchase of electrical installation and repair services through County Cooperative Pricing System Number 181-CCCCPS Bid #15-34 from G.M. White Electrical Contractor, Inc. per the bid by the County of Cumberland for the period of July 1, 2016 through June 30, 2017 in an amount not to exceed \$4,500.00. The motion was seconded by Ms. Nicolosi and passed by roll call vote as follows:

Mr. Riley	Yes	Mr. DeLeon	Yes
Ms. Nicolosi	Yes	Mr. McGrory	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Perez	Yes

10. A motion was made by Mr. McGrory for consideration to adopt Resolution #2145-2017, authorizing the College to award a contract to Pitney Bowes, for Mailroom Equipment in the

amount of \$38,000.00 under the provisions of cooperatives currently in effect, for the period of July 1, 2016 through June 30, 2017. The motion was seconded by Ms. Nicolosi and passed by roll call vote as follows:

Mr. McGrory	Yes	Mr. DeLeon	Yes
Ms. Nicolosi	Yes	Mr. Riley	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Perez	Yes

11. First Reading - Policy 6.41 - Safety and Health.

12. A motion was made by Mr. McGrory for consideration to adopt Resolution #2146-2017, authorizing purchases and disbursements in the amount of \$525,825.02 for the current period.

The motion was seconded by Ms. Brown and passed by roll call vote as follows:

Mr. McGrory	Yes	Ms. Nicolosi	Yes
Ms. Brown	Yes	Mr. Riley	Yes
Mr. Cassisi	Yes	Dr. Garrison	Yes
Mr. DeLeon	Yes	Ms. Perez	Yes

C. Academic & Student Affairs - Ms. Michelle D. Brown, Chair

NONE

Consideration of Old Business - NONE

Consideration of New Business - NONE

Campus Reports –

1. Strategic Marketing Plan – Clearbridge Media Consulting

Terry Carpenter, Marketing Specialist and Senior Team Leader for Clearbridge Media Consulting, gave the presentation. Also present were President Ken Pustizzi, Vice-President Kevin Pustizzi and Doug Landon, Marketing Account Manager.

Ms. Carpenter directed the Board to the draft of the strategic marketing plan included in their Board packets.

Focusing on the College's 50% unfilled enrollment capacity, it is Clearbridge's job to rebrand and reposition the school for growth. The marketing plan is a response to this need. The plan is a working document.

Clearbridge looked inside the organization and outside of the organization for information to formulate the appropriate plan. It is important not only what is being said inside the organization, but also what is being said outside. They used over 3,000 sources. The plan shows where the College currently is, but also how to work toward its enrollment goals.

The plan is designed to create internal and external awareness and evaluation to provide a positive position of the brand. Therefore, Clearbridge will constantly be evaluating the data.

Ms. Carpenter gave an example of an early on marketing piece. Clearbridge was involved in marketing the University Center, specifically the partnership with Georgian Court. The information put out to the public included the history of the University Center, its partners and programs, and the CCC brand.

The result of the event was 100 representatives of the community attended. This represented a positive positioning of CCC. Twenty four people have already applied and eighteen have been accepted as of February 15, 2017. There were over 400 views above normal on the website. Both print and digital advertising was deployed. It is important now to use this model to continue to promote and evaluate the University Center.

Promoting other programs will require improved marketing and communications, consistent branding, style guides, templates, newsletters and updating of the strategic marketing plan. This will be accomplished through the onsite executive leadership team support and onsite support from Clearbridge.

Clearbridge will market a winter open house targeting 1,100 local families, promoting the winter sessions through social media to all area college students.

Other marketing ventures include support for revenue generating programs such as the Arts and Innovation Center, the Conference and Events Center and the Fine and Performing Arts Center.

A main thrust is to support the Foundation as it plans the 50th Anniversary of the College and the Presidential Inauguration. Also the First2Go Scholarships, the reinvented Entrepreneurial Summit with the highlight of the guest speaker from Google and the April 29th open house. As of March 15, 2017, there have been more than 300 visits to the page for the open house.

The CCC brand messaging and campaign is very important. Advertising needs to craft messages that make the headlines.

Mr. Riley asked how they are reaching the students directly. Is it through social media?

Ms. Carpenter said that they are working on their first Facebook campaign to college students.

Mr. Kevin Pustizzi said that they are using social media such as Facebook and Instagram, targeting by age and demographics, etc. They are able to target high school students if they have clicked on the advertising.

Mr. Riley asked if clicking on the advertising would take them to the website.

Mr. Pustizzi said yes, but they don't know who they are unless they sign up for something.

Mr. Riley asked if the College could go into the high schools and gather their contact information through maybe a drawing.

Mr. Pustizzi said yes to help get linked up through email.

Ms. Carpenter said that they are excited about the geofencing aspect of the marketing process. The parents are just as important as the students, and the message needs to get out to them as well. They would like to send ads out to parents and students on mobile devices at school events. This will give a strong opportunity to target this demographic.

Mr. Ken Pustizzi said that geotracking has been successful. There has to be a strategic plan for the future to identify the target audience.

President Salomon-Fernandez said that they are marketing her as the face of the College and clear communication with the gatekeepers is essential. She posts things from the local schools on her social media pages. This brings followers to her page. It is imperative to engage the key people of the local schools. Relationship building is important. Advertising in Spanish is also a key element.

She also said that they are doing First2Go launches at the three high schools with music and balloons. The launches are designed to solicit student information.

Mr. DeLeon asked if they were only going to the three more local high schools and not Cumberland or Delsea Regional.

Dr. Salomon-Fernandez said that they would be going to all of the high schools. The First2Go Scholarships are built around the first in their family to go to college.

Dr. Garrison asked if there were any reports generated from the hits on the website and if tracking was available.

Ms. Carpenter said yes, the College is able to track the information.

Dr. Garrison asked how many learned the Georgian Court possibilities on the website.

Dr. Salomon-Fernandez said that they are working on that.

Ms. Perez asked about the winter session enrollment from last year to this year.

Dr. Salomon-Fernandez said that it was marginally better. The College expects to do better in the coming months since they got a late start last year. In the last eight months, enrollment was increased by 14%.

Ms. Carpenter said that there is a lot to be done for the College and they are working to use resources effectively.

2. Update – Office of Workforce, Community and Technical Education(WCTE) – Ismail Asadov, Temporary Director, Institutional Innovation

The short term goals for this area of the College is to goal is to reorganize its structure using a strategy more closely aligned with private sector business practices, using financial information and analysis of the current and future needs of regional of business and industry. The overarching purpose of WCTE is student success focusing on career and technical education.

One of the first steps is in this process is evaluating community needs. An example is the food processing industry. A need was identified, a course was created, and nine students who took that course now have jobs as Certified Production Technicians (CPTs).

The initial assessment indicated a lack of student success in completing certifications and job placement. They also found a weak organizational structure, few programs focused on area business and industry, a dearth of instructors to teach the needed courses, and no policies and procedures to promote student success.

Partnership and training opportunities are available in the community. The goal is to re-establish the College's presence and rapport with key business partners, to develop a business relationship, and to secure funding for identified programs.

Mr. Cassisi asked how many hours a student needed to secure a certificate. Mr. Asadov said they need 178 hours.

Mr. Cassisi asked about the funding opportunities. Mr. Asadov said they are working on that aspect.

Dr. Salomon-Fernandez said that the numbers are important, but relationships are very important.

An analysis of revenue and expenses indicated that from 2013 – 2017 showed that expenses exceeded programming. For example, 2016-2017 saw an 11% loss. For 2017-2018, however, a 17% increase in revenue over expenses is projected. Mr. Asadov identified diversification and expanding the areas of service as contributing factors to the projected numbers. Factors include:

- Business and Industry Survey
- Business Training
- Grant Funding
- CCTEC Programs

- Specialty classes at STEAMWorks

Dr. Salomon-Fernandez said that the Conference Center and the Performing Arts Center are running in the red. The goal is to rebrand these functions of the College to create revenue.

Mr. McGrory expressed his appreciation for their dedication and work. He recognizes the success that they have had, but are there those who may feel threatened by the manner in which it was approached. He asked how they will share with the other leaders at the College to inspire them forward instead of causing them to feel threatened.

Mr. Asadov said they are evaluating how to train the people they have. They are developing guidelines; however, some things that might apply to his department may not apply to others etc. They are evaluating and coming together to discuss.

Mr. Cassisi thanked Mr. Asadov for the excellent presentation and asked what the limitations are that they face.

Mr. Asadov said one of the limitations is online registration. They are working on putting their resources into practice to reach this goal and they hope to have a solution in the near future.

CCC Foundation Liaison Report – Dr. Garrison for Mr. Patrick W. McGrory

The gifts for February were \$27,715.85 and the total giving since July 1, 2016 year is \$253,330.33.

Mr. McGrory reminded the Board of the Presidential Inaugural and Gala on May 5 and 6, and the *School Counts!* golf tournament on June 7, 2017. He also advised that the Sue Perry Scholarship has received pledges totally around \$11,000.00.

Dr. Garrison encouraged everyone to the Gala and the golf tournament which she said was everyone's favorite.

NJCCC Trustee Ambassador Report- Mr. Joseph Cassisi –

Mr. Cassisi attended a webinar on Suicide Prevention which presented Best Practices for Mental Health. Ms. Heather Bense will give a presentation on the College's annual Mental Health

Report at the April Board meeting.

President's Report – Dr. Yves Salomon-Fernandez

The College was informed that College's 2016 Radiography graduates number two in the State on the American Registry of Radiologic Technology exam, with a pass rate of 100%. This exceeds the state's pass rate of 93.1% and the nation's 87.2%.

Mr. Floyd Barnett, III, leader of the Global Business Operations organization for Sungard Availability Services, a multi-national enterprise that provides business continuity, disaster recovery, managed IT, and cloud computing services to small and medium sized businesses, and more than 70 percent of Fortune 100 companies, is the for the 2017 Cumberland County College Commencements Speaker.

Cumberland County College recently hosted the Federal Reserve Bank of Philadelphia and the New Jersey Commissioner of Labor for a listening session with local businesses, philanthropic organizations, regional agencies and community based organizations focused on "opportunity occupations" and "middle skills jobs." They also took a tour of the CWED following the meeting.

Dr. Salomon-Fernandez anticipates attending the budget hearings for the State of New Jersey in May.

Persons wishing to address the Board – NONE

A motion was made by Dr. Garrison for consideration to adopt Resolution #2147-2017 authorizing the Board of Trustees to meet in Executive Session to discuss matters that are deemed privileged pursuant to N.J.S.A. 10:4-12(b)(4), any collective bargaining agreement, or the terms and conditions which are proposed for inclusion in any collective bargaining agreement, including the negotiation of the terms thereof with employees or representatives of employees of the public body; and, (7), regarding any pending or anticipated litigation or contract negotiation other than in subsection (b). The motion was seconded by Ms. Nicolosi and passed by roll call vote as follows:

Dr. Garrison	Yes	Mr. DeLeon	Yes
Ms. Nicolosi	Yes	Mr. McGrory	Yes
Ms. Brown	Yes	Mr. Riley	Yes
Mr. Cassisi	Yes	Ms. Perez	Yes

The Board entered Executive Session at 7:02 P.M.

The Board re-entered Open Public Meeting at 7:29 P.M.

There being no further business to come before the Board, a motion was made by Mr. McGrory to adjourn the meeting seconded by Mr. Cassisi. The meeting was adjourned at 7:30 P.M.

Respectfully submitted,

MR. JOSEPH P. CASSISI,
SECRETARY