REGULAR MEETING

The Board of Trustees of the Stark State College District held its regular monthly meeting at Stark State College at 6200 Frank Avenue NW, North Canton, Ohio 44720 on Wednesday, April 18, 2012.

CALL TO ORDER

Chairman Michael Thomas called the meeting to order at 6:36 p.m.

RECOGNITION OF VISITORS

The following visitors were present:  Marcia Addison, John David, Irene Motts, Kathleen Steere, Peter Trumpower and Mike Zerbe

The following administrators were present: Para Jones, Tom Chiappini, Dorey Diab, Mike Droney, Paul Feaser and Cheri Rice.

ROLL CALL

The following Board members were present: Kari Groh, Jeffrey Halm, Stanley Jonas, Christopher Maurer, Michael Thomas, Fonda Williams, and Bill Schweizer.

PUBLIC REQUESTS

There were no public requests.

AGENDA CHANGES

There were two agenda changes made. The first was an addition to New Business to discuss conducting a strategic planning retreat in June. The second was a modification of the Executive Session to add discussion of compensation of an employee.

CONSENT AGENDA

Trustee Jonas moved to approve the Consent Agenda. Trustee Groh provided the second for the motion.

Chief Operating Officer and Treasurer Chiappini noted that student fees had dropped somewhat because of the decrease in enrollment from fall to spring. Due to the fact revenues are down, spending has been and will continue to be restrained. The report reflected that the College is at 63.4 percent of expected expenditures for the year. It is possible that a budget revision will be submitted to the Board as the end of the fiscal year approaches.
Clarification was requested concerning the 2012-2013 Employee Salary and Wage Details. President Jones indicated that the document on the Consent Agenda listed the salaries for all employees as agreed to in the three-year salary package approved by the Board last year.

Mr. Chiappini was asked to review the specifics of the lease for Tesla Nanocoatings. He indicated that they would pay no rent for the 958 square feet they are renting during the first six months. The second six months they will pay $7.41 per square foot, and beginning the second year, they will pay the full rental of $14.83 per square foot. Tesla is a “start up” company that already has a product developed. Their lease will be for three years. They will hire a student intern. The College’s goal is to assist entrepreneurs such as Tesla in getting on their feet and then moving on after three years.

With regard to the Anti-Harassment Policy being presented for approval, Trustee Schweizer asked for the meaning of “zero tolerance.” Because there was not a clear explanation, the policy was removed from the Consent Agenda with the intent of providing a definition and resubmitting the policy at the May meeting.

The question was called. The Consent Agenda was approved as amended.

Approved on the Consent Agenda were Minutes of Board Meeting 3/21/12, Financial Statements, Personnel Actions, a Resolution to Approve the Hiring of Contractor for B215 Interior Renovations, a Lease Agreement With Tesla Nanocoatings Ltd. for Space at the Advanced Technology Center, the 2012-2013 Employee Salary and Wage Details and a new Alcohol Policy.

OLD BUSINESS


As requested at the March meeting, the Board members received a chart showing the reserve balances from 2002 – 2011. Mr. Chiappini pointed out a few years in which large expenditures impacted the reserves. In 2004, the College purchased the building on Whipple which houses the Automotive and Transportation Technology. In 2006, the College purchased 40 acres of land to the north of Mega Street in order to allow for expansion. Vice Chairman Halm asked if he was correct in calculating that with what is projected to be transferred to reserves this year the College would have 125 days of funds in reserve. Mr. Chiappini confirmed that statement.

NEW BUSINESS

Stark State Community Awareness Survey – Para Jones and Peter Trumpower

President Jones introduced Director of Institutional Research and Planning Peter Trumpower to review the results of a recent community awareness survey done to determine the community’s perception of Stark State.

Mr. Trumpower explained that a community survey is scheduled to be done every five years. The 2012 survey was a telephone survey conducted in mid-January by a local market research firm. There were 400 respondents.

After reviewing specific results with the Board, Mr. Trumpower concluded that overall general awareness and opinion of Stark State is very positive among Stark County residents. Almost all respondents thought that degree offerings and cost were very important factors in college choice decisions. Significant gaps
exist between these general college choice factors and specific awareness of Stark State. Large percentages of respondents had no opinion of Stark State on the key dimensions of affordability (37%), and degree offerings (32%). Furthermore, almost all respondents indicated that they preferred a small- to medium-sized college and that proximity to home was important. Finally, more respondents heard of the College through word-of-mouth than any other advertising method. This underscores the importance of being true to our mission of providing student-centered education and maintaining the highest possible customer service standards.

Trustee Jonas asked what percentage of students are from outside of Stark County. Dr. Jones responded that 30 – 35 percent are from outside Stark County and most of those reside in Summit County.

There was discussion about the fact that the survey results indicated a need to market signature programs and those that are in high-demand in the workforce. It was noted that there should be a focus on advertising low cost and transferability of credits. Dr. Jones reported that a chart had been compiled to compare Stark State tuition and fees to that of surrounding institutions. She said after some verification of facts, this would be used as a marketing tool. Trustee Groh said that sources should be noted on the document. She stated that the message to have come across would be that this is the most affordable education in town and a path to the future.

**OIL AND GAS INITIATIVES – OLD BUSINESS OR NEW BUSINESS**

**Oil/Gas Initiatives at Stark State College – Para Jones and Kathleen Steere**

President Jones introduced Ms. Kathleen Steere who is serving as the College’s Coordinator of Oil and Gas Programs. She noted that Ms. Steere’s qualifications include degrees in both petroleum engineering and petroleum geology. Ms. Steere talked about her career path from working in oil and gas related careers to entering the community college arena.

Ms. Steere spoke of the current activities at Stark State surrounding the training needs of the gas and oil industry as it enters this area. She is leading the College’s Oil and Gas Advisory Committee consisting of key stakeholders (internal and external) in these undertakings. Ms. Steere and others are currently working on curriculum and delivery methods to satisfy the needs of the industry. The need is for a trained workforce in areas such as welding, driving (CDL), Hazmat and Safeland. Ms. Steere said that the goal is to provide stackable certificates that will get completers into the field and permit them to utilize the credits earned for their certificates to obtain an associate degree while gainfully employed.

Ms. Steere recently visited San Juan Community College in New Mexico to review the curriculum they already have developed for these career paths. The College is working on a deal to purchase the curriculum. The College has also applied to be a ShaleNET trainer. There is an urgency to get training up and running because employers are already in the area, and this is a case where the drilling rigs will be here for 10 years and will then move on. Collaboration on these oil and gas initiatives is happening with state agencies as well as other two-year colleges.

The Board thanked Ms. Steere for her presentation and leadership.

**Summer and Fall Enrollment – Para Jones and Cheri Rice**

President Jones asked Vice President Rice to talk about some of the efforts underway to boost enrollment for summer and fall semesters.
Vice President Cheri Rice distributed a brochure that will be used to market the training that will be offered beginning this summer for those interested in obtaining a position in the oil and gas industry. The brochures and new curriculum sheets will show the stackable paths that can be taken.

Trustee Jonas noted that many businesses are losing welders to the oil and gas industry and asked if the needs of those companies are being addressed. Ms. Steere indicated that this scenario was being addressed and that various levels of welding would be offered to serve the needs of businesses as a whole, not just the oil and gas sector.

Vice President Rice noted that an event would be held on campus in June for those interested in obtaining an education to enter the oil and gas industry workforce. In August, a job fair for oil and gas companies will be held on campus. In response to a question from Trustee Jonas, Vice President Rice responded that marketing for these events will be sent to potential students in a 60-mile radius and a special target market will be high school students.

Other efforts underway are:

- Offering dual credit courses online for high school students. This is expected to provide opportunities for those in more rural areas. The new approach will be piloted in six schools this fall.
- Contacting students who applied and never enrolled.
- Contacting those who attended in spring or fall 2011 and completed with at least a 2.0 but didn’t return for spring 2012.
- Special marketing directed at transient students (affordable and transferrable) who are in the area for the summer.
- Continue to prompt current students to enroll for summer and fall before the spring semester ends.

Trustee Schweizer asked if there was an effort being made to get high school students certified in welding. President Jones indicated that a short-term welding program is being developed and dual enrollment courses in welding are being considered for high school students. Ms. Steere added that there are virtual welders that can be used to get younger individuals started with their training in a less hazardous fashion.

Trustee Jonas asked how the College determines if a student has chosen a career path best suited to his or her strengths. President Jones responded that career development assessment is offered to students. In addition, part of the Completion by Design project will be to provide the services of a career coach and career coach software.

**Strategic Planning Board Retreat – Chairman Michael Thomas**

The Board decided to hold a strategic planning retreat on Friday, June 29, from 8 a.m. – 5 p.m. on campus. They asked that materials for the retreat be sent out in advance. The retreat will replace the regularly scheduled June 20 meeting.

**PRESIDENT’S REPORT**

President Jones indicated that she sent her @Stark State report to the Board on Monday and that it could also be found on the portal.
EXECUTIVE SESSION

At 8:28 p.m., Trustee Williams moved to go into Executive Session to discuss the employment of a public employee according to R.C. 121.22G(1) and to consider the compensation of a public employee according to R.C. 121.22G(1). Trustee Maurer provided the second for the motion. A roll call vote was taken, and all members voted aye.

At 9:00 p.m., Vice Chairman Halm moved to return to Regular Session, and Trustee Groh provided the second. The motion carried.

COMMUNICATIONS

Items of communication were provided in the packet for this meeting.

BOARD ACTIVITY DATES

Board members were asked to review the activity chart and notify the President’s Office of events they plan to attend.

ADJOURNMENT

The meeting adjourned at 9:03 p.m.

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Michael Thomas, Chairman                 Para Jones, President
May 9, 2012                                May 9, 2012