

CUMBERLAND COUNTY COLLEGE

BOARD OF TRUSTEES

MEETING OF SEPTEMBER 15, 2016

The Meeting of the Board of Trustees was called to order by Chair Pamela Sjogren at 6:01 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 Trustee meeting.

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

Roll Call: Ms. Brown, Mr. Cassisi, Ms. Chase, Mr. DeLeon, Ms. Nicolosi, Ms. Perez, Dr. Garrison, and Ms. Sjogren.

A motion was made by Dr. Garrison for approval of Minutes of the Regular Meeting Minutes held on August 18, 2016. The motion was seconded by Mr. Cassisi and passed by roll call vote as follows:

Dr. Garrison	Yes	Mr. DeLeon	Yes
Mr. Cassisi	Yes	Ms. Nicolosi	Abstain
Ms. Brown	Yes	Ms. Perez	Yes
Ms. Chase	Yes	Ms. Sjogren	Yes

A motion was made by Dr. Garrison for approval of Minutes of the Executive Session Meeting Minutes held on August 18, 2016. The motion was seconded by Ms. Perez and passed by roll call vote as follows:

Dr. Garrison	Yes	Ms. Chase	Yes
Ms. Perez	Yes	Mr. DeLeon	Abstain
Ms. Brown	Yes	Ms. Nicolosi	Abstain
Mr. Cassisi	Yes	Ms. Sjogren	Yes

Presentation by ClearBridge Media Consulting:

Representatives from ClearBridge Media Consulting made a presentation to the Board regarding their proposal for marketing.

Dr. Salomon-Fernandez said that she committed to bringing proposals to the College community as well as to the Executive Committee for review and recommendation.

ClearBridge Media is affiliated with Glasstown Productions and SNJ Today.

The company is committed to bringing positive change to the community and they are committed to the College. Their vision is to make Cumberland County in 30 years the best place to work, to live and to raise a family. In striving for this, they feel the epicenter of this vision is Cumberland County College.

They made clear that they are committed to make Cumberland County College successful. They also feel that business leaders and the College need to partner for it to be a success.

ClearBridge uses three aspects for advertising:

1. Traditional media – radio, TV and print
2. Digital/Social media
3. Video – Glasstown Productions and SNJ Today which was cited as an organization building “the media company of the future.”

Kevin Pustizzi, Vice President of ClearBridge said that marketing has become complex because they are marketing to a generation that does not want to be marketed to. Out of 6,000 ads per day we remember 5. Social media and websites are now interacting with you and you are collaborating with them.

Mr. Pustizzi asked if there were any questions regarding their proposal.

Ms. Perez asked what type of information can be expected to get from digital marketing. Mr. Pustizzi said you will see who’s coming, where they are coming from, when they came, what they are doing on your site. It is important to try and make the relationship more active and then analyze and target those markets. Tracking is moving at a fast pace.

Mr. DeLeon asked if the marketing strategy would tailor to the College’s strategic plan and would the strategic plan change as a result of the analysis.

Dr. Salomon-Fernandez said yes. It can change the vision, the leadership and the strategy. The RFP would tie into enrollment and retention. Marketing could help to improve and to help them react quickly and connect with prospective students as well as alumni and donors and help to create revenue. The College needs a strong reputable brand that people will buy into and support. They will assess themselves along the way and hopefully produce the needed partnerships within the County.

Ms. Sjogren asked if the College could expect all positive feedback from this strategy focusing on what is good at the College. Mr. Pustizzi said they would be reporting the positive things.

Dr. Salomon-Fernandez said that the CEO of ClearBridge Media has offered his services to the College at no charge. The College would be partnering with someone who is committed to advancing the region.

Dr. Garrison asked what would happen when the College is in a negative news situation.

Dr. Salomon-Fernandez said that the College could engage ClearBridge for crisis media intervention, but that it was not part of the package.

Correspondence

NONE

Persons wishing to address the Board with respect to the current meeting agenda

NONE

Freeholder Liaison Remarks – Director Joseph Derella

Mr. Derella praised the Board for selecting a local vendor regarding with the community at heart regarding the marketing of the College. He also commended them for doing their homework.

He encouraged the College to continue to work together with the County to move forward.

Review of Consent Agenda

A. Personnel & Affirmative Action

1. Consideration to approve Employment of Yajaira Montero as Full-time, Administrative Specialist, EOF, at an annual salary of \$33,714.00, prorated and effective October 1, 2016. *This is a Grant Funded Position.*
2. Consideration to approve Employment of Ms. Heather Bense as Full-time, Director, EOF at an annual salary of \$61,387.00, prorated and effective October 1, 2016.
3. Consideration to approve Employment of Ms. Sue Ann Perry as Full-time, Vice President Institutional Advancement at an annual salary of \$104,514.00, prorated and effective October 1, 2016.
4. Consideration to accept the attached list of resignations/retirements/terminations.

B. Finance & Planning

1. Consideration to approve the Clinical Education Agreement between Upper Deerfield Township Schools of Seabrook, NJ, for the purpose of providing clinical education in the College's Nursing Programs.

C. Academic and Student Affairs

NONE

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

Ms. Chase	Yes	Mr. DeLeon	Yes
Ms. Perez	Yes	Ms. Nicolosi	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Sjogren	Yes

Reports of Standing Committees

A. Personnel & Affirmative Action - Ms. Donna M. Perez, Chair

NONE

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

1. A motion was made by Ms. Perez for consideration to adopt Resolution #2067-2016 authorizing an amendment to Resolution # 2019-2016, adopted on May 17, 2016. The amendment will authorize the College to accept the changes adopted by Camden County College, on behalf of the Joint Purchasing Consortium participating members, allowing laboratory supply products to be purchased from Carolina Biological Supply, for the period of May 1, 2016 through April 30, 2017. The motion was seconded by Ms. Brown and passed by roll call vote as follows:

Ms. Perez	Yes	Mr. DeLeon	Yes
Ms. Brown	Yes	Ms. Nicolosi	Yes
Mr. Cassisi	Yes	Dr. Garrison	Yes
Ms. Chase	Yes	Ms. Sjogren	Yes

2. A motion was made by Ms. Chase for consideration to adopt resolution #2068-2016 authorizing the College to award contracts for Instructional and Non-instructional Medical Supplies and Equipment to selected vendors through bids received by the Joint Purchasing Consortium with Camden County College acting as the lead agency, for the period of Aug 1, 2016 through April 30, 2017. The motion was seconded by Ms. Nicolosi and passed by roll call vote as follows:

Ms. Chase	Yes	Mr. DeLeon	Yes
Ms. Nicolosi	Yes	Ms. Perez	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Sjogren	Yes

3. A motion was made by Ms. Perez for consideration to adopt Resolution #2069-2016 authorizing the College to award a contract to Ricoh of Philadelphia, PA for copiers/copies in the amount of \$84,000.00, under the provisions of cooperatives currently in effect, for the period of July 1, 2016 through June 30, 2017. The motion was seconded by Mr. Cassisi and passed by roll call vote as follows:

Ms. Perez	Yes	Mr. DeLeon	Yes
Mr. Cassisi	Yes	Ms. Nicolosi	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Ms. Chase	Yes	Ms. Sjogren	Yes

4. A motion was made by Ms. Perez for consideration to adopt Resolution #2070-2016 authorizing the College to award a contract to WB Mason of Boston, MA for copy paper in the amount of \$7,500.00, under the provision of The Educational Services Commission of New Jersey, for the period of July 1, 2016 through December 31, 2016. The motion was seconded by Mr. Cassisi and passed by roll call vote as follows:

Ms. Perez	Yes	Mr. DeLeon	Yes
Mr. Cassisi	Yes	Ms. Nicolosi	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Ms. Chase	Yes	Ms. Sjogren	Yes

5. A motion was made by Ms. Chase for consideration to adopt Resolution #2071-2016 authorizing the College to award a contract to extend the original commission contract with K & R Vending Services, Inc., of Bridgeton, NJ, 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:

Ms. Chase	Yes	Mr. DeLeon	No
Ms. Nicolosi	Yes	Ms. Perez	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Sjogren	Yes

6. A motion was made by Ms. Nicolosi for consideration to adopt Resolution #2072-2016 authorizing the College to award a contract to Central Turf & Irrigation of Piscataway, NJ for lawn care products in the amount of \$5,000.00 under the provision of The Educational Services Commission of New

Jersey, for the period of July 1, 2016 through January 21, 2017. The motion was seconded by Mr. Cassisi and passed by roll call vote as follows:

Ms. Nicolosi	Yes	Mr. DeLeon	Yes
Mr. Cassisi	Yes	Ms. Perez	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Ms. Chase	Yes	Ms. Sjogren	Yes

7. A motion was made by Ms. Perez for consideration to approve Resolution #2073-2016 awarding a contract to Clearbridge Media of Millville, NJ for marketing and communication services to be provided on an as needed basis per the attached hourly rate sheet.

There was discussion and positive feedback among the Board members regarding the choice of Clearbridge Media of Millville, NJ for the marketing and communication services. All were pleased that it is a local company.

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

Ms. Perez	Yes	Ms. Chase	Yes
Ms. Nicolosi	Yes	Mr. DeLeon	Abstain
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Sjogren	Yes

8. A motion was made by Ms. Perez for consideration to approve Resolution #2074-2016 authorizing the College to award a contract for Adobe licensed software to SRI International of Somerset, NJ, in the amount of \$49,518.00 for the period of September 26, 2016 through September 25, 2019. The motion was seconded by Ms. Nicolosi and passed by roll call vote as follows:

Ms. Perez	Yes	Ms. Chase	Yes
Ms. Nicolosi	Yes	Mr. DeLeon	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Sjogren	Yes

9. First reading of the revisions to Policy 6.12 - Donated Leave Program.

10. A motion was made by Ms. Perez for consideration to approve revisions to Policy 6.33 - Participatory Process for Employee Involvement in College Governance. The motion was seconded by Ms. Nicolosi and passed by roll call vote as follows:

Ms. Perez	Yes	Ms. Chase	Yes
Ms. Nicolosi	Yes	Mr. DeLeon	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Mr. Cassisi	Yes	Ms. Sjogren	Yes

11. A motion was made by Ms. Perez for consideration to adopt Resolution #2075-2016 authorizing purchases and disbursements in the amount of \$719,943.55 for the current period. The motion was seconded by Mr. Cassisi and passed by roll call vote as follows:

Ms. Perez	Yes	Mr. DeLeon	Yes
Mr. Cassisi	Yes	Ms. Nicolosi	Yes
Ms. Brown	Yes	Dr. Garrison	Yes
Ms. Chase	Yes	Ms. Sjogren	Yes

C. Academic & Student Affairs - Ms. Ginger Chase, Chair

NONE

Consideration of Old Business

NONE

Consideration of New Business

1. Appointment of Officers' Nominating Committee

Ms. Sjogren advised the Board of the nominating committee:

- Mr. Patrick McGrory – Chair
- Ms. Ginger Chase
- Ms. Michelle Brown

They have been given the task of providing a slate of nominations for consideration at the October Board meeting.

Campus Reports

NONE

CCC Foundation Liaison Report - Mr. Patrick W. McGrory

Dr. Garrison spoke in Mr. McGrory’s absence and said that it is a new year and she is sure that it will be another successful one. The total gifts for August 2016 were \$16,060 and the total gifts for the year

are \$28,764.

NJCCC Trustee Ambassador Report - Mr. Joseph Cassisi

Mr. Cassisi asked if everyone was getting the emails from NJCCC. He advised that there will be a meeting on Monday in Trenton and that he will be attending. He also advised that he will be attending the national conference in New Orleans in October and he looks forward to reporting on that at the October Board meeting. He thanked Ms. Sjogren and Dr. Salomon-Fernandez for the opportunity to attend.

Ms. Sjogren thanked Mr. Cassisi for attending on behalf of the College.

President's Report – Dr. Yves Salomon-Fernandez

Dr. Salomon-Fernandez expressed thanks to her team who have worked above and beyond to get ready for the Fall semester.

They were given the task of getting enrollment down to a negative single-digit. Faculty and staff made phone calls and engaged in a number of outreach activities. Some faculty took on extra students when the College was forced to consolidate courses and others agreed to serve the students for less pay.

As of today's Board meeting, the College is down 9% in headcount and 11 % in terms of revenue compared to last year. Student volume in terms of needing advisement, course changes, payment plans updated, and help completing the financial aid process. The staff was committed to servicing these students during the enrollment process.

The College has been working on becoming a more data-driven and more systematic entity. Evidence has been found that will help us better understand where the college is losing money and the staff has come together to discuss what can be done about the current deficit. Many of the managers of the off- site facilities do not even know that their facilities run at a deficit.

A comprehensive group met to review the plans for the new Millville Arts and Innovation Center. Most of the arts initiatives and programs run at a significant financial loss. A model was developed with the belief that it will help subsidize the cost of the arts by having more enrollment and revenue-driven academic programs also occupy some of the space in the building.

Dr. Salomon-Fernandez stated that she is upholding her commitment to communicate with the College community regularly and to seek their input and feedback.

Dr. Salomon-Fernandez took the next few minutes to outline a proposal for more funds to be expended from the reserve. These funds would allow the College to make improvements needed in IT and Personnel.

Dr. Salomon-Fernandez advised that the IT department is behind in upgrading their systems

with respect to back up capability as well as needing an updated firewall. She also said that the systems are not mobile compatible.

Dr. Salomon-Fernandez advised that investments needed to be made in personnel as regards to athletics, advising/recruiting and transfer services, the Foundation, Work Force Education, and admissions.

Mr. Cassisi asked how much money was in the reserves. Ms. Welch informed the Board that there was approximately \$4 million not counting the 10% required to be reserved for operations.

There was discussion as to whether the Board could vote on this proposal immediately. Mr. Heck advised that it would not be appropriate and a special meeting was arranged for Thursday, September 22, 2016 at 5:15 P.M. to consider these requests.

Persons wishing to address the Board

NONE

Adjournment

There being no further business to come before the Board, a motion was made by Dr. Garrison to adjourn the meeting seconded by Ms. Perez. The meeting was adjourned at 7:17 P.M.

Respectfully submitted,

MR. JOSEPH P. CASSISI, SECRETARY