

TARRANT COUNTY COLLEGE DISTRICT
Meeting of the Board of Trustees
March 24, 2016
6:00 p.m.

1. Call to Order. The Board of Trustees conducted its regular monthly meeting on Thursday, March 24, in the District Offices, May Owen Center, with Mrs. Louise Appleman presiding. Other trustees present were Ms. Teresa Ayala, Mr. O.K. Carter, Mr. Bill Greenhill, Mr. Conrad Heede, Dr. Gwendolyn Morrison and Mrs. Kristin Vandergriff. Also present were Acting Chancellor Angela Robinson and members of the TCCD staff.
2. Public Comment. None
3. Community Image Assessment Study/Communications, Marketing & Public Relations Update.

Ms. Andrea Thomas from National Research Service presented findings from their Community Image Assessment Study. The purpose and objective of the study was to understand the image and perception of TCC from the Tarrant County residents and the business community. Some of the impressive findings were that 92 percent of residents and 87 percent of businesses would recommend attending TCC to others. Businesses felt TCC should advertise more, have more community outreach and a better online presence. Almost half of residents and businesses surveyed did not know what specific training or job skills TCC should introduce to prepare our workforce for the future. Businesses were very interested in partnering with TCC for internship programs, job skills training, continuing education programs and donating money for scholarships. Both groups surveyed considered TCC a valuable asset to the community.

Ms. Suzanne Cottraux, executive director of communications, public relations and marketing, presented TCC's marketing strategy evolution since 2013. TCC has launched a new integrated marketing campaign which includes three new TC/radio/cinema spots, digital cinema, mall advertising, search retargeting, search engine optimization (SEO) and search engine marketing (SEM), transit advertising, sponsorships, print, and an industry specific direct mail campaign.

4. Presentation on Student Access and Success and Administrative Programs and Projects.
 - a. South Campus. Vice President Gladys Emerson, Ms. Roberta Wolff and the instructional staff from the South Campus Community and Industry Education Department informed the Board of the evolution of the Massage Therapy Program since its inception with a cohort of 10 students in Fall 2010. With the outlook for massage therapists growing at a rate of 22 percent through 2014 according to the Bureau of Labor Statistics, the program now offers day and evening cohorts and has enrolled 111 students with 103 graduates (93

percent graduation rate) and a 92 percent pass rate on MBLEx, the state licensure examination. Ms. Wolff shared that the growing field has moved from the spas to include rehabilitative work, hospital-based, hospice-based and specialized massage for the physically disabled. She also introduced students from the current evening cohort who shared their varied backgrounds and interests in Massage Therapy to launch a new career or to enhance a current career.

- b. Institutional Intelligence & Technology. Mr. Marshall, vice chancellor of institutional intelligence & technology, reviewed highlights of completed and ongoing projects from 2012-2015. He noted that TCC was designated an award winner by the vendor and an international users group for our use of LaserFische for document management.

5. Board Action Items and Board Business Related Items.

- a. Approval of Minutes of the Meetings of February 18, 2016 and February 25, 2016. On a motion by Mr. Carter, seconded by Dr. Morrison, the minutes of February 18 were unanimously approved as presented. On a motion by Mr. Greenhill, seconded by Dr. Morrison, the minutes of February 25 were unanimously approved as presented.

6. Consent Agenda.

- a. Consideration and Approval of Proposed Policy Changes to GK(LOCAL).
- b. Consideration and Approval of Office of the Governor *Resolution* Approving the Submission of a Grant Application for the Victim Services Certification for Law Enforcement Training Project
- c. Consideration and Approval of Delegation for Acting Chancellor to Approve and Sign Electrical Energy Contracts for 2021-2027.
- d. Consideration and Approval of Authority for Acting Chancellor to Approve and Sign all Contracts for Repairs from March 8, 2016 Wind and Hail Damage at the Northwest Campus.

On a motion by Mr. Heede, seconded by Mr. Carter, the consent agenda was unanimously approved.

7. Consideration and Approval of Items Removed from Consent Agenda. None

8. Committee Reports.

- a. Audit & Finance Committee. Mr. Carter reported the committee had not met since the last Board meeting

- b. Governance Committee. Mrs. Appleman reported the committee met and finalized the Board agenda. The committee recommended a subcommittee be formed to research and evaluate Public-Private Partnership (P3) agreements.
 - c. Institutional Planning Committee. Mrs. Vandergriff reported the committee met on March 23 with representatives from facilities, finance and campus presidents and their representatives to discuss the Center of Excellence for Visual, Technical and Performing Arts on the Northeast Campus and the Innovation Forum. The committee recommended that a RFQ be issued for a two phase full design services contract which will be subject to Board approval again after phase I of the contract. Mr. Herndon, director of purchasing explained the process of a RFQ.
9. Consideration and Approval of Committee Recommendations. The Board voted unanimously to approve issuing a RFQ for the Center of Excellence for Visual, Technical and Performing Arts. On a motion by Dr. Morrison, seconded by Mr. Carter, the Board voted unanimously to create a subcommittee to evaluate P3 agreements. Members of the committee will be Ms. Ayala, Mr. Greenhill and Mr. Heede. Ms. Ayala will serve as chair of the committee.
 10. Consideration and Approval of Cooperative Purchasing Network Agreement with Weatherproofing Services to Restore Roofs per the Districtwide Roofing Assessment: Amount \$534,801.00. On a motion by Mr. Greenhill, seconded by Mr. Carter, the agreement was unanimously approved.
 11. Consideration and Approval of Contract with GCA Services Group to Provide Ground Services for Select Locations at Tarrant County College District: Amount \$450,000.00 (Not to Exceed). On a motion by Mr. Greenhill, seconded by Mrs. Vandergriff, the contract was unanimously approved.
 12. Consideration and Approval of Contract with Mart, Inc. for Renovation of Health and Physical Education Building on Northwest Campus: Amount \$1,661,403.00. On a motion by Mr. Carter, seconded by Mr. Greenhill, the contract was unanimously approved.
 13. Consideration and Approval of Contract Agreement with the Cross Group for Strategic Planning for Tarrant County College District: Amount \$205,640.00. On a motion by Mr. Heede, seconded by Mrs. Vandergriff, the contract was unanimously approved.
 14. Consideration and Approval of Purchase of Microsoft Premier Support Services Annual Renewal: Amount \$139,910.00. On a motion by Mr. Greenhill, seconded by Mr. Heede, the purchase was unanimously approved.
 15. Monthly Financial Report. Mr. Mark McClendon, vice chancellor of finance, explained that the county assessor has started a new software process. A parallel was not done which resulted in many districts not receiving all of their revenues. However, TCC is still in good shape. For the past quarter the beginning balance was 96 million with an ending balance of 182 million. Total portfolio ending balance is 333 million. The WAM is at 350.

16. Chancellor's Report.

- a. **New Staff Member Introductions.** Northeast Campus President Allen Goben introduced Jerry Zumwalt as the new vice president of community and industry education. Dr. Goben also introduced Jeanette Jacobs as the director of academic affairs.
- b. **Accolades/Data Points.** Dr. Gates Black, vice chancellor of academic affairs & student success, and Dr. Morales, president of TCC Connect, presented a comparison of the headcounts and enrollment numbers from 2014FL to 2016SP. In fall of 2015 and spring of 2016 the cap on students in online classes was reduced from 35 to 30. Starting in the fall of 2015, in order to strengthen student success in online courses, the Smarter Measures minimum scores were raised. Overall, the total headcount has remained flat across the district. Dual Credit headcount has increased from 2014 to 2016. Dr. Morales informed the Board that the ISD's have expressed the desire to have more Dual Credit courses offered.
- c. **Recent Activities.**
 - February 19, -Moderator- Leadership TCC Luncheon and Panel Presentations, Northwest Campus
 - February 22, -Greetings- Former President William Jefferson Clinton for Student Rally, Trinity River Campus
 - February 23, Strategic Plan Development Meeting with CrossGroup Representatives
 - February 24, -Presenter- Leadership TCC Series I Class, Trinity River Campus
 - February 24, Meeting with Tarrant County Commissioner Andy Nguyen, May Owen Center
 - February 25, Special Meeting of the Board of Trustees, May Owen Center
 - February 29, -Remarks- Strategic Plan Large Group Meeting, Trinity River Campus
 - March 1, Meeting with Dual Credit Consultant Karl Madeo, May Owen Center
 - March 1, Meeting with Bennett Benner CEO Michael Bennett, Bennett Benner Office
 - March 2, Mayor Betsy Price Education Advisory Committee Meeting, One Safe Place
 - March 2, Fit15 Challenge with Mayor Betsy Price, Trinity River Campus
 - March 2, Campus Carry Committee Meeting, Trinity River Campus
 - March 3, Wrap-up Meeting with Dual Credit Consultant Karl Madeo, May Owen Center
 - March 5, TCC Police Department Annual Banquet, South Campus
 - March 9, Meeting with area Independent School District Superintendents, Fort Worth Club
 - March 14-18, Spring Break, TCC Campuses and Offices Closed
 - March 21, Governance Committee Meeting, May Owen Center
 - March 22, Institutional Planning Committee Meeting, May Owen Center

- March 23, -Remarks- Farewell Reception for Timothy Marshall, May Owen Center
- March 23, TCC Foundation Board Meeting, Trinity River Campus
- March 24, Strategic Enrollment Management Meeting with Noel Levitz Representatives, May Owen Center

17. Board President's Report.

- Mr. Heede, Mr. Carter and Mr. Greenhill attended a P3 conference in Dallas on March 7-9. Mr. Heede reported presentations were given by firms who had helped with P3 and institutions that have used the P3 process. He also explained the P3 process.
- Mrs. Appleman presented the final timeline for the Chancellor search.
 - February 25 – Board interviews top search firms and selects firm.
 - March 14 – Firm and college announce vacancy and begin accepting applicants.
 - April 22 – Search for Chancellor closes
 - April 27 – Firm delivers applications to Board members.
 - May 9 – Board selects top applicants for preliminary interviews.
 - May 18 & 19 – Board conducts interviews with top applicants and discuss possible findings.
 - June 2 – Board hosts community forum for finalist(s).
 - June 9 – Board names finalist.
 - June 30 – Board hires Chancellor.

18. Closed Meeting. At 8:30 p.m. Mrs. Appleman called for a Closed Meeting under terms of the *Texas Government Code* stated below.

- Deliberation Real Property, Section 551.072, Texas Government Code. The Real Property discussion will address the purchase, exchange, lease or value of Real Estate to include recommendations from the Institutional Plan.
- Deliberation on Personnel Matters, Section 551.074, Texas Government Code. The deliberation will include discussion on the final payment under former Chancellor Erma Johnson Hadley's contract. Deliberation will also include discussion on the new Chancellor search process.
- Consultation with Attorney, Section 551.071, Texas Government Code. For purposes of a private consultation with Board's Attorney on any subjects or matters authorized by law. The deliberation will include any Pending/Contemplated Litigation.

19. Consideration and Action on Closed Meeting Items. None

20. Adjournment and Announcement of Next Meeting. Mrs. Appleman adjourned the meeting at 8:30 p.m. the next Board meeting will be April 21, 2015.

Louise Appleman

Louise Appleman, President
Board of Trustees

OK Carter

O.K. Carter, Secretary
Board of Trustees