



BOARD OF TRUSTEES

BALTIMORE CITY COMMUNITY COLLEGE

Open Session Minutes | January 15, 2020

Administration Building, Room 140 | 2901 Liberty Heights Avenue | Baltimore, MD 21215

Board Members Present: Chairman Kurt L. Schmoke, Esq., Ms. Lenor Tannhauser Blum, Mr. J.C. Weiss, II, Ms. Leila F. Parker, Mr. Jason Perkins- Cohen (by phone), Mr. Peter Nachtwey (by phone), Dr. Rachel Pfeifer (by phone), and Mr. John D. Lewis (by phone).

Board Members Absent: None

CALL TO ORDER

Chair Schmoke called the Open Session Board Meeting to order at 4:03 p.m.

ADOPTION OF THE AGENDA

A. Adoption of the January 15, 2020 Agenda

Chair Schmoke requested a motion to adopt the January 15, 2020 Meeting Agenda. Trustee J.C. Weiss motioned for the adoption of the January 15, 2020 Agenda and Trustee Leonor Tannhauser Blum seconded the motion.

BOARD ACTIONS/ CONSENT AGENDA

Chair Schmoke requested a motion to accept the following agenda items:

A. Approval of the December 18, 2019 Minutes

Minutes provided but not discussed.

B. Student Government Report

Report removed from agenda.

C. AFSCME Local #1872 at BCCC Report

Report provided but not discussed.

D. Faculty Senate Report

Report provided but not discussed.

ITEMS REMOVED FROM THE AGENDA

A. Report from the Student Government Association was removed from the agenda.

NEW BUSINESS

A. Digital Media Program

Dr. Liesl Jones (VP for Academic Affairs) presented an overview of the proposed Digital Marketing Program (Certificate), a partnership with Facebook. Dr. McCurdy added that this partnership has been in discussion for some time, and has finally gotten to the point where items regarding coursework are ready to be presented and voted on by the Board.

Thanks to the Mayor's Office, the College will offer a certificate program in digital marketing in partnership with Pathstream (a curriculum management system) and Facebook. This model implemented at a number of other community colleges (i.e. New Mexico Community College and Miami Dade College) will be the first in Maryland. The College would receive money for student scholarships, funds for operating the certificate program, and access to the curriculum for free. Participating colleges are eligible to receive \$20,000 for learner enrollment fees and \$1,000 (provided by Facebook) for marketing and advertising.

Chair Schmoke asked how the two corporate partners benefit from this partnership. Dr. Jones responded that the partners benefit from an increase in program enrollment and the successful transition of students into the workforce. This program will implement six new courses allowing students to earn a stackable certificate as they continue their studies toward the AAS degree. The courses were provided by Facebook and vetted through the College's Curriculum Committee and faculty.

New courses to be implemented are:

- DMKT 101 Foundations and Strategy of Marketing
- DMKT 102 Marketing Content Strategy and Branding
- DMKT 200 Marketing Analytics and Performance Optimization
- DMKT 201 Social Media Marketing
- DMKT 202 Search and Display
- DMKT 203 Email Marketing

These new courses would replace existing courses if a student decides to continue toward an AAS degree.

Dr. Jones shared statistics on the increase in job opportunities for individuals holding this type of certificate. She added that this program would be a great opportunity for businesses to send their employees to BCCC to obtain the training, as well as a great opportunity for our students to be equipped for better paying jobs once they graduate.

Trustee J.C. Weiss inquired whether any other colleges in the general area are participating in the program. Dr. Jones responded that BCCC would be the first in the area, which would allow the College to attract students in the city and the county.

Trustee Peter Nachtwey asked if the agreement with Facebook prohibits the College from partnering with any other marketing firms. Dr. Jones stated that she does not believe there to be any restrictions but will check the existing MOU.

J.C. Weiss motioned for the approval of the Proposed Digital Marketing Certificate program and Trustee Peter Nachtwey seconded the motion. The Board unanimously approved the motion.

COLLEGE POLICIES

N/A

PRESENTATIONS

A. Enterprise Resource Planning (ERP)

Dr. McCurdy shared that the College's Department of Information and Technology (DoIT) liaison, Dr. Donnell Josiah, was scheduled to be present but unfortunately had to cancel. She asked that Stephan Byam, Chief Information Officer, present the upcoming plans for ERP.

Mr. Byam stated that the ERP Project received a green approval status from DoIT in December 2019 and reviewed some of the key reasons an ERP is necessary-- to facilitate the flow of information among all business functions within the College, and to manage connection to external stakeholders and third-party systems.

Mr. Byam shared the following vision of the ERP Project:

- Improve customer service
- Strengthen compliance
- Increase operational efficiency

ERP Project Outcomes:

- Protecting Personally Identifiable Information
- Integrating Platforms
- Improving Workflows
- Eliminating extraneous databases

The ERP Project supports BCCC's Realignment Task #9 (Core Business Systems) and will provide a solution to one of the infrastructure needs of the College. Due to the age of the existing outdated technology, the College has been cited during numerous annual audits for being out of compliance. Mr. Byam added that focusing on these key components would help to support a positive student learning experience, aid leadership in capturing meaningful data, and allow the College to exert more efforts on recruiting, retaining, and graduating students.

Chair Schmoke asked if the audit findings were specifically related to the College's systems. Mr. Byam responded that with HPLAN the systems are too old, making it impossible to encrypt the database. Dr. McCurdy added that these particular audit findings have carried over for nine plus years.

Mr. Byam shared a clear timeline of the progress that has been made over a few short months with the ERP Project. He shared that meeting regularly with Dr. Josiah, Dr. McCurdy, and the executive leadership team is the reason for this positive progress. He admitted that there are some challenges but a college-wide network refresh helped to stabilize the infrastructure.

Mr. Byam stated the College must ensure that ERP remains a priority and continues to have direct presidential engagement and oversight, the executive leadership team remains vested and accountable, and the College continues to collaborate with the DoIT. Mr. Byam noted that a vendor selection for the ERP Project should take place in May/June.

Chair Schmoke asked who at the State level has been notified of this progress. Dr. McCurdy responded that Dr. Josiah is in direct communication with the Secretary.

PRESIDENT'S REPORT

B. Cabinet Division Reports

Dr. Debra McCurdy noted the quick reporting turnaround as the College was closed for the holiday break. She shared some highlights from the information provided in the cabinet reports.

The following highlights were mentioned:

- Staff are working hard preparing for the first day of class
- Work continues with Department of General Services (DGS) on the College's Facilities Master Plan.
- The TRIO and Student Support Services grants were resubmitted
- The ERP Proposal is under review
- Getting a handle on the oversight and monitoring of grants
- The BCCC Foundation exceeded the "Share Our Spirit" campaign goal
- Finalizing the Able Foundations' evaluation of the Mayor's Scholars Program (MSP) is in progress
- Facilities and Public Safety are operating more efficiently

Dr. McCurdy asked VP Michael Thomas to share an update on the Bard Building fire. VP Thomas explained that the fire occurred on January 12, 2020, at approximately 9:22 p.m. He shared through observations and regular walk-throughs they discovered how individuals were gaining access to the building, and mapped out a plan to keep the building secure. City inspectors and the fire department were impressed with how quickly the College responded to the incidents, and no citations were issued. The plan is to install interior metal bars on the first two floors and to board the entire building. The College is partnering with the Mayor's Office of Homeless Services to provide a resource for individuals who were using the building for shelter. Dr. McCurdy added that an insurance claim will be filed to cover expenses related to securing the building.

Chair Schmoke asked Dr. McCurdy about the direction of MSP, and if it is living up to expectations. Dr. McCurdy responded that she believes the program merits replication and a core team has been established in partnership with the Mayor's Office to realign the program and better integrate it into the infrastructure of the institution. Trustee Jason Perkins-Cohen added that the College is working with the Mayor's Office of Employment Development (MOED) to figure out some of the details and best practices. Things are looking hopeful but there is still much work to be done.

C. BCCC Legislative Priorities

Dr. McCurdy introduced Mr. Kevin Large, new Special Assistant to the President/Director of Government Relations. She mentioned that Mr. Large comes with a wealth of knowledge and an endorsement from former Governor Martin O'Malley. Dr. McCurdy shared that Mr. Large will be spending a great deal of time in Annapolis for legislative sessions. She added that the College has an additional relationship with Bryan Alston of State Circle Strategies to assist during the Maryland General Assembly 2020 Session.

Dr. McCurdy provided a handout to the Board that listed the following BCCC priorities for the 2020 Maryland General Assembly Legislative Session:

- BCCC Procurement Authority
- Capital Budget
- Operating Budget
- Building Relationships

D. Enrollment Update

Report provided.

Chair Schmoke asked for an update on outreach activities that specifically target the Latino and Hispanic student population. Dr. Stanley Singleton explained that efforts toward this demographic are being targeted by two BCCC Latinx recruiters. A partnership with CASA is also helping to reach this population.

ACTIVE SEARCH LISTING

Report provided.

MOTION FOR ADJOURNMENT

Chair Schmoke requested a motion, under the States' Open Meeting Law to adjourn the January 15, 2020 Open Session Meeting at 5:05 p.m., and to reconvene for the Closed Session. Trustee J.C. Weiss motioned for the adjournment of the January 15, 2020, Open Session Meeting and Trustee Leila F. Parker seconded the motion.

NEXT MEETING: February 19, 2020.

Attendance:

Dr. Debra L. McCurdy, President
Ms. Becky Burrell, VP of Institutional Effectiveness and Planning
Dr. Stanley Singleton, VP of Student Affairs
Dr. Liesl B. Jones, VP of Academic Affairs
Mr. Michael Thomas, VP of Workforce Development and Continuing Education
Ms. Dawn Kirstaetter, VP of Advancement and Strategic Partnerships
Mr. Stephan Byam, Chief Information Officer
Ms. Maria Rodriguez, Esq., General Counsel
Ms. Lyllis Green, Chief Internal Auditor
Ms. Michelle Williams, Director of Human Resources
Dr. Debora Johnson-Ross, Director of Mayor's Scholars Program

BCCC Staff Present:

Eileen Hawkins, Dr. Daphne Snowden, Charles Wilson, Kemberly Henderson, Eileen Waitsman, Terri Bell, Dr. Chima Ugah, Dr. Bob Iweha, Sylvia Rochester, Jeffrey White, Renata Allen, Melvin Brooks, Scott Saunders, Kevin Large, Renata Allen, Dr. Maria Cazabon, and Earl Melvin.

Others Present:

Omer Olloumou, SGA Vice President.