Baltimore City Community College  
Board of Trustees  
Approved  
Open Session Minutes  
Tuesday, March 31, 2009, 5:35 p.m.  
Multipurpose Room, Liberty Campus  

Board Members Present: Dr. Donald A. Gabriel, Ms. Katrina Riddick, Dr. Mary Owens Southall, Dr. Maceo M. Williams, Mr. Garland O. Williamson, and Dr. Edmonia T. Yates  

Board Members Absent: Ms. Kirsten Sandberg Caffrey  

Closed Session  
The Board voted unanimously, under the Open Meeting Act, State Government Article, Section 10-508, to convene in Closed Session at 8:00 p.m., on March 31, 2009, in the President’s Conference Room, to discuss personnel, real estate and collective bargaining matters. During the meeting the Board discussed several separations of employment, the Harbor Campus procurement, pending purchase of property for future needs of the College, and obtained legal advice.  

I. Preliminary Presentations (Awards, recognitions, honors, etc.)  
President Williams recognized Dr. Alicia Harvey-Smith, Vice President of Student Affairs, as the recipient of the 2009 “Service Above Self Award” by the Rotary Club of Woodlawn-Westview. President Williams congratulated Dr. Maria Cazabon, IT Quality Assurance Coordinator, for successfully obtaining a Doctorate in Education through the Community College Leadership Program at Morgan State University. President Williams also recognized Dr. Kathy Hausman, Chair of Nursing and Allied Health, for authoring a chapter on “Spinal Cord Injuries” in Critical Care Nursing A Holistic Approach.  

Mr. Stan Brown, Dean of Student Learning Outcomes and Assessments, congratulated Ms. Edith Sorrell, BCCC Distance Learning Professor, for receiving the Maryland Distance Learning Association’s (MDLA) Instructional Designer of the Year Award at the statewide awards ceremony.  

Dr. Alicia Harvey-Smith introduced BCCC student Monique Brown, who read a poem she wrote to commemorate the inauguration of President Barack Obama.  

President Williams asked Mr. Steve Wyatt, former BCCC Student Trustee, to share a few words about his experiences since graduating from BCCC. Mr. Wyatt spoke about how his experiences as a BCCC student and trustee impacted his experiences at his current institution, stating that Chair Williamson always told him that failure wasn’t an option.  

II. Public Presentations  
No public presentations  

III. Board Actions/Consent Agenda (All Actions requiring a vote.)  
The Board voted unanimously to approve the March 31, 2009, Consent Agenda, which included:
I. COLLEGE REPORTS
A. Student Governance Board* (Ms. Charmaine Pope, President)
   Please see the March 31, 2009, Board of Trustees Open Session Board Agenda for the full report.

B. Senate Executive Committee* (Dr. Carolyn Dabirsiaghi, President)
   Please see the March 31, 2009, Board of Trustees Open Session Board Agenda for the full report.

C. AFSCME Local at BCCC* (Dr. Shanta Rao, Vice President)
   Please see the March 31, 2009, Board of Trustees Open Session Board Agenda for the full report.

II. COLLEGE PRESENTATIONS*
College-wide Marketing Plan (Ms. Vanessa Carroll)
   - President Williams stated that the College has been very active with marketing and promotion. She introduced Ms. Vanessa Carroll, Interim Vice President of Communications and Research, Ms. Daviedra Sauldsberry, Director of Publications and Mr. Patrick Onley, Director of Media Relations, to give a PowerPoint presentation on the College-wide marketing plan. Highlights from the report are as follows:
     
     ➤ The BCCC brand is Workforce Pipeline Solutions—Preparing tomorrow's workforce. Driving Maryland’s Economy.
     ➤ This brand speaks to students, employers, government agencies and donors.
     ➤ An increased interest from perspective students and partners is anticipated during year 1 of the branding campaign. The anticipated outcomes in year 2 will yield increased enrollment and increase demand for new programs and partnerships. During year 3, it is expected that the College will sustain enrollment and experience retention growth.
     ➤ The College plans to use the faculty, staff and students to move the campaign forward.

BCCC students Selah Colman and Dewayne Alexander stated they were asked by President Williams and Ms. Vanessa Carroll to create a program run by students that would assist with the marketing campaign from the student perspective. They created the Family Tree BCCC, an initiative used to engage current and perspective students in marketing strategies to assist with recruitment.

Trustee Riddick asked what base year would begin measuring the marketing plan. Ms. Carroll stated that the safest answer is FY2010, but the College can start to see some results now because the BCCC image and reputation already exists. Vice Chair Yates asked Ms. Carroll her strategy on keeping the faculty, staff and students motivated about the branding campaign. Ms. Carroll stated that she plans to work with Ms. Sheryl Nelson, Human Resources Department, on conducting exciting and energetic professional development programs that will address professionalism, dress code, customer service, etc.
Chair Williamson asked how the faculty will be engaged in the process. Ms. Carroll indicated they plan to promote the faculty as part of the Workforce Pipeline Solutions brand.

Dr. Dabirsiahi urged Ms. Carroll to attend an SEC meeting to get faculty feedback. Chair Williams expressed excitement on the branding campaign and strongly encouraged Ms. Carroll to involve faculty in the process before fully engaging in the campaign. President Williams added that the College wanted to get the Board's support on the branding campaign prior to introducing it to the entire College.

III. **PRESIDENT’S REPORT*** (President Carolane Williams)
Please see the March 31, 2009, Board of Trustees Open Session Board Agenda for the full report.

IV. **Miscellaneous**
President Williams reported the following:
- Senator Mikulski was successful in getting the College and University of Maryland Baltimore (UMB) a $1.4 million appropriation for the UMB/BCCC Life Science Institute. Chair Williamson commended President Williams on her diligence and efforts to promote the program.

V. **BOARD COMMENTS**
- Chair Williamson commented on the improved College's aesthetics but would like to see more flowers around campus.

- Trustee Williams stated that he often visits a cancer center in Philadelphia where everyone is upbeat in spite of their conditions. He would love to see the same sentiment here at the College as part of the new branding campaign.

- Trustee Gabriel encouraged everyone to purchase a ticket to the Collegewide Scholarship Breakfast to support students and the College. He also complimented the students from the Quest program and the marketing students on their presentations. Lastly, he noted with anticipation the approving of the lease at 901 Milton Avenue.

- Trustee Riddick expressed excitement on the College’s achievements under the direction of President Williams. She commended President Williams on her lobbying efforts and challenged everyone to step up their efforts for the College.

- Vice Chair Yates thanked everyone for what they are doing. She commended faculty, staff and students on their achievements.

VI. **NEXT MEETING**
April 28, 2009, Harbor Campus
The Board of Trustees meeting adjourned at 7:40 p.m.

Respectfully submitted,

[Signature]

Carolane Williams, Ph.D.
President

*Full report on file in the President's Office
ATTENDANCE:
Dr. Carolane Williams, President

BCCC Staff Present:
Ms. Yvette Benton, Ms. Kathy Odell-Carlson, Dr. Carolyn Dabirsiaghi, Dr. A. Lois DeLaine, Ms. Tanya DeSheilds-Yates, Ms. Marlene Downs, Mr. Jocque Dyson, Ms. Tennelia Engram, Ms. Scheherazade Forman, Mr. Murevee Gardiner, Mr. Daniel Gebre, Ms. Lylis M. Green, Ms. Karen Guilford, Mr. Thomas Hampton, Dr. Alicia Harvey-Smith, Dr. Joe Isaac, Ms. Kim James, Dr. Jewel Kerr-Jackson, Ms. Nikita S. Lemon, Ms. Lanette Parsons, Ms. Deborah Peoples, Mr. Jerry Reichenberg, Mr. Ali Roodsari, Ms. Daviedra Sauldsberry, Mr. Donald Smith, Ms. Kathy Styles, Ms. Eileen Waitsman, Mr. Vincent Whitmore and Mr. Alvin Winkler

Others Present:
Ms. Maureen Walsh David, Assistant Attorney General