



BROWARD COMMUNITY COLLEGE

We keep you thinking.

Office of the president

To: Members of the Board of Trustees

From: J. David Armstrong Jr., President

Date: July 23, 2008

Place: Regular Meeting of the Board of Trustees
Broward Community College
Willis Holcombe Center, Boardroom 1208
111 East Las Olas Boulevard
Fort Lauderdale, Florida

Subject: Agenda Item III - Approval of Minutes

This item contains the minutes of the regular board meeting held on June 25, 2008.

RECOMMEND APPROVAL

**THESE MINUTES ARE TENTATIVE AND WILL NOT BECOME OFFICIAL UNTIL
APPROVED BY THE BOARD AT A SUBSEQUENT MEETING**

**BROWARD COMMUNITY COLLEGE
Minutes of the Regular Meeting of the Board of Trustees
June 25, 2008**

PRELIMINARIES

Chair Garrido recognized President Armstrong who welcomed everyone to the June Board of Trustees meeting. Mr. Lloyd Rhodes led the Pledge of Allegiance.

Associate Vice President, Donna Henderson of Academic Affairs introduced the faculty in attendance. Vice President of Student Affairs, Angelia Millender indicated there were no students in attendance. Jillian Printz stated there were no media present. However, she indicated that Natalie McNeal from the *Miami Herald* would be joining the meeting later. President Armstrong indicated there were no retirements.

I. MEETING CALLED TO ORDER

The regular meeting of the Board of Trustees of Broward Community College was called to order at 1:30 p.m. on Wednesday, June 25, 2008 by Chair Garrido at the Willis Holcombe Center, Boardroom 1208, 111 East Las Olas Boulevard, Fort Lauderdale, Florida. In attendance were Chair Garrido, Trustee Williams, Trustee Sosa-Douglass, Trustee Guerin, College Attorney Fernander and President Armstrong.

**II. APPROVAL OF AGENDA AND ACKNOWLEDGMENT OF PUBLIC
NOTICE**

A motion was made and seconded by Ms. Douglass/Mr. Guerin to approve the agenda and public notice of the regular meeting of the Board of Trustees held on June 25, 2008 and it passed unanimously.

III. APPROVAL OF MINUTES

A motion was made and seconded by Ms. Douglass/Mr. Guerin to approve the minutes of the Board of Trustees meeting of May 28, 2008 and it passed unanimously.

IV. CONSENT AGENDA ITEMS

- A. Human Resources
 - 1. Employment of full-time and part-time Personnel
 - 2. Resignation and Termination of Personnel
- B Purchasing - Waiver of Bid
 - 1. Request approval of bid waiver for Florida Power & Light to provide Collegewide electrical service (**Pulled-Ms. Douglass**)
- C. Contracts
 - 1. General

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- a. Florida Testing Center Agreement (**Removed from agenda-Mr. Fernander**)
 2. Construction/Facilities (None)
 3. Summary of Economic Development Contracts (**Pulled-Ms. Douglass**)
 4. Summary of Rentals of Bailey Hall/Omni
 5. Summary of Student Life Contracts
 6. Summary of Consultants/Performances Contracts (None)
 7. Summary of Health Science Affiliation Agreements
 8. Summary of Articulation Agreements (None)
 9. Ratification of Previously Approved Contracts
- D. Student Receivable Debt Reduction (None)
- E. Budget Amendments
1. General Current Fund Amendment #12 (**Pulled-Ms. Douglass**)
 2. Student Activities – Amendment #8 (**Pulled-Ms. Douglass**)
- F. Warrants
1. May 2008 warrants for payroll and accounts payable expenditures
- G. Curriculum Committee Recommendations (None)

A motion was made and seconded by Mr. Guerin/Ms. Douglass to approve the Consent Agenda, and it passed unanimously.

V. ITEMS REMOVED FROM CONSENT AGENDA:

IV-B-1 – Bid Waiver for Florida Power and Light – Ms. Douglass stated that she recently had the opportunity to observe Building 31 at night and all the lights were on. President Armstrong indicated that we were establishing a new task force, implementing new cost saving measures and exploring additional cost reductions on utilities, which will be an ongoing effort of the committee. Ms. Douglass asked if we have had an FPL audit. Francisco Hoyos stated that as a part of the performance contract, an annual energy audit is done. However, the college has not had an FPL audit for four years and Mr. Hoyos indicated he would look into having FPL come out to assess the utilities.

Mr. Williams joined the meeting at this time.

IV-C-4 – Summary of Rentals – Ms. Douglass asked about raising fees for rental of our facilities. President Armstrong indicated we were moving forward in that direction.

IV-C-7 – Summary of Health Science Affiliation Agreements – Ms. Douglass asked Nancy Botero the status regarding follow up with our affiliated physicians. Ms. Botero indicated she would look into this.

IV-E-1 & 2 – Budget Amendments – Ms. Douglass indicated that President Armstrong had answered her questions earlier.

A motion was made and seconded by Ms. Douglass/Mr. Guerin to pass the items pulled from the consent agenda, and it passed unanimously.

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VI. ACTION ITEMS

Item VI- A - Foundation Financial Audit - President Armstrong called Executive Director of the BCC Foundation Nancy Botero, to the podium. Ms. Botero acknowledged the members of the Foundation who served on the Audit Committee and indicated that the audit was compiled by the independent audit firm of Keefe, McCullough & Company. Ms. Botero stated this was a clean audit with no deficiencies. Ms. Douglass asked for clarification regarding administrative expenses and salaries paid for by the Foundation and those paid by the College. Discussion ensued regarding specifics of the Financial Audit including expenses/salaries for administration and fundraising. It was noted that this year, 11.7% of each dollar was being paid towards administrative costs and expenses as compared to 19% last year. Ms. Botero indicated that she would provide Ms. Douglass with a breakdown of salary information, which was given to Ms. Douglass prior to the end of the meeting. President Armstrong suggested that last year's report be updated and that in the future, the Foundation submit both the report and the financial statement together. President Armstrong indicated this report would now be going to the State and thanked all parties involved. Mr. Phil Harlow, Chair of the Audit Committee, came to the podium and stated the Committee was very pleased with the work that was done by the auditing firm.

A motion was made and seconded by Ms. Douglass/Mr. Guerin to approve this item, and it passed unanimously.

President Armstrong spoke about the million-dollar gift endowment for the Honors Program and indicated this would be presented at the August meeting.

Item VI-B – Florida Educational Equity Act Update 2007-2008 – President Armstrong stated that this item provides comparative data for review of progress in meeting the College's equity goals. This is an annual report that is required and submitted to the Florida Department of Education. Although it is not a report that is created internally, it sets forth the College's initiatives and employment by race, ethnicity and gender. President Armstrong indicated that the College would be preparing a more comprehensive report in the fall. Dr. Edna Chun came to the podium. She reported that there was collegewide hiring of 31 new faculty members, of which 12 were minorities; nine adjuncts were hired as regular faculty, of which five were minorities. Dr. Lois Bolton acknowledged the hiring of Dr. Peter Battaglia as the Dean of Academic Affairs on the A. Hugh Adams Central campus. President Armstrong commended Dr. Chun on the good work on increasing diversity at the College and stated that the College is committed to student success and implementing goals towards diversity. A motion was made and seconded by Mr. Guerin/Ms. Douglass to move this item for discussion.

Ms. Douglass congratulated President Armstrong on increasing diversity, for the caliber of employees on his team and for setting an excellent example. Ms. Douglass also acknowledged Dr. Chun for her work on the policies brought to the Board this year and recognized her dedication towards increasing diversity and for the new ideas she has brought to the college. Ms. Douglass stated she was pleased with the current numbers and as the student body becomes more diverse, the college will require a more diverse faculty. Discussion ensued regarding equity in athletic programs. Mr. Williams congratulated President Armstrong and Dr. Chun for the excellent job and was optimistic about the College's forthcoming report. President Armstrong spoke about the standing committees. Mr. Williams asked if the College had a policy on equity. President Armstrong indicated that this was the case. Dr. Chun spoke about the Equity Committee and indicated that the College had definitive goals and objectives regarding equity. Dr. Chun stated that a full equity report will be brought to the Board in November or December

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of this year. Mr. Guerin stated that other colleges are initiating cutbacks for faculty, as well as a reduction in programs and not filling positions created by retirements.

A motion was made and seconded by Mr. Guerin/Ms. Douglass to approve this item, and it passed unanimously.

Item VI-C – Renewal of Mad 4 Marketing Contract (formerly InterMedia)- President Armstrong stated that Mad 4 Marketing has done a good job with the new campaign and as a result, there has been a large increase in enrollment. President Armstrong spoke about the implementation of the college name change. A motion was made and seconded by Mr. Williams/Mr Guerin to move this item for discussion. Special Assistant to the President for Public Relations Jillian Printz came to the podium. Ms. Printz stated that this year the total amount of \$349,000 would be spent on branding which is less than last year, and this was part of the effort to reduce expenses. The College was also working with Patti Barney's team in IT for the utilization of search engine optimization. President Armstrong spoke about the WrapMail program for outgoing e-mails. Patti Barney came to the podium to discuss the objectives of the strategic technology plan, including website redesign, building better customer/enrollment services and better training for the response center. Ms. Douglass discussed the College's on-line visibility. President Armstrong indicated that he had received a letter from our accrediting body granting the College accreditation to offer fully online degrees. Ms. Douglass stated that she was reminding Ms. Printz that this was the third year of this contract, and it would be necessary to put this item out for bid under an RFP. Ms. Printz agreed. Discussion ensued regarding the campaign for the college name change.

Mad for Marketing Senior Project Manager, Amy Wylie came to the podium with a PowerPoint presentation and explanation of the branding campaign. Ms. Wiley discussed the Quick Start Registration Program, enrollment management and assured the Board that the Response Center would be ready for the increased volume of calls. Ms. Wiley stated they were working with Patti Barney's team to provide a social media network, such as Facebook and MySpace, rather than the expensive commitment of paid advertising on certain websites. Discussion ensued regarding radio advertising and reaching out to a diverse community of listeners. Ms. Wiley talked about the insert being placed in the *Sun-Sentinel* together with the implementation of branding street teams who will be present at local malls to interact and engage with students. At last year's open houses, the total traffic was 875 students with a 56 percent conversion rate to paid registration. The goal this year is to increase the number of attendees.

There was additional discussion regarding WrapMail and an online banner ad on the College home page. Discussion ensued regarding the tag line "Define Yourself." Ms. Wiley said they would be looking at different campaign slogans and tag lines re-enforcing the name change and the offering of Bachelor's degrees. Ms. Douglass asked about advertising on city busses, and it was determined that there would be 40 bus displays. Ms. Douglass asked about reaching out into high schools and Ms. Wiley indicated that she would have to partner with Enrollment Management to inquire about this possibility of placing banners in school buses.

A motion was made and seconded by Mr. Wililams/Mr. Guerin to approve this item, and it passed unanimously.

The meeting was temporarily recessed at 3:25 p.m. and was reconvened at 3:40 p.m.

Item VI – D – Recommendation of Architectural/Engineering Services for Bldg. 31 - This item is a recommendation for Architectural/Engineering services related to the remodeling of the

fifth and sixth floors of the Willis Holcombe Center. Francisco Hoyos came to the podium and introduced the team from MC Harry and Associates, Inc. The selection committee interviewed five firms based on the review of nineteen responses to the RFP, and the field was narrowed down to three finalists which included two minority vendors. Mr. Alex Denis indicated that the diversity report numbers would be available in November.

A motion was made and seconded by Mr. Williams/Mr. Guerin to approve this item, and it passed unanimously.

Item VI – E – Name Change Resolution – A motion was made and seconded by Mr. Williams/Mr. Guerin to move this item for discussion. Mr. Williams suggested that the Resolution be revised to demonstrate the College's continued commitment to the mission of the community college system. As part of that mission, BCC identified a critical workforce need in the community and will offer new baccalaureate programming to meet those needs.

A motion was made and seconded by Mr. Williams/Mr. Guerin to approve this item with the suggested changes, and it passed unanimously.

Item VI – F – College Attorney Evaluation – President Armstrong stated that this is a third year renewal of the contract with Tripp Scott and he is recommending approval of the contract to include the change in the hourly rate from \$140 to \$165/hour on special legal services. Mr. Williams stated that Mr. Fernander has been doing a great job and he is comfortable with the hourly rate increase. Ms. Douglass stated that Mr. Fernander has always returned her calls promptly. President Armstrong stated that Mr. Fernander and the entire firm have done a wonderful job for the College. Mr. Fernander stated it was a pleasure working with the staff at the College. Mr. Fernander also stated he will be working towards more aggressive contract negotiations and standardization of contracts. Mr. Fernander thanked the Board of Trustees and the staff.

A motion was made and seconded by Ms. Douglass/Mr. Guerin to approve this item, and it passed unanimously.

Item VI- G – 2008-2009 Fiscal Year Budget – President Armstrong stated that the budget reflected a \$6.4 million reduction in State appropriations, along with a 6 percent increase in student tuition and fees and a conservative enrollment growth of 4 percent. President Armstrong indicated that the strategy was to find ways to reduce expenses, maintain an open-door policy and service to students while still focusing on our mission. The College has been able to give all full-time employees a \$1,000 increase with no layoffs. College expenses will be reduced in administrative areas while seeking ways to generate additional revenue. President Armstrong stated this was a balanced budget, and he was proud of the work performed by Bill Pennell, John Thornton and Liz Mendez. President Armstrong stated the Governor has advised they will be withholding an additional 1 percent of our budget in case the economy does not turn around. Discussion ensued regarding the 5 percent fund balance. A motion was made and seconded by Ms. Garrido/Ms. Douglass to move this item for discussion.

Ms. Douglass congratulated President Armstrong and the team involved in the cost-cutting initiatives. Mr. Bill Pennell came to the podium. Ms. Douglass asked Mr. Pennell to confirm that the document delivered to her office contained the same information as in the board book. Mr. Pennell confirmed that this was the case. Ms. Douglass requested that in the future all pages be numbered. Ms. Douglass stated that this budget seems to contain much more detail than received in the past. Discussion ensued regarding the specific details of figures contained in the

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budget and the ways in which cost-savings were being implemented, including raising the air-conditioning temperature, programmable thermostats and heat/light sensors installed in campus buildings. There was also discussion regarding recycling programs. Mr. Pennell acknowledged John Thornton for a great job on the budget. President Armstrong thanked everyone involved. Ms. Douglass requested that the Board continue to receive reduction numbers.

A motion was made and seconded by Ms. Garrido/Ms. Douglass to move this item for approval, and it passed unanimously.

Mr. Williams left the meeting.

Item VI-H – AAIE Lease – This item was removed from the agenda by Mr. Fernander.

VII . COLLEGE PRESENTATION – Legislative Update – Ms. Barbara Pippin gave a presentation regarding budget issues affecting colleges including community college funding, new funding initiatives, baccalaureate degrees, matching programs, fees, bonds and bills that have passed. Discussion ensued regarding textbook affordability. Ms. Douglass asked about the responsible party for bringing policies to the board. President Armstrong indicated that it would be presented at the August Board meeting. Ms. Douglass requested that Mr. Fernander advise her regarding the Textbook Affordability Policy and statute language. Ms. Pippin provided additional information regarding establishment of a Florida State College System, Council on the Social Status of Black Men and Boys, education reform, constitutional amendments, disability awareness and dual enrollment.

VIII. INFORMATION ITEMS

A. Project Status Report – President Armstrong stated that the bonds for the parking garage were scheduled to be sold on July 29, 2008 after which we would be moving forward with the project. Ms. Douglass requested that the College find a way to incorporate the exhibition of items from the Graves Museum Collection when remodeling buildings and requested that someone report back to her. Ms. Douglass stated that Nova Southeastern University (NSU) has acquired the Museum of Art and a Curator Science. program will be instituted. Ms. Douglass suggested that we partner with NSU to obtain curator expertise. Ms. Douglass stated that the College should consider having NSU exhibit the items from the Graves Museum Collection rather than not having these item exhibited at all.

B. Information Items

1. CIP Report – President Armstrong indicated that this report is based on the new five-year Collegewide Educational Plant Survey which is due to the Department of Education on August 1, 2008. This report is the method by which community colleges, universities and public schools in Florida request PECO funds for construction. Ms. Douglass requested that campus provosts be encouraged to exhibit items from the Graves Museum Collection. Interim Provost of the Judson A. Samuels South Campus Terri Justice, indicated she was looking into having these items exhibited at the Miramar facility.

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2. Educational Plant Survey – This document serves as the baseline for facilities requests that may be made within the next five-year period. President Armstrong stated that this report is based on size of the college and enrollment trends.

C. President's Report – President Armstrong spoke about the formation of the new task force with respect to the Social Status of Black Men and Boys and stated there were good mentoring programs on campus.

President Armstrong spoke about the new accreditation of online degrees.

President Armstrong acknowledged the College Academy on the graduation of 142 students of whom 136 received high school diplomas and A.A. degrees at the same time.

President Armstrong stated that the groundbreaking for JA World Huizenga Center on North Campus was well-attended and gave the college good public recognition. He also acknowledged the \$5,000 contribution by H. Wayne Huizenga.

President Armstrong explained the new WrapMail which will be placed on external college e-mails.

President Armstrong stated there was good progress being made on the photographic inventory of the Graves Museum Collection. He also indicated that good progress was being made on the ADA project.

President Armstrong indicated that the fixed asset inventory was on track and close to completion.

D. Board Comments – Mr. Guerin stated he was glad to be at the meeting. Ms. Douglass asked when a final report regarding the fixed asset inventory would be presented to the Board. Mr. Pennell stated the report would be presented in September and he would continue to give the Board monthly updates until completion of the project.

Ms. Douglass extended congratulations to Miguel Menendez and Kirstie Forgie on the inventory of the Graves Museum project. Ms. Douglass requested that Ms. Botero provide her with a recalculation of the 11.7 percent represented in the Financial Audit. Ms. Douglass also asked Mr. Pennell when the Board can expect the Sustainability Policy. Mr. Pennell stated it would be ready for the next round of policy/procedures.

Chair Garrido acknowledged the list of awards received by Mad 4 Marketing. Chair Garrido also suggested that there be a discussion at the next Board meeting regarding our hurricane plan.

President Armstrong stated there would be a retreat in the morning of the August Board meeting and there would be a limited board agenda.

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IX. ADJOURNMENT

With no further business to discuss, a motion was made and seconded by Ms. Douglass/Mr. Guerin and the meeting was adjourned at 5:30 p.m.

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