

## BOARD OF TRUSTEES

### BALTIMORE CITY COMMUNITY COLLEGE

Open Session Minutes | April 21, 2021 (Virtual Zoom Meeting)

**Board Members Present:** Chairman Kurt L. Schmoke, Esq., Mr. Jason Perkins-Cohen, Mr. J.C. Weiss, III, Dr. Rachel Pfeifer, Ms. Leonor Tannhauser Blum, Dr. John Brothers, Mr. Oluwafemi S. Toriola

**Board Member Absent:** Ms. Lelia F. Parker, Esq., Mr. John D. Lewis

**Also Present:** Dr. Debra L. McCurdy, President

#### CALL TO ORDER

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

#### ADOPTION OF THE AGENDA

##### A. Adoption of the April 21, 2021 Agenda

**ACTION:** Chairman Schmoke requested a motion to adopt the April 21, 2021 Meeting Agenda. Trustee J.C. Weiss motioned for the adoption of the April 21, 2021 Agenda and Trustee Leonor Tannhauser Blum seconded the motion. The Board unanimously approved the motion.

#### BOARD ACTIONS / CONSENT AGENDA

**ACTION:** Chairman Schmoke requested a motion to accept the consent agenda. Trustee Dr. John Brothers motioned for approval of the Board Actions / Consent Agenda, and it was seconded by Trustee Blum. The Board unanimously approved the motion.

#### PRESENTATIONS

##### A. College Enrollment Report

President McCurdy introduced Dr. Rose Reinhart and Ms. Becky Burrell who provided summer enrollment updates.

Dr. Reinhart provided an overview of the Summer enrollment strategies:

- The original summer terms in the academic calendar were evaluated to determine alignment with academic scheduling of City Schools. It was determined that the first 5 week and 8-week sessions did not meet scheduling opportunities for City Schools students to attend. As a result, the College created a second 8-week term to allow for flexibility in enrollment of City Schools students. This created a summer break, following the end of the school year for City Schools students. As a result of this strategy, there is an anticipated increase in enrollment.
- In collaboration with the Marketing Department, a list of high school students was purchased from the College Board. The list contains student demographics: zip code, test scores, GPA. The list contained a group of approximately 9,000 potential students. BCCC will conduct target

outreach to these students to generate leads and enrollment for the BCCC summer session and subsequent semesters. The purpose of this strategy is to impact enrollment and create BCCC name recognition.

- Enhanced Social Media Messaging
  - There has been increased and targeted messaging via the College’s social media platforms – Facebook, Instagram and Twitter and paid digital advertising via Google and Facebook.
- Mayor’s Scholars Program (MSP) Expanded Outreach
  - The Student Affairs team reviewed 839 potential MSP applicants from City Schools, private schools, home schoolers and other.

Ms. Burrell reviewed historical and trend data for summer enrollment for the period covering 2012 – 2021. To date, Summer 2021 enrollment is at 515 students which represents an increase from last year. Additionally, the number of summer courses has been increased to 97.

Chair Schmoke asked which of the 97 courses are the most popular. Ms. Burrell responded that the General Education and developmental courses are popular during the summer months. Ms. Burrell further stated the Summer session will continue with web-based courses and virtual (Zoom courses).

Dr. McCurdy shared that the enrollment challenges are partially due to the compartmentalization of course scheduling and staffing. She further stated these issues are being addressed and that the College is better meeting the needs of students by breaking down functional silos and ensuring scheduling is appropriate. Further, she also stated that the realignment efforts in operations and changes are aiding in the improvements as work involves more cross functional teams directed at core issues.

Trustee Pfeifer inquired about the status of the 132 MSP potential students grouped in the “other” category. She also wanted to know would the College be willing to host campus events for younger students, as we begin to see the State reopen business, etc. This will create an external culture focus on college preparation and expose students at an earlier age to BCCC. Dr. McCurdy responded that earlier exposure, reaching students at the middle school level, would provide a stronger orientation to attend college. Also, she stated BCCC is poised to engage in these types of activities and provided an example of what was done at other institution for the school year and summer programming.

Dr. Reinhart said the 132 students live out-of-state and therefore did not meet the eligibility requirements for MSP. They were moved into another category to ensure they are not lost.

Trustee Perkins expressed his appreciation for the increase in enrollment numbers, and requested the summer, pre-pandemic summer enrollment numbers. Ms. Burrell responded by reviewing the enrollment numbers she presented in her report. She further stated she would have to follow up and provide the pre-pandemic enrollment numbers from 2019.

Trustee Toriola asked what incentives are being offered for summer registration. President McCurdy responded that the College will be offering free textbooks for students enrolled in summer courses. She also stated the institution is looking into offering tuition free classes for the summer session. She asked Ms. Channa Williams, Interim Vice President Administration & Finance to review use the College’s CARES Act funding.

Ms. Williams explained the use of the CARES Act funds for tuition and shared the manner in which the College was prepared to continue work to assist with the reduction and/or elimination of student account balances. This involved several sources of funds.

Chairman Schmoke asked if BCCC students are aware the funding is available to meet their needs in these areas. President McCurdy indicated the communication had not been fully rolled out to students but will be completed before the semester ends. Ms. Williams shared that student payments had been disbursed from the first CARES Act funds.

## **B. ERP Update**

CIO Stephan Byam reported the overall ERP status continues to maintain a green status from DoIT and that weekly meetings with DoIT are ongoing. He reported that there are specific functional and cross-functional teams formed and currently working:

- The lead group has met 8 times in March and reviewed the validation tables.
- The Finance team is working to go live July 1 and has met 19 times in March. The Chart of Accounts was worked on by the Finance team. Training was a big part of their efforts. FMIS, which is the State's financial system, is being reviewed to determine the effectiveness of transferring to the Banner system. Currently, Finance is working to create interfaces to assist with the system migration of Banner from the State's FMIS system.
- HR is targeted to go live at the end of the calendar year, December 2021.
- The Student Module is slated to go online next year (2022).

Trustee Toriola inquired about the status of student IDs and browser issues being experienced by students. Mr. Byam responded that the requirement of using the student's SS# has been removed. He further stated the new Banner system will not use sensitive student information but will use a unique Banner ID number instead.

Trustee Toriola also asked how students will feel comfortable with the transition to Banner. Mr. Bynam shared that training will be offered on a continuous basis to instill confidence in using the new technology.

## **C. President's Report:**

President McCurdy reviewed the high points from her written report, including:

- The College's Procurement threshold increased under approved legislation, HB770/SB0326
- The Return to Campus planning is underway for the preparation of Campus facilities and operations to manage a hybrid, staggered return to campus this summer and fall.
- The Strategic Planning kick off took place on April 9 with an introduction to the consultant group Keeling & Associates, LLC (K&A) who will be leading the process along with Ms. Becky Burrell. Information gathering interviews were held as part of Phase 2 of the planning process. During the interviews, K&A led discussions with select stakeholder groups that included members of Cabinet, faculty, and staff. The interview gathering sessions provided an opportunity for participants to reflect and share their perspective on the College's greatest strengths and opportunities. Phase 3 of the planning process will be the Strategic Planning Retreats to be held in May and June. During the retreats, expanded groups of faculty, staff, students and community partners will have an opportunity to voice their opinions and thoughts to be used in shaping the College's future strategic priorities and goals for the next several years.

- President McCurdy requested that an hour or so of the May or June Board of Trustees meeting be dedicated as an opportunity for Trustees to meet and speak with the consultants.
- The College is engaged in significant community engagement efforts and collaborative meetings are taking place with the University of Baltimore and Coppin State University.
- The current academic catalog is being updated and is in the editing phase.
- Middle States preparations are in the process of being discussed for timeline consideration.
- Communication with the Faculty Senate has been positive. Questions about contracts, the Fall schedule, Return to Campus have been addressed and area-specific questions have been directed to the respective cabinet.

## **MOTION FOR ADJOURNMENT**

**ACTION:** Chair Schmoke requested a motion, under the State’s Open Meeting Law to adjourn the April 21, 2021 Open Session Meeting at 5:20 p.m., and to reconvene for the Closed Session. Trustee J.C. Weiss motioned for the adjournment of the April 21, 2021 Open Session Meeting and Trustee Jason Perkins Cohen seconded the motion.

**NEXT BCCC BOARD OF TRUSTEES MEETING:** May 19, 2021 at 4 pm.

### **Attendance:**

- Dr. Debra L. McCurdy, President
- Ms. Maria Rodriguez, Esq., General Counsel
- Dr. Rose Reinhart, Vice President of Student Affairs
- Mr. Michael Thomas, Vice President of Workforce Development
- Ms. Dawn Kirstaetter, Vice President of Advancement and Strategic Partnerships
- Dr. Liesl Jones, Vice President of Academic Affairs
- Ms. Lyllis Green, Chief Internal Auditor
- Mr. Stephan Byam, Chief Information Officer
- Ms. Channa Williams, Interim Vice President for Finance and Administration
- Ms. Becky Burrell, Vice President of Institutional Effectiveness and Planning

### **BCCC Staff Present:**

Sharon Stoddard, Valerie Grays, Eileen Hawkins, Sylvia Rochester, Renata Allen, Edna Street-Jones, Angela Donn, Daviedra Sauldsberry, Michael Berends

### **Others Present:**

Kristin McFarlane, Assistant Attorney General, Office of the Attorney General  
Ian Klein, Maryland Department of Legislative Services