



BRUNSWICK COMMUNITY COLLEGE

Brunswick Community College
Board of Trustees Meeting
March 17, 2022
Minutes

Board Attendees: Mr. Alan Holden, Chair Mrs. Susan Carroll Mr. Scott Evans Ms. Sheila Grady	Rep. Frank Iler Mrs. Myong Jensen Mr. Doug Terhune Mr. Les Tubb	Absent: Mr. Ronnie Jenkins Ms. Ellen Milligan Mr. Michael Norton
Others in Attendance: Recording Secretary, Dr. Gene Smith; Dr. Denise Houchen Clagett; VP Sheila Galloway; VP Greg Bland; VP Kevin Lee; Julia Stuart; Elizabeth Wassum; Jack Luciano; Michael Paul; Cindy Sterling		

Chairman Alan Holden called the Brunswick Community College Board of Trustees meeting to order on Thursday, March 17, 2022 at 5:36 PM.

Ms. Cindy Sterling read the Ethics Statement and no conflicts of interest were stated.

Trustee Scott Evans provided the invocation.

Chairman Alan Holden announced the presence of a quorum, with 8 of the 11 Trustees in attendance.

Chairman Alan Holden asked for approval of the Consent Agenda. Trustee Doug Terhune made a motion to approve the Consent Agenda. Trustee Susan Carroll seconded the motion. The motion was passed unanimously.

Items included in the Consent Agenda for Board approval:

- March 17, 2022 Agenda
- February 17, 2022 Minutes

Executive Committee: The Executive Committee did not meet, so there was no report.

Board Briefing: Julia Stuart, Director of Public Relations and Marketing, delivered the Marketing Report.

Marketing Opportunities:
 Internal: Signage, Printed materials, Graphics, Promotional items, Photography
 External: Website, Social Media, Print, Billboards, Radio/TV, News/Publications

Printed Materials:

Consistent and fresh branding in all print materials: Brochures, Flyers, Admissions packet, Student planner, Pathways catalog

Photography/Video:

- Use professional photographer to build photo library, supplement with in-house photography
- Conduct interviews with faculty and staff to highlight programs and services
- Short videos to showcase specific programs to attract potential students and industry partners

Website:

- Engaging banners
- Spotlights
- Revise content to ensure relevant and accurate
- Redesign site for ease of use
- Monitor questions to OneStop and Google Business to determine where changes may be needed to the website

Social Media:

- Reclaimed pages
- Continue to grow audience with engaging posts
- Paid advertising to broaden reach

Print:

- ***Brunswick Beacon***: BCC featured each week in “News from Brunswick Community College” section
- ***South Brunswick Magazine & North Brunswick Magazine***: Quarterly paid ads, general articles
- ***Greater Wilmington Business Journal / Wilmington Biz***: Pres. Smith feature article as Top 100 Influencer, paid ads
- ***Book on Business***: BCC highlighted in Fitness, Area Colleges lists. Feature on BCC and workforce development, paid advertising

SGA: Jadon Smith, SGA President delivered the following report:

Events Scheduled:

- 3/17/22 – St. Patrick’s Day Treats!

Meetings:

- SGA Members and advisors aim to meet once a week in coordination with the group’s schedule.
- All SGA Members are communicating on a weekly basis via the group text message/email and Zoom meetings.

Topics Discussed:

- Discussing the ideas and programming for this current semester
- Potential Events for Spring Fling (Laser tag, Casino night, etc)
- Open Mic Night (every 3rd Wednesday starting in March)
- Animal Shelter for Exam week (have puppies for everyone to pet)
- Should we leave the cornhole boards out, would students play (volleyball success) or have more room for video games in the Dolphin Cove.

Academic & Student Affairs: Trustee Sheila Grady, ASA chair, reported there was no meeting held, so there was no report. VP Kevin Lee is in the process of scheduling an April meeting.

Buildings & Grounds: Jack Luciano, the Associate Vice President of Facility Services gave the following report:

- Wetlands delineation – field work complete; site map completion due March 4, 2022.
- Baseball locker rooms – sent designer contract February 18, 2022. Working on construction documents.
- Building H parking lot – new asphalt scheduled week of March 21, 2022 (Spring Break).
- Building A patio deck renovation – scheduled week of March 12, 2022 (Spring Break).
- Water utility rates – effective January 1, 2022 approximately 50% increase in usage rates. New budget will reflect an increase of \$18,525 (main campus. Leland and BETC).
- Natural gas utility rates – approximately 40% increase in usage rates. New budget will reflect a request increase of \$17,000.

Finance Committee: VP Sheila Galloway presented the March 2022 Financial Report. Trustee Frank Iler made a motion to approve the March 2022 Financial Report. Trustee Sheila Grady seconded the motion. The motion was passed unanimously.

Myong Jensen, Chair of the Finance Committee made a motion that the Finance Committee recommends the adoption of the revised Brunswick County Purchasing and Equipment Manual. Doug Terhune seconded the motion. The motion was passed unanimously.

Myong Jensen stated that the 2021-2022 state budget allocation is \$13, 322.870. Myong made a motion that the Finance Committee recommends the adoption of the 2021-2022 state budget as presented. Trustee Sheila Grady seconded the motion. The motion was passed unanimously.

Liaisons:

CE, EWD – Vice President Greg Bland delivered the following report:

	Spring 2022	Spring 2021
FTE Occupational Extension	151	149

Total courses offered thus far this semester: 213

FTE and courses will continue to increase during the next eight weeks.

G.E.A.R. Program (Gateway To Employment & Academic Readiness):

- 34 Graduates Since July 1, 2021.

Workforce Development:

- 20 enrolled in OSHA training for Christian Recovery Center Inc
- 54 enrolled in Machine / Farm Equipment Rescue Course
- 44 enrolled in Law & Administration
- 5 enrolled In Detention Officer Certificate Course
- Offered CPR recertification for all 911 dispatchers at Brunswick County Government.
- FFA / Drone Class is being planned for public safety officials and first responders during April 2022.

Customized Training:

- BCC is collaborating with the following Business & Industry Partners:
 - Precision Swiss Products: Two sessions were offered focusing on safety and new employee orientation.
 - Cygnus Technologies: Emotional Intelligence Course
 - Coating & Adhesives: Accidental Investigations Course

WIOA Title I Grant:

- Adult Program: BCC has 107 adults enrolled in this program. We have reached 97% of this year's goal.
- Dislocated Worker Program: BCC has 23 dislocated workers enrolled. We have reached 58% of this year's goal.

Community Outreach:

- Since our last board meeting, BCC hosted the College of the Albemarle. COA representatives spent time to learn more about BCC's Southport Center, Occupational Extension (OE) offerings, and Student Affairs.
- Five separate director presentations occurred at North Brunswick, South Brunswick, and West Brunswick. Presentations targeted potential CCP students and Hispanic students.
- BCC and the Cape Fear Workforce Development Board director provided a joint presentation to the staff of NC Commerce. The presentation included the results of the two year grant project, Pathways To Purpose. This project was successful and ended with 58 completers. Additional funding may be available in the near future.

Board of Education: Trustee Ellen Milligan, BOE liaison, was absent, so there was no report.

OWA – Trustee Doug Terhune, OWA liaison, delivered the following report:

- The BCC-OWA Performing Arts final performance is this Friday, March 18 – Motones vs Jerseys at 7pm. Tickets are still available.
- March is busy with the following events:
 - Brunswick County Arts Alive – March 16 – 17
 - Listen Up Brunswick County – March 19
 - All-County Dance (BCS) – March 21
 - BCS's One Act Play Festival – March 22 – 23
 - Sea Notes Choral Society Spring Concert – March 26 – 27 at 3pm
- Regional Dance Competitions pick back up the first weekend of April

Foundation – Susan Carroll, Foundation liaison, delivered the following report:

- New scholarships established since last meeting: John and Lorraine Fox Nursing Scholarship
- Upcoming resource development and donor relations activities include: Dolphin Rally for Women’s Basketball hosting Cape Fear CC at home (February 23); South Brunswick Islands Rotary Club presentation (February 25); Assistance League of Greater Wilmington presentation (March 3), GFWC Cape Fear Woman’s Club Leland presentation (March 7); Southport Area Newcomers Club campus tour (March 8); South Brunswick Island Rotary Club check presentation (March 11); Ladies Auxiliary of the Calabash Elks presentation re: scholarship (March 16); Doshier Hospital Noren Foundation presentation (March 17)
- Dedication and ribbon cutting for the Myong and Paul Jensen Workforce Development Building will be held Thursday, April 14th at 10am – Save the Date!
- Sponsorships still available for Bella Italia 2022 on Saturday, June 25th at the \$2,500 Oro Level (2 available) and \$500 Bronzo Level (1 available). We are currently on a waitlist for individual ticket sales – please let me know if you would like to attend!

Legislative – Representative Frank Iler stated there are new districts within Brunswick County and shared the redistricting map with the Trustees.

NCACCT – Trustee Sheila Grady stated that the 2022 NCACCT Law/Legislative Seminar will be held on Wednesday, March 30 – Friday, April 1, 2022 at the Marriott City Center in Raleigh. She encouraged everyone to attend if they could.

Athletics – Les Tubb reported that the basketball season has come to an end. Baseball games have started, and the women’s softball club has started the season strong with 9 players. The baseball team cleaned up the trash along Route 17 in front of the campus as one of their service projects. A new athletic website is being created. Recruiting continues to take place, with 9 players recruited for the men’s basketball and 7 to date for women’s softball.

President’s Report:

- President Smith provided the February 2022 Human Resources Personnel Report.
- President Smith provided the following update:
- BCC received a grant from the New Hanover Regional Medical Center Foundation SEAHEC Education Legacy Fund of \$75,198.91. The funds will be used to purchase a Victoria Advanced Birthing Simulator Package for our simulation lab.
- Dr. Smith attended the joint meeting of the North Carolina Community College Presidents and North Carolina Superintendents in Greensboro where he served on a panel discussing innovative ways BCC engages the youth of our service region. Dr. Smith shared details about the Brunswick Guarantee Tuition Scholarship Program, Men and Women of Philanthropy and Leadership mentors of our Foundation, and the many ways we recruit students and their parents.
- Dr. Smith and his wife, Jessica, attended the Sheriff’s Office Diamonds and Denim Charity Event. They also attended the Leland Rice Festival and the Coastal Agriculture Appreciation Oyster Roast.
- Brunswick Community College has provided a support letter for the NC BioNetwork’s EDA grant to support the community colleges in Southeastern NC region with opportunities for our students in the Associate in Science programs.

- BCC presented Dr. Lois Smith and Dr. Molly Curry with \$500 awards for their recognition for the Dr. Susanne Adams Leadership over the last 2 years. The award was provided through a Foundation Donor.
- BCC collaborated with UNCW to host the Aspiring Leaders: Community College Leaders' Summit. We had several faculty and staff attend this two day event with employees from Lenoir CC, Craven CC, Cape Fear CC, and NC State. Topics included Conflict Resolution, Budgeting, SACSCOC, and Diversity, Equity, and Inclusion. Satisfaction surveys indicate that our staff found value in the opportunity.
- Brunswick Community College's BIP program has been selected to participate in the NCCCS special pilot project provided for by the 2021-2022 state budget. This project includes three of the 58 community colleges and will examine best practices among Intellectual and Developmental Disabilities programs to improve employability skills and provide on the job training with business and industry. The goal of the project is to inform community colleges and address cross-departmental supports with the individual community colleges. This selection will provide \$40,000 this year and additional funding in year two of the project. The Cross Divisional Project Implementation Team includes: Chad Cumber- Lead, Tanya Hart - Licensed Counselor / Career Counseling, Marcus Fiason - Minority Mentoring / Student Engagement, Janet Pottinger - Clubs and Community Liaison, Megan Stanley- Assessment, Tracy Somerlad - Institutional Effectiveness and Data Collection, DeRee Jackson- Credential Attainment, Jessica Thornton - Administrative Support, Ann Harrison - Assistive Technology
- BCC continues to work on plans for our new proposed public training facility. Greg Bland, Eric Holloman, Ryan Merrill and President Smith visited Nash Community College and College of the Albemarle to help continue to vision our new proposed public safety training facilities.
- BCC submitted a Golden Leaf Open Grant application requesting approximately \$500,000 to support equipment upgrades in machining technology and welding technology. Thanks to Greg Bland for his work to write this grant and to get it through the first review phase.

Unfinished Business: Chair Holden asked if there was any unfinished business and there was none.

New Business: Chair Holden asked if there was any new business. Trustee Susan Carroll inquired if there is documentation on the amount of years someone serves on a BCC board in order to be presented a Resolution upon their leaving the board. It was determined that this conversation would be better held during a closed session in the future.

Any other business to come before the Board: Chair Holden talked about a recent funeral that he attended of a former board member, Alfonza Roach. He talked about all the behind the scenes things that Mr. Roach did and the upstanding man that he was.

As there was no further business, Chair Alan Holden asked for a motion to adjourn the meeting. Trustee Sheila Grady made a motion to adjourn the meeting. Trustee Susan Carroll seconded the motion. The meeting was adjourned at 8:08 PM.

Respectfully submitted,

Dr. Gene Smith, Recording Secretary