



MASSACHUSETTS COLLEGE OF LIBERAL ARTS

**Minutes of the Massachusetts College of Liberal Arts
BOARD OF TRUSTEES MEETING
Thursday, December 1, 2016
Fitzpatrick Room, Murdock Hall 208**

The following Trustees were present:

Susan Gold, Chair
JD Chesloff, Vice Chair
John Barrett III
Mohan Boodram
Lisa Chamberlain
Buffy Lord
Denise Marshall
Kathleen Therrien
Brienne O'Rourke, Student Trustee

Others present:

Dr. James F. Birge, President
Denise Richardello, Executive Vice President
Bernadette Alden, Director of Marketing & Communication
Cynthia Brown, Vice President of Academic Affairs
Larry Behan, Vice President of Administration & Finance
Barbara Chaput, Director of Human Resources
Cathy Holbrook, Vice President of Student Affairs
Monica Joslin, Dean of Academic Affairs
Theresa O'Bryant, Associate Dean of Students and Title IX Coordinator
Elizabeth Petri, Director of Financial Aid
Gina Puc, Director of Admissions
Adrienne Wootters, Associate Dean of Academic Affairs
Ginger Menard, Clerk

Complying with the provisions of Massachusetts General Laws, Chapter 30 and 15A, Section 9, and with a quorum present, the Board of Trustees of Massachusetts College of Liberal Arts met at 5:30 p.m. at Murdock Hall on December 1, 2016 with Board Chair Gold presiding.

Chair Gold called the meeting to order at 5:34 p.m.

Approval of Minutes: October 20, 2016 Board of Trustees meeting

Upon a motion duly made and seconded, it was

VOTED: To approve the minutes of the October 20, 2016, meeting of the Board and all actions contained therein.

Report on the Minutes of the October 20, 2016 Enrollment Management Committee Meeting

Trustee Boodram reported on behalf of the committee. The focus of the meeting was a review of marketing and admission strategies. Bernadette Alden, Director of Marketing & Communications, discussed the development of the “Be Here” campaign which has been embraced throughout the campus. Now in its 3rd year, an additional component, “I’m Here”, has been added to focus on personal stories. The committee also received a presentation from Francesca Shanks, Social Media & Marketing Manager, on the College’s social media marketing as well as strategies and content development. They also discussed use of software in Admissions and social media to connect with prospective students.

Upon a motion duly made and seconded, it was

VOTED: To approve the minutes of the October 20, 2016, meeting of the Enrollment Management Committee and all actions contained therein.

Report on the Minutes of the October 20, 2016 Executive Committee Meeting

Chair Gold reported on behalf of the committee. President Birge shared information on the upcoming Strategic Planning process and reviewed the timeline for the final plan. The Strategic Planning Committee will be co-chaired by Adrienne Wootters, Associate Dean of Academic Affairs, and Gina Puc, Director of Admission.

The committee also received information on the Diversity Task Force. The committee has been formed to work with consultant, Cathryn Turrentine, on the creation of a campus climate survey that will be distributed to students, faculty, and staff. The timeline is to have the survey results early in spring term. The Task Force will then review and evaluate the results and provide recommendations to the President.

The committee also reviewed the Title IX law. As trustees are counted as responsible employees they must receive annual training which will take place following the meeting.

Upon a motion duly made and seconded, it was

VOTED: To approve the minutes of the October 20, 2016, meeting of the Executive Committee and all actions contained therein.

Report on the Minutes of the November 10, 2016 Student Affairs Committee Meeting

Trustee Lord reported on behalf of the committee. Rebecca Godbout and Kayla LaVoice, both exceptional student scholars and leaders, shared information on two new initiatives: Colegrove Elementary Mentoring Program and Pathways to College Program at Drury High School. They discussed their experiences as program leaders and the personal benefits of their volunteer work as well the benefits for the students and other classmates who volunteer.

The committee also discussed MCLA becoming a smoke-free campus. One issue is the student residency requirement as it would not be fair to enact a policy change for current students who are required to live on campus for 3 years. Before a timeline can be set to consider this change, programs must be in place to provide education on the importance of this change, access to cessation programs, and plans for enforcement of both the current rules as well as any changes to the policy going forward. President Birge has asked that a task force study the issue, provide feedback, and make a final recommendation on implementation.

Upon a motion duly made and seconded, it was

VOTED: To approve the minutes of the November 10, 2017, meeting of the Student Affairs Committee and all actions contained therein.

Report on the Minutes of the November 16, 2016 Academic Affairs Committee Meeting

Trustee Chamberlain reported on behalf of the committee. Sabbatical applications for 2017-2018 were discussed. The committee reviewed the process, post-sabbatical, and budget requirements. Applicants must have completed six years of service and can apply every six years. Dean Monica Joslin provided the committee with an update on additional academic programs being developed including an accelerated 3-year business administration program to be launched in fall 2017. MCLA was the first school in state system to offer a business administration degree and will be the first to offer this accelerated degree. Two additional majors are being developed in the Biology department – Community Health Education and Health Sciences. These must be approved by College Governance and undergo an external review before they can be brought before the Board for approval. Final approval must then be given by the MA Department of

Higher Education. Finally, initial discussions are being held regarding the development of an electrical engineering track within the Computer Science department.

Vice President Brown shared that the focus of the funds from the first year of the five-year Title III grant will be on the acquisition and training on DegreeWorks software. A project manager has been hired to coordinate the tracking of projects related to the grant and to write and submit the required reports to the Department of Higher Education.

Vice President Brown will be reaching out to retired faculty now that Faculty Emeriti process has been approved.

Upon a motion duly made and seconded, it was

VOTED: To approve the minutes of the November 16, 2016, meeting of the Academic Affairs Committee and all actions contained therein.

Report on the Minutes of the November 16, 2016 Fiscal Affairs Committee Meeting

Trustee Marshall reported on behalf of the committee. Director of Fiscal Affairs, Laurie Brown, reviewed the first quarter report. As of September 30th the College has collected 25.92% of the budgeted revenue and spent 19.98% of budgeted expenses. The committee requested some adjustments in how the information is reported which have already been implemented.

Vice President Behan provided an update on the FY 17 budget. As of now there will be no 9C cuts from the Office of the Governor and we anticipate full funding for the Department of Higher Education's formula funding and for the State Internship program. Funds have also been received for Gallery 51.

The committee received an update on receivables from student accounts and an update on Facilities projects including the renovations of the Public Safety building and the Campus Center pool project.

Trustee Chesloff acknowledged VP Behan and his team for following through quickly on his request to review a 5-year history on the use of reserves. Trustee Marshall also complimented him on how reactive the A&F staff have been to requests from the committee.

Upon a motion duly made and seconded, it was

VOTED: To approve the minutes of the November 16, 2016, meeting of the Fiscal Affairs Committee and all actions contained therein.

Chair's report

Chair Gold shared that she and four other Trustees traveled to Trustee Conference at UMass Lowell on October 27. Based on the information shared at the various breakout sessions she feels the MCLA Board is right on track as an active and informed Board. She also spoke with Commissioner Santiago and Director of Trustee Relations, Mike Mizzoni, regarding the two open seats on the Board.

President's Report

President Birge shared that he has been very impressed by the roster of speakers at MCLA with the most recent being the Vadnais Lecture with John Harris. The spring Public Policy lecturer will be announced soon as well as the 2017 Commencement keynote speaker.

Though it is a tremendously competitive landscape for higher education, initial numbers are looking strong for next year. President Birge extended his thanks to team in Admissions for their great work in presenting MCLA as the college of choice for prospective students.

He also shared that MCLA was included in a report from the U.S. Department of Education that identified 26 institutions -- both public and private -- that are low cost and whose graduates receive high salaries. MCLA is also one of thirteen institutions identified nationally for success in graduating Pell recipients.

The College was also selected again for the President's Honor Roll for Community Service. This important recognition reinforces the strength of our commitment to community service.

President Birge discussed the post-election campus climate and the resulting concerns and fears of students, faculty, and staff. MCLA will continue to make it clear that hate will not be tolerated on this campus. Events will continue to be planned for the spring and the Counseling Center will be hiring an additional part-time counselor due to high need in this area. Work is also being done with legislators to protect the status of DACA students and President Birge added his signature to the Pomona letter, a national letter signed by hundreds of college presidents, that was sent to the incoming administration about DACA status.

The Berkshire Bank Foundation has agreed to providing funding for a year-round STEM Academy and we will be approaching other local businesses as well for additional support.

Adjournment

There being no further business to come before the Board, and upon a motion duly made and seconded, it was

VOTED to adjourn the meeting at 6:24 p.m.