

NAVARRO COLLEGE BOARD OF TRUSTEES
FEBRUARY 25, 2016 MEETING
MINUTES

Navarro College Board of Trustees gathered on Thursday, February 25, 2016, to conduct their regular monthly meeting. All trustees were in attendance including: Mr. Lloyd Huffman, Chairman; Mr. Phil Judson, Vice-Chairman; Mr. Richard Aldama, Secretary-Treasurer; Mr. A. L. Atkeisson, Ms. Faith Holt, Mr. Todd McGraw, and Mr. Loran Seely.

Others in attendance included:

Dr. Barbara Kavalier	District President
Dr. Kenneth Martin	President, Ellis County Campuses
Mr. Jim Jones	Vice President, Finance and Administration
Dr. Harold Housley	Executive Vice President, Academic Affairs
Mr. Dewayne Gragg	Vice President, Access and Accountability
Ms. Maryann Hailey	Vice President, Student Services
Ms. Marcy Ballew	Associate Vice President, Human Resources
Ms. Meredith Chase	Executive Director, Marketing and Public Information
Ms. Carol Hanes	Executive Dean, Academic Studies
Ms. Leslie Smith	Executive Assistant to the District President
Ms. Connie Standridge	Corsicana City Manager

Other faculty, staff and guests were also in attendance.

Call to Order

The Board of Trustees gathered at approximately 6 p.m. in the President's Dining Room for dinner. They were joined by members of the Executive Leadership Team, Mr. Tom Carr, and Dr. James Price. Following dinner, Trustees moved to the Cook Education Center to conduct their regular monthly meeting.

At approximately 7:03 p.m., Mr. Huffman called the meeting back to order and asked Mr. Aldama to begin the meeting with a prayer. Mr. Huffman then announced a Closed Session at the end of the meeting would be held to discuss legal and personnel matters according to Government Codes 551.071 and 551.074.

Announcements

There were no announcements.

Open Forum

There were no requests to address the Board.

Consent Calendar

- a. Minutes – Board of Trustees Meeting January 28, 2016
- b. Policy GI – Animals on Campus

Dr. Kavalier requested approval of the Consent Calendar containing minutes from the January 28, 2016 meeting and the addition of a new Board Policy regarding animals and pets on campus.

Mr. Judson moved to approve the Consent Calendar and Ms. Holt seconded the motion. The motion passed by a unanimous vote.

Take Action on Proposed Tax Abatement Agreement with Plasson USA

Ms. Connie Standridge, Corsicana City Manager, presented the request for tax abatement on behalf of Plasson USA.

Plasson is considering a \$1,250,000 expansion of their Corsicana facility that will create an additional 20 jobs. The property is located within the boundaries of Reinvestment Zone 16-01, a formally designated reinvestment zone. Ms. Standridge stated Plasson USA is requesting consideration and approval of a tax abatement of 50% over a ten year period by the Navarro College Board of Trustees.

Ms. Standridge confirmed that the city and county approved Plasson's request for tax abatement earlier that week.

Mr. Atkeisson moved to approve the proposed tax abatement agreement with Plasson USA, and Mr. Judson seconded the motion. The motion passed by a unanimous vote.

Overview of Dual Credit Tuition Proposal

Ms. Hanes presented an overview of the dual credit program. Currently, Navarro College partners with 36 high schools to deliver academic and career and technical dual credit courses throughout five counties in the college's service area.

Ms. Hanes explained the demand for dual credit is increasing as a result of House Bill 5. HB5 removed age restrictions and course limits per semester for students wanting to take dual credit courses. Freshman through senior high school students may now take multiple dual credit courses providing them the opportunity to complete college credit, and the possibility of earning an associate's degree or certificate by the time they graduate from high school at a fraction of the cost of universities.

Because Dual credit and AP grades are now being weighted equally and are weighted higher than regular high school classes, more students are opting to take dual credit courses. There is also greater competition building between high schools to offer freshman "academies" populated with dual credit courses.

In 2013, Navarro College reduced dual credit tuition to one-half (50%) of the current tuition rate. Since then, tuition rates have increased but dual credit tuition has not. Dual credit students are now

paying only 40% tuition. Zero tuition is being charged for career and technical dual credit courses and instructors are paid by the high schools.

Ms. Hanes stated there is need for more control over dual credit instructors to meet SACSCOC accreditation standards. There is a need to pay these instructors as NC employees. In addition, the growth in the dual credit program has created more demand on college personnel to provide service to the high schools. Three years ago, only one full-time dual credit director was assisted by one part-time person. Today, five full-time people are working on dual credit and this is not enough.

In addition, out-of-service area high schools are showing interest in Navarro College career and technical dual credit programs (i.e. Cosmetology) as well. Ms. Hanes stated, "The further out we go, the more time and travel is required of staff to follow up on the programs."

Ms. Hanes stated Mr. Jones will be presenting a proposed increase in tuition and fees. She asked the Board to consider the requested increase in dual credit tuition by \$8, which will maintain the 40% tuition rate, and an increase of \$6 for out-of-district dual credit tuition to help offset expenses.

All high schools currently offering dual credit courses in partnership with Navarro College will not be impacted by the increase until fall 2017. This will allow time to prepare the high schools in advance.

Ms. Hanes stated any new high schools located outside Navarro College's service area requesting dual credit would be charged the new rate to help offset the expense of time and travel.

Ms. Hanes concluded her presentation and responded to questions. When asked by Mr. Huffman about offering Dual Credit in Fairfield, she stated Cosmetology Dual Credit is currently being offered at Palestine High School and there is a possibility of offering the course in Fairfield in the future.

She also responded to Mr. Judson's question about competition from online sources. She stated online universities are not seen as a threat. Other universities are more competitive, but even these universities do not offer the same services provided by Navarro College.

Dr. Kavalier thanked Ms. Hanes.

Take Action on January Financial Report

Dr. Kavalier asked Mr. Jones to present the January 2016 Financial Report for approval.

Mr. Jones began by reviewing a budget increase of \$25,000 as a result of a Workforce Development Grant received for the Adult Education Program. With the increase, the revised budget totaled \$100,296,729 as of January 31, 2016.

Mr. Jones continued with a brief review of the Source of Funds and Disbursement of Funds. He concluded by stating a mid-year review will take place during March and new budget adjustments will be presented for approval.

Ms. Holt inquired about the fund balance and Mr. Jones responded by stating the fund balance has not changed since it was last presented, over \$10 million.

Ms. Holt made a motion to approve the January 31, 2016 financial statement, and Mr. Seely seconded the move. The motion passed by a unanimous vote.

First Reading – Tuition and Fee Increase Effective Fall 2016

Mr. Jones presented the first reading of the proposed tuition and fee increase to become effective fall 2016.

Three scenarios for tuition and fee increases were presented for the Board's consideration. Mr. Jones stated Scenario 2 was recommended by the administration and includes an increase in dual credit rates as presented by Ms. Hanes earlier.

Scenario 2

- Increase In-District Tuition by \$3 per SCH
- Increase Out-of-District Tuition by \$3 per SCH
- Increase Out-of-State Tuition by \$3 per SCH
- Increase Out-of-District Fee by \$3 per SCH
- Increase Building-Use-Fee by \$2 per SCH
- Increase Technology Fee by \$2 per SCH
- Increase Dual Credit In-District Tuition by \$8 per SCH
- Increase Dual Credit Out-of-District Tuition by \$6 per SCH

The rates proposed in Scenario 2 are projected to generate \$1,032,649. Mr. Jones stated the additional revenue is needed to maintain the same level of services students have come to expect and deserve. With the proposed increases, Navarro College's tuition will remain lower than the state average based on spring 2016 rates and compares favorably to rates charged by comparable Texas community colleges. Mr. Jones added that the state average is anticipated to be higher for the fall 2016 semester as most other community colleges are planning tuition increases.

Mr. Jones concluded by stating this was as an information item only and will be brought back for Board action at the March meeting. Mr. Seely inquired if dual credit fees are paid by the high schools. Mr. Jones responded by stating in some cases the high schools pay and in others, the students have to pay.

Mr. Huffman commented that Navarro College's rates have customarily been lower than the state average.

First Reading – Meal Plan Increase Effective Fall 2016

Mr. Jones continued by presenting a proposal for a meal plan increase to be brought back next month for approval.

Mr. Jones stated the administration is recommending the price of student meal plans be increased from \$5.05 per meal to \$5.75 per meal for the 18-Meal Plan and the price of a 15-Meal Plan be increased from \$5.48 per meal to \$6.00 per meal. The increase in revenue will help offset increasing food costs. Even with the proposed increase, Residence Life students will continue to pay less than

students at other community colleges and receive superior food and services.

Mr. Huffman commented on how food services has been a wonderful asset to the college and helps with recruitment.

Update on Navarro College Foundation

Dr. Kavalier asked Dr. Tabor to present an update on the Navarro College Foundation.

Dr. Tabor shared information regarding the recent fundraiser, Dancing for Our Stars. The event was very successful in showcasing Navarro College and raising funds. Navarro College Foundation set three main goals for the event: have fun, raise money for students, and involve the community. All three goals were met and exceeded.

The event generated \$72,820 in gross revenue, netting \$50,200. This exceeded the goal of raising \$47,500 and netting \$20,000. Three hundred thirty-four (334) people attended the event and 5,675 votes were cast at \$5 per vote. The event was live streamed and there were 191 unique online hits from all over the country including Missouri, Florida, Kentucky as well as Japan.

Dr. Tabor stated the event involved a “lot of moving parts” and the efforts of many people. Dancers along with dance instructors, Dr. Kavalier, Marsha Douglas and Jay Hall, put in tremendous hours. He expressed appreciation for everyone who participated in making the event a success including Guy Featherston, Meredith Chase, Cody Dickerson, Stuart Lamb, Navarro College Foundation members, and numerous students, faculty, and staff.

Dr. Kavalier thanked Dr. Tabor and Mr. Huffman commended everyone for a great job.

District Marketing Plan

Dr. Kavalier invited Meredith Chase to update the Board on the District Marketing Plan. Prior to beginning her presentation, Ms. Chase shared that DVDs of the Dancing for Our Stars event can be purchased for \$15 each and photos and portraits can be purchased for \$5 each.

Ms. Chase continued with an overview of the marketing plan that has been developed. She shared the different marketing strategies being used to boost enrollment by reaching specific demographic areas and targeting specific audiences.

For spring enrollment, a campaign was launched to help boost Ellis County enrollment. A direct mail, flyers, posters, social media and online advertising were utilized. She shared the results from the campaign. She noted it is difficult to measure responses from direct mail pieces compared to using social media and online advertising. She stated the College receives a better return for its money by using social media more and paying for online ads that pop up when specific keywords are typed in.

Ms. Chase shared results from the marketing campaign conducted November 1 through January 7: 41,720 impressions (eyes on the page); 7,403 web visits; 374 calls, 24 emails; and 40 web events

where people actually completed an application from start to finish.

Beginning March 20, another marketing campaign will be launched targeting 25-49 year old non-traditional students throughout the service area with no college degree. She shared the process it takes beginning with making people aware of what Navarro College has to offer to converting them into actual students.

The campaign will be integrated with testimonials from former Navarro College students who went out into the workforce and decided to come back to Navarro College to seek another career. She shared examples of several of the testimonials. The campaign will include direct mail pieces, videos on social media, and online campaigns integrated around the theme of "Inspiring Students to Greatness."

After concluding her presentation and at the encouragement of Mr. Huffman, Ms. Chase shared that new video equipment, including switchers to plug in multiple cameras, were recently installed making it possible for the college to live stream events and record them. She said the Dancing for Our Stars fundraiser was the first event to be successfully live streamed. Plans are to live stream graduation ceremonies and other events as well.

Mr. Judson asked how mailing addresses were obtained for direct mail pieces. Ms. Chase responded by stating the addresses were obtained from the post office but she will begin working with a new company, Valassis, which will provide addresses and sort the pieces based on the demographics of people and target audiences the college wants to reach at a more economical cost.

Dr. Kavalier and Mr. Huffman thanked Ms. Chase.

Update on Personnel Activity

Dr. Kavalier asked Ms. Ballew to present a personnel update. Ms. Ballew gave an update on personnel activity that took place during the month of January 2016. She reported thirteen positions were filled and three resignations were received.

President's Report

President's Report on Items of Information

Dr. Kavalier thanked Ms. Ballew and shared an update on her activities she participated in or attended since the last Board of Trustees meeting including: the Corsicana Chamber of Commerce Awards Banquet where NC Foundation treasurer, Debbie Wilson, was recognized with the Volunteer of the Year Award; District Professional Development Day was held February 12 under the leadership of Marcy Ballew and Matt Miller. Dr. Kavalier announced employee of the year awards were presented during District Professional Development Day to Sue Starkey, Support Staff Employee of the Year; Teresa Sutton, Paraprofessional Employee of the Year; Jeanette Underwood, Faculty of the Year; and Sina Ruiz, Administrator of the Year.

Dr. Kavalier continued stating the dedication/unveiling of the Malakoff Heads in the Hunters and Gatherers museum was held on February 16. She concluded by announcing Navarro College student,

Rachel Chairez, received the Regional SGA Student of the Year Award and now qualifies for the statewide award.

Board Calendar

Meredith Chase presented the Board Calendar and reviewed highlights of upcoming events including numerous athletic and fine arts events. She also shared the “creatives” that have been developed for upcoming events. She pointed out that students had a hand in the creative process for creating the Kill Me, Deadly posters.

Closed Session

At 8:09 p.m., Mr. Aldama moved to convene into Closed Session to discuss legal and personnel matters according to Government Codes 551.071 and 551.074. Mr. Judson seconded the motion and the decision was unanimous. Mr. Huffman announced the Board would reconvene into Open Session to take action following the Closed Session, if necessary.

Reconvene in Open Session and Take Action

At approximately 8:58 p.m., Mr. Huffman called the meeting back to order in Open Session. He announced the Board discussed Dr. Kavalier’s request to amend her contract. He continued stating Dr. Kavalier has communicated to the Board her desire to pursue new career opportunities and the Board similarly wants a smooth transition while searching for and securing a successor to the President.

Mr. Huffman entertained a motion to give him the authority to sign the documents. Ms. Holt moved to give Mr. Huffman authority to sign the agreement and Mr. Atkeisson seconded the motion. The motion passed by a unanimous vote.

Mr. Huffman commented on behalf of the Board:

While Dr. Kavalier’s experience at Navarro College has been unforgettable and she appreciates all of the wonderful friends and colleagues she’s had the honor of working with the past few years, Dr. Kavalier feels it’s time for a new challenge in her career.

Dr. Kavalier’s main goal in accepting the president’s position at Navarro College was to improve community outreach, fiscal discipline, complete SACS accreditation, and establish the American Honors Program.

Indeed, under Dr. Kavalier’s leadership, Navarro College was recognized as one of the top 100 community colleges in the nation in the awarding of certificates and associate degrees in education and was named one of the top ten community colleges in Texas. In successfully attaining these goals, the Board is forever appreciative of Dr. Kavalier’s efforts.

During the transition and search for a new president, Dr. Kavalier has graciously agreed to stay on as president of Navarro College for an extended period to ensure a smooth transition, and thereafter as a special consultant to the Board, if needed.

The Board thanks Dr. Kavalier for her tenacity, commitment, and hard won results for Navarro College.

Announcement and Adjournment

Mr. Huffman announced the next meeting of the Navarro College Board of Trustees will be held on March 31, 2016 in the Cook Education Center.

Mr. Aldama made a motion to adjourn the meeting at approximately 9:05 p.m. The motion was seconded by Mr. Judson and the decision was unanimous.

Respectfully submitted,



Richard L. Aldama, Secretary-Treasurer
NAVARRO COLLEGE BOARD OF TRUSTEES