

# CLARK STATE FOUNDATION BOARD OF DIRECTORS

Wednesday, January 15, 2020  
BEC 4<sup>th</sup> Floor Conference Center

## Minutes

Directors present: Don Lynam (Chair), Cindy Barnett, Dr. Jo Alice Blondin, Bill Brougher, Nettie Carter-Smith, Shashi Chadha, Sharon Doyle, Sue Evans, Robert Hill, Katherine Hoptry, Mitch Hurst, Joe Kennedy, Paul Newman Jr., Kerry Pedraza, Patti Phillips, Jo Ann Rigano, and Ben Vollrath

Staff present: Adele Adkins, Christa Bostick, Dr. Theresa Felder, Lo Houser, Karen Hunt, Dr. Tiffany Hunter, Kathy Nelson, Toni Overholser, and Larry Wakefield

**Welcome.** Chair Don Lynam called the meeting to order at 11:57 a.m. and welcomed everyone. He invited Dr. Blondin to begin her presentation.

**Highlight.** Dr. Blondin first announced the following:

- Wonderful news - enrollment here is up 3%
- We are scheduled to receive \$3.04 million from the higher education section of the capital bill, which is divided based on performance; will use to finish the renovations at Rhodes Hall and then begin at the Applied Science Center

Dr. Blondin began her presentation on the future state of higher education and discussed many topics including:

- Strategic Planning—Future of Community Colleges (2040)
- Projection - up to 500 private colleges/universities offering 4 year degrees will close
- College campuses will be bought by companies operating for-profit education, senior living facilities, etc.
- We have to change the way we do business - how will the college and stakeholders support innovation and institutional change?
- What the Futurists Saying?
  - College closures
  - Expanded workforce/private partnerships (health clinic)
  - New delivery methods (11% increase in online enrollment)
  - Equity crisis – how do we welcome all students and make sure they succeed?
- Mergers and Affiliations
  - Flat enrollment, a focus on affordability and increasing tuition discounting will continue to dampen net tuition revenue
  - Net tuition revenue growth will slow
  - “Disruption is here to stay. It’s all hands (campus leadership, faculty, staff, Trustees) on deck.” Bill Conley, VP of Enrollment Management, Bucknell
- Demographics, Mission, and Equity
- Equity Assumptions about Higher Education and Mission
- What about Clark State’s future?
  - Advantages: Size, location, programs, endowment, fiscal responsibility, stability, leadership, and community support
  - Challenges: Competitive environment, upward tuition pressure, cash v. growth model (cash is what we do, growth is what we want to do), new program development, labor costs, facilities and infrastructure, and demographics

- The Value of the Clark State Brand – John Fimiani is doing a brand study for us
  - Value to Stakeholders
  - Brand Attributes/Mark
  - Bachelor’s Degrees Added
  - Levy Campaign in Future
  - Engagements
  - Timeline
  - Deliverables

Dr. Theresa Felder continued by noting the following about enrollment trends:

- Clark State will need to be more strategic in enrollment management; enrollment correlates strongly with the economy; between 2006-2010 when the economy was bad, community colleges spiked at record high with 20% increase in enrollment; as economy improved, a 2.2 % decrease has been seen annually
- Trends in demographics? Increase in number of minority students - fastest growing segment is Hispanic students; decrease in number of white students; we are staying mindful of all these trends while we manage our enrollment
- There has been a huge increase in dual enrollment programs/college credit plus
- Higher Ed in general: declining birth rate, less students graduating high school; the number of college students will decrease and be more racially diverse
- In 2017, college enrollment dropped by 6%; community colleges 20-21% decline
- Online classes – continue to increase
- We need to focus on retention strategies
- Colleges must embrace transformation
- Academic Affairs and Student Affairs are working together
- Program offerings – are we offering in the right format? Looking at shorter term certificates that can be stacked to make a degree
- Partnerships with businesses are critical
- Considering the changing demographics, what are we doing to make sure campus is welcoming to students of color? What do equity and diversity mean?
- We want to be in the front of the pack, not the back, to make sure we’re doing all we can for students

Other notes:

- We are up 3% because of strategies that we have employed
- Advising and counseling services critical for students who don’t know their path

**Minutes.** Bill Brougher presented the minutes from the November 20, 2019 meeting. Nettie Carter-Smith moved to accept, Patti Phillips seconded, and the minutes were approved by unanimous voice vote.

**Financial Statements.** Kathy Nelson presented the financial statements for the period ending December 31, 2019. At December 31, 2019, the fund balance of \$13,485,629 and in October, the fund balance was \$13,645,309 reflecting a decrease of \$159,680 since October. Bob Hill moved for approval, Paul Newman Jr. seconded, and the motion to accept the financials was approved by unanimous voice vote.

## COMMITTEE REPORTS

**Finance/Audit/Investment Committee.** Chair Bill Brougher reported that the Committee met Clark Schaefer Hackett regarding the audit, in December. He reported that the audit went very well and the committee is submitting recommendation for approval. Don stated we had a clean audit and they commended the good work that Kathy and Larry have done. Bill made a motion on behalf of the committee to approve the audit, Cindy Barnett seconded, and the audit was approved by unanimous voice vote. If anyone wishes to review the audit, please let Kathy or Toni know.

**Resource Development Committee.** In Chair Jo Ann Rigano's absence, Don reported that the Committee will be meeting this Friday.

**Governance Committee.** Chair Kerry Pedraza reported that the Committee will be meeting on February 11.

**Scholarship Committee.** Chair Nettie Carter-Smith reported that the committee will be meeting on February 13. She announced that spring scholarship awards have been made – 198 applications were received and \$33,569 was awarded to 27 students.

Interviews for the next Scholars class are scheduled January 22 – February 6. Karen Hunt will provide student names and interview questions to the interviewers ahead of time. Alternate dates and times have been established in the event of inclement weather. Mark your calendars for March 3 for the induction ceremony for the newest class of scholars.

**Friends of PACC.** Chair Paul Newman Jr. reported on the following:

- A pre-show lobby party will take place on February 29 for the Choir of Man performance; a total of \$3,500 in sponsorships for the pre-show party was received
- The committee recently met with a group of young influencers to get feedback about our messaging and materials received from the PAC
- Michael Bolton with the Springfield Symphony Orchestra – May 1 (gala); first notification sent January 6; concert and gala tickets go on sale March 2
- Email newsletter – will be sent early March

### Foundation Program Reports.

Project Jerico – Lo reported on the following:

- Currently working on 2020 programming
- Tomorrow she will be meeting with independent living group for those living in foster system and will age out; will discuss careers and goal-setting and how we can connect them to offerings at Clark State

## STANDING REPORTS

**Chairman's Report.** Don Lynam reported that there will be no Board meeting in February, but mark your calendars for Charter Night, scheduled for February 18. The next Board meeting will be on March 18 and will be held at the Greene Center in Beavercreek.

**Board of Trustees Report.** In David Ball's absence, Dr. Felder reported that the agenda items for next week's Board of Trustees meeting include:

- Standard reporting – quarterly financials, HR, Foundation, etc.
- Momentum '22 project update
- Resolution – new statement
- Marketing - new website
- Financial Aid – default rates
- Open educational resources

**Director's Report.** Toni Overholser reported on the following:

- Thank you for attending the holiday parties – overall the events were a success but we will be reviewing closely what we will be doing in the future to celebrate with our constituents
- Foundation Board Emeritus, Jim Sheehan, and Former Foundation Board member Todd Leventhal's mother, Maxine Leventhal, passed away recently
- College for Kids & Teens – we are already starting to put plans in place for this year's program; Megan Cummins will be returning as Program Coordinator; we are excited to announce that additional classes have been added to the program for the Beavercreek and Xenia locations
- We will not be offering the Johns Hopkins Engineering Innovations program at Clark State this summer as the funding from the previous donor has dropped off; Johns Hopkins proposed that if we want to continue, we would need to raise \$3,000 per student for the one-week camp; we felt that money would be better spent on an investment in our students; several of the College for Kids classes do have an engineering focus
- Recent funding streams: \$5,000 from Della Selsor Trust, \$1,500 from Nuts, Bolts & Thingamajigs, and \$5,000 from the Springfield Foundation
- The Springfield Foundation also provided support for the renovation of the Workforce STNA lab which doubled the size of the lab; a ribbon-cutting will be held on January 31; we greatly appreciate their support

Don ended the meeting with a quote from Marie Curie – “Nothing in life is to be feared, it is only to be understood. Now is the time to understand more, so that we may fear less.”

The meeting adjourned at 12:56 p.m.

Respectfully submitted,

Toni Overholser