

**HENRY FORD COLLEGE  
REGULAR BOARD OF TRUSTEES MEETING  
DEARBORN, MICHIGAN  
DECEMBER 21, 2015**

**I. CALL TO ORDER**

The regular meeting of the Henry Ford College Board of Trustees was called to order on Monday, December 21, 2015, at the Henry Ford College Administrative Services and Conference Center at 7:03 p.m. by Chair McDonald.

**ROLL CALL**

On roll call, the following were present: Trustees Bazzi, Hammoud, Lane, Meade, Petlichkoff and Chair McDonald. There being a quorum, the meeting was declared in session.

**II. APPROVAL OF MINUTES**

Resolution offered by Trustee Petlichkoff, supported by Trustee Guido, was adopted unanimously by those members present, that the minutes of the HFC Regular HFC Meeting, November 16, 2015, be approved.

Hearing no other corrections or additions, Chair McDonald attached a unanimous affirmative vote.

**III. RECOGNITION AND ACKNOWLEDGEMENTS**

Recognition and acknowledgement items were read by Harrison Shelby a first year student at Henry Ford College enrolled in the Community Leadership program. Mr. Shelby plans to pursue a degree in Urban and Regional Planning and upon completion of his degree he plans to start a non-profit organization and hold an electoral office.

- Wayne State University and Henry Ford College have been awarded a \$1.5 million grant from the National Science Foundation under the NOYCE initiative called the Noyce Mathematics Fellows, TeachDETROIT.
- Professor Douglas Langs and seventeen students successfully completed their Supply Chain Management CLA certification on October 21. This certification testing is intense, however, 100% of the class passed the assessment. Special thanks to Roxanne Lopetrone and Arlicia Summerville for providing a well-organized and professional testing atmosphere for our students.
- Robert Morantes, HFC Automotive Student Service Educational Training (ASSET) student, has been awarded a \$2,500 "Garage Guru" scholarship from the Federal-Mogul Corporation.
- A heartfelt thank you to Doug Sample for his generous donation of over forty men's suits and professional wear to the HFC Career Services Office Suit-Up initiative. His generosity and consideration for others is commendable. We would also like to thank Board of Trustees Chair Roxanne McDonald for taking the time to transport all of the items to our office.

- Lynn Boza, HFC counselor, presented the topic *What Makes a Leader* at the 2015 Michigan Rehabilitation Conference at the Grand Traverse Resort on November 6, 2015.
- Jennifer Ernst, Associate Dean, Communications, will be a panelist at the 2016 League for Innovation Annual Conference in Chicago, IL. The panel will be presenting the topic “Bringing ALP to Scale and was organized by the Michigan Community College Association. ALP (Accelerated Learning Program) is the new model used for our Developmental Writing Program and HFC is one of the first schools in Michigan to expand this model past a small pilot program.
- The following students from the HFC Baseball team received athletic scholarships for the 2016-17 academic year:
  - Nolan Duvall, Lawrence Tech University
  - Jared Hagan, Concordia University
  - Brian Harris, Lawrence Tech University
  - Daniel Johnson, Lourdes University
  - Jordan Longenbarger, Spring Arbor University
  - Enrique Reboyras, Lawrence Tech University
  - Kyle Roberts, Central Michigan UniversityHFC Athletic Director Rochelle Taylor, the athletic coaches and HFC faculty and staff are all excited for these students and wish them well in their future endeavors.
- HFC is proud to announce the grand opening of the Hawks’ Nest, a food pantry located on the HFC campus dedicated to servicing students in need. This student resource was created through the vision of Dr. Jensen and the hard work of HFC Athletic Director Rochelle Taylor and Hawks’ Nest Team Leader, Harrison Shelby.

#### IV. **PRESIDENT’S ITEMS**

- Daily Cash Flow figures as of December 16 and the November 30, 2015 General Fund Budget Summary Report were briefly reviewed and discussed.
- Kingfisher Bluff deck and railings have been replaced. Seating will be installed in March.

#### IV. **SPECIAL REPORTS**

##### A. Enrollment Marketing and Recruitment – Board Report #4235 – Vice Presidents Chadwick and Copprue

According to the July 2015 Environmental Scan for Henry Ford College, “the population of the HFC Region has decreased by over 9% since 2001, falling more than the state of Michigan (-1%).” They add that, “over the next ten years, the population decline in the HFC Region is projected to slow, decreasing by only an additional 2% between 2015 and 2024.” The decreasing population along with the increasing competition from two- and four-year colleges and universities offering online programs or satellite campuses compound the future outlook for enrollment at Henry Ford College.

Overall College enrollment may have been predicted to decrease steadily over the past ten years due to the declining population. However, the recession of 2008 sent

many new students unable to join the workforce or recently the recently unemployed back to College in national record numbers. That was certainly true for Henry Ford College as enrollments grew from 12,521 in 2005 to a record high of 18,525 in 2010. Since that time, enrollment has been declining steadily making a significant drop in 2013 when new registration and payment policies were implemented.

Where the College has traditionally enrolled around 70-72% of their enrollment from students coming from outside the district (and paying out-of-district tuition), the current trend indicates that there is an increasing proportion of students who come from within the district. This indicates a positive in that the College continues to serve our Dearborn community but aids in compounding the tuition revenues already declining due to lower enrollment. Now we are experiencing lower enrollment along with fewer students being assessed out-of-district tuition.

Enrollment is impacted by: academic programs; marketing; recruitment and personal outreach; customer service and enrollment processing; academic advising and new student onboarding; and retention issues that determine whether or not students return for another semester. Many initiatives are being explored and implemented in efforts to increase enrollment.

Overall College marketing employs a variety of strategies that include billboards, increased advertising through radio, television, social media and other modes. These strategies have yielded positive results with new student applications being up by 8-10% each term.

Recruitment is a process that takes approximately twelve months to produce an incoming student class. The Admissions and Recruitment staff review enrollment and environmental trends along with other institutional data when developing the College's recruitment plan. The plan serves as a guide to focus all recruitment activities for the year. Markets considered in this plan are those identified in the College's mission or strategic plan. Admissions and recruitment work closely with the marketing team who provide expertise on the best methods by which to attract certain target groups and implement marketing strategies that align with recruitment goals.

A calendar is used to identify where recruiters are visiting and who will be invited to campus. Visits include those to local high schools, annual community events, career fairs, churches, chamber events, work force development centers and company fairs. The admissions team provides on-campus programming and tours that are generalized and academic or other program focused. Over the past twelve months, 480 campus tours and off-site visits have taken place.

Major events are developed in order to offer special attention and added resources to attract target groups to the college. Major events this academic year included:

- Engineering and Technology Information Night.
- Henry Ford II Honors Program Experience
- Discover Day
- Dearborn Women's Expo
- Dearborn Chamber Event
- Dearborn's Farmer's Market
- Dearborn Public Schools' Support Staff Union Trunk or Treat
- Education Partners Breakfast

In April and November, recruiter efforts are divided between new recruitment and current prospect outreach. The new Enrollment Council (Enrollment Services, Institutional Research, Marketing and Effectiveness, Financial Aid and Academic Affairs) meets biweekly to review the current enrollment, implement short term strategies to maximize prospective student enrollment and to entice “suspects” to apply.

Although new student enrollment is up overall enrollment has dropped. This points to retention concerns. Recommendations have been made to address this issue and projects are underway. A presentation will be delivered to the Board in January regarding Retention, Student Success and Guided Pathways.

Vice President Chadwick presented on enrollment marketing initiatives and provided clips of video and radio spots as well as samples of billboard and printed marketing materials currently in use. Vice President Copprue presented the enrollment portion of the report which is a combined effort of various departments focused on retention.

## **V. DISCUSSION ITEMS**

None

## **VI. ACTION ITEMS**

### A. Citizen Participation

None

### B. Special Consideration of an Action Item

None

### C. Motion to Approve Action Items

Resolution offered by Trustee Petlichkoff and supported by Trustee Hammoud was adopted with unanimous approval attached to move that action items 1 through 12 be approved as recommended.

## **FINANCE**

None

## **BIDS AND CONTRACTS**

### 1. Talent Management Software – Board Report #4236 – Vice President Satkowski

Moved that the award of a contract to Ellucian, Inc. in the amount of \$130,000 for Talent Management Software, in accordance with the specifications of RFP #15976R, be approved.

2. Skilled Trades Renovations – Package 2 – Board Report #4237 – Vice President Satkowski

Moved that the award of a contract to Bernco, Inc. in the amount of \$785,052 for the Skilled Trades Renovations – Package #2 project, in accordance with the specifications of Sealed Bid #16960, be approved.

3. Surgical Tables and Lights – Board Report #4238 – Vice President Satkowski

Moved that the award of a contract to Medline Industries in the amount of \$34,595.58 for Surgical Tables and Lights, in accordance with the specifications of Sealed Bid #17008, be approved.

4. Getac F110 Rugged Tablet Computers – Board Report #4239 – Vice President Satkowski

Moved that the award of a contract to MobileTEK Consulting in the amount of \$33,796.00 for the purchase of Getac F110 Rugged Tablet Computers, in accordance with the specifications of Sealed Bid #17030, be approved.

5. Intel Core i7 Computer Systems, Computer Information Systems and Nursing – Board Report #4240 – Vice President Satkowski

Moved that the award of two contracts: one to Access Interactive in the amount of \$39,775.00 for the purchase of 43 Intel Core i7 Computer Systems for Nursing and another to Canton Computers in the amount of \$51,273.75 for the purchase of 50 Intel Core i7 Computer Systems for Computer Information Systems, in accordance with the specifications of Sealed Bid #17064, be approved.

6. Cisco Networking Equipment, Computer Information Systems – Board Report #4241 – Vice President Satkowski

Moved that the award of a contract to KLA Laboratories, Inc. in the amount of \$29,454.00 for the purchase of Cisco Networking Equipment, in accordance with the specifications of Sealed Bid #17079, be approved.

7. IngMar Medical RespiSim System – Board Report #4242 – Vice President Satkowski

Moved that the award of a contract to IngMar Medical, Ltd in the amount of \$43,753 for the purchase of an IngMar RespiSim System, in accordance with IngMar Medical quote dated November 30, 2015, be approved.

8. HP Managed Print Services – Board Report #4243 – Vice President Satkowski

Moved that the award of a contract to HP, Inc. in the amount of \$8,050 per month for a 60-month agreement for Managed Print Services, in accordance with Quote #0815.07 dated October 2, 2015, be approved.

9. Enterprise Session Initiation Protocol Services – Board Report #4244 – Vice President Satkowski

Moved that the award of a 36-month contract to Volli Communications, Inc. in the amount of \$1,100 per month to provide Enterprise Session Initiation Protocol Services (100 SIP trunks), in accordance with the Volli Communications agreement dated July 1, 2015, be approved.

### **HUMAN RESOURCES**

#### 10. Staff Recommendations – Vice President Glass

Moved that the staff recommendations, as presented in Board Report #4245: Retirement A-6; Leave of Absence B-6; Appointment C-6; Reappointment to Professional Staff D-6; Salary Schedule Change of Status E-6; Change in Classification F-6; and Achievement of Tenure G-6, be approved.

#### 11. Associate Dean, Social Science, Arts and Fitness Division – Vice President Glass

Moved that the appointment of Ms. Cynthia Stiller to the position of Associate Dean in the Social Science, Arts and Fitness Division, at Grade 1A, Step 4, of the 2015-2016 Henry Ford Community College Administrators' Association Salary Schedule, Local 71, 48 weeks, effective January 4, 2016, be approved..”

#### 12. Senior Systems Administrator, Information Technology Services – Vice President Glass

Moved that the appointment of Mr. Bryan Johnson to the position of Senior Systems Administrator in Information Technology Services, at Grade 4, Step 2, of the 2015-2016 Henry Ford Community College Administrators' Association Salary Schedule, Local 71, 48 weeks, effective January 4, 2016, be approved.

### **BOARD ADMINISTRATIVE SERVICES**

None

## **VII. BOARD OF TRUSTEES BUSINESS**

### A. Board Member Reports

### B. Requests for Information and/or Future Agenda Items

Trustee Meade asked what the reasoning is behind the discontinuation of the mailing of class schedules to students.

Trustee Lane commented that while the reduction in the cost for copier services according to Action Item 8 is great, the College should make an effort to reduce the number of copies being made in general. She stated that at the P-12 meeting it was reported that thirty four million copies were made. She is interested in knowing the number of copies made at the College.

### C. Board Member Commentary

Trustee Bazzi inquired about videotaping Board meetings in order to get important information out to the public.

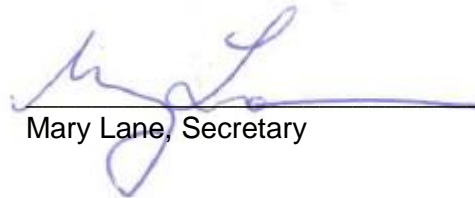
**VIII. ACKNOWLEDGEMENT OF CORRESPONDENCE**

**IX. FUTURE MEETING DATES**

- A. Monday, January 11, 2016, **P-12** Board of Education, Organizational Meeting, 6:45 p.m., at the Administrative Service Center, in the Frank Franchi Board Room.
- B. Monday, January 11, 2016, **P-12** Board of Education Meeting, 7:00 p.m., at the Administrative Service Center, in the Frank Franchi Board Room.
- C. **Tuesday**, January 19, 2016, **HFC** Meeting, 7:00 p.m., at the Andrew Mazzara Administrative Services and Conference Center, in the Rosenau Board Room, Henry Ford College.

**X. ADJOURNMENT**

Resolution offered by Chair McDonald, was adopted unanimously by those members present, that the meeting be adjourned at 9:07 p.m.



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Mary Lane, Secretary