

**NAVARRO COLLEGE BOARD OF TRUSTEES
SEPTEMBER 21, 2017 MEETING
MINUTES**

The Navarro College Board of Trustees gathered in the President's Dining Room on Thursday, September 21, 2017 for dinner with members of the Paraprofessional/Support Staff Committee. Immediately following dinner, the governing body relocated to the Lone Star Room to conduct their regular monthly meeting. Trustees in attendance included: Mr. Lloyd Huffman, Chairman; Mr. Phil Judson, Vice Chairman; Mr. Richard Aldama, Secretary-Treasurer; Mr. A. L. Atkeisson, Member; Ms. Faith Holt, Member; and Mr. Loran Seely, Member. Trustee Todd McGraw was absent.

Others in attendance included:

Dr. Richard Sanchez	District President
Dr. Kenneth Martin	President, Ellis County Campuses
Ms. Teresa Thomas	Vice President, Finance and Administration
Ms. Sina Ruiz	Vice President, Enrollment Mgmt. and Instl. Effectiveness
Dr. Carol Hanes	Vice President, Academic Affairs
Ms. Marcy Ballew	Vice President, Human Resources
Ms. Maryann Hailey	Vice President, Student Services
Dr. Harold Housley	Vice President for Institutional Studies
Mr. Roark Montgomery	Athletic Director
Ms. Margaret Alfaro	Director, Student Recruiting
Ms. Leslie Smith	Executive Assistant to the District President

Other faculty, staff and guests were also present.

Call to Order

Mr. Huffman called the meeting to order at 7:04 p.m. and asked Mr. Judson to begin with a prayer.

Announcements

No announcements were made.

Open Forum

There were no requests to speak to the Board.

Consent Calendar

- a. Minutes - August 24, 2017 Meeting
- b. Minutes - September 7, 2017 Public Hearing/Special Meeting
- c. Minutes - September 13, 2017 Public Hearing/Special Meeting

Dr. Sanchez requested approval of the Consent Calendar containing minutes from the August 24, September 7, and September 13, 2017 meetings.

Mr. Judson moved to approve the Consent Calendar and Mr. Atkeisson seconded the motion. The Consent Calendar was approved by a unanimous vote.

Presidential Search Update

Mr. Huffman stated a Presidential Search Committee has been formed and will conduct its first

meeting/workshop on Friday, September 29, 2017. Following the Board's next step, approval of the Presidential Profile, the search process will officially begin. Mr. Huffman concluded by stating the search is expected to culminate early spring (March 2018).

Take Action on Presidential Profile

Forums were held during the week of September 12-14, 2017 to request input from faculty, staff and members of the community regarding the requirements and preferred characteristics they desire in the next District President. The Presidential Profile presented for approval was based on input from the Board of Trustees and feedback from the forums.

Ms. Holt moved to approve the Presidential Profile. Mr. Seely seconded the motion and the decision was unanimous.

Take Action on Setting Ad Valorem Tax Rate for Calendar Year 2017 (Fiscal Year 2017-2018)

During the August 24, 2017 Board meeting, Trustees declared their intent to set the ad valorem tax rate at the rollback rate of \$0.12188/\$100 for calendar year 2017 (fiscal year 2017-2018). Ms. Thomas stated their intent was advertised in the newspaper and two public hearings were held, September 7 and September 13, 2017. There were no requests to address the Board during the hearings. Ms. Thomas stated adoption of an ad valorem tax rate was required at this time and recommended approval of the proposed rollback rate.

Mr. Aldama made motion to set the ad valorem tax rate at \$0.12188/\$100 for calendar year 2017 (fiscal year 2017-2018). Mr. Judson seconded the motion. A record vote was taken regarding the motion to set the ad valorem tax rate at \$0.12188/\$100:

For: A. L. Atkeisson, Faith Holt, Richard Aldama, Lloyd Huffman, Phil Judson, and Loran Seely
Against: None
Absent: Mr. Todd McGraw

The 2017 ad valorem tax rate of \$0.12188/\$100 passed by a unanimous vote.

Review Preliminary August 2017 Financial Statement

Ms. Thomas continued with a review of the preliminary August 2017 financial statement. Amendments recognizing receipts from Kids College, Continuing Education tuition, Cosmetology program sales, and additional revenues generated from Dining Services and Beautique sales increased the budget by \$128,396 for a total of \$93,446,151 as of August 31, 2017. A comparative summary of sources and disbursements before audit adjustments indicated a net income of \$1,415,586.

Ms. Thomas cautioned once year-end financials have been audited, the net income results will differ from what was currently being shown. The audit will reflect "actual" revenues and expenses and adjustments will be made. Anticipated adjustments include but are not limited to: grant income not yet received as well as grant expenditures; capitalizing auxiliary inventories as an asset; purchase of fixed assets (equipment) in the E&G Fund will be removed from the balance sheet; Optional Retirement Plan (ORP) funds pending receipt from the State; pending rent receipts from TAMU-C; pre-paid scholarships that apply to the next fiscal year; utility expenses such as electricity; compensated absences, bad debt expense, and the pension liability expense (non-cash) outlay required by state.

Ms. Thomas stated if estimates for anticipated audit adjustments are fairly accurate, the balance of

the Educational and General Fund will decrease and the Auxiliary Fund will increase resulting in an overall net income of approximately \$286,000.

Ms. Thomas stated the preliminary financials presented were for informational purposes only. No approval was requested.

Take Action on Quarterly Investment Report for Quarter Ended August 31, 2017

Ms. Thomas continued with presenting the Quarterly Investment Report. She stated no activity took place during the fourth quarter (June – August 2017). Investments and cash deposits totaled \$2,225,000 as of August 31, 2017. All deposits are secured through FDIC insurance and pledged collateral, including mortgage-backed securities and a surety bond.

Ms. Thomas stated the next quarterly report will show a Certificate of Deposit (CD) matured September 8, 2017 and was reinvested into another CD at a higher rate of interest. Following a brief question and answer period regarding current interest rates and length of investments, Ms. Thomas concluded her report and requested approval.

Mr. Atkeisson moved to approve the Quarterly Investment Report for the quarter ended August 31, 2017. Ms. Holt seconded motion and the vote was unanimous.

Take Action on Reaffirmation of Investment Policy and Strategy – Board Policy CAG

Reaffirmation of the Navarro College Investment Policy and Strategy, Board Policy CAG, was requested. Ms. Thomas stated no changes, with the exception of the reaffirmation dates, were proposed.

Mr. Seely moved to reaffirm the Investment Policy and Strategy (Board Policy CAG). Mr. Judson seconded the motion and the decision was unanimous.

Update on Student Recruitment

Ms. Ruiz introduced Ms. Margaret Alfaro, Director of Student Recruiting and invited her to share an update on the Student Recruiting Program.

Ms. Alfaro began by distributing Navarro College bags to each trustee containing various recruiting materials and “give-aways” for potential students. She continued by sharing new approaches that have been incorporated this past year to enhance and improve student recruitment.

These new approaches included:

- Using data to make decisions - Making data-driven decisions is allowing the Student Recruiting staff to “work smarter, not harder.” An example Ms. Alfaro gave was data has revealed more students from Houston attend Navarro College than from Fort Worth. Therefore, they have made adjustments in recruiting strategies accordingly.
- Greater use of technology - Constant, ongoing communication in a variety of methods is key and expected by students. A recruiter/communication specialist has been designated with the responsibility for generating constant and repeated contact with potential students via email, direct mail, texts, phone calls and social media sites such as Facebook, Twitter, and Snapchat. Hubspot is also being utilized throughout the college’s website to maintain contact with students indicating an interest in Navarro College.
- Partnerships with TextAim and KISS FM are opening new avenues for successfully reaching students.
 - TextAim allows staff to engage thousands of students in conversation with one-to-

one text messages.

- Navarro College will be featured by KISS FM during their "High School Football Patrol" September 6 through November 3, 2017. Over 4.5 million impressions through messages, ads, etc. will feature Navarro College.

A list of scheduled recruiting events was also shared. Ms. Alfaro was pleased to announce approximately 2,000 attended an event held the evening before in Ellis County. She also shared examples of correspondence sent to students to encourage them to complete the registration process.

Upon conclusion of her report, Ms. Alfaro was commended by Trustees. They expressed appreciation for her pleasant manner and her enthusiasm.

Update on Personnel Activity

Ms. Marcy Ballew presented an update on personnel activity. Twelve appointments were made during the month of August 2017. In addition, nine resignations occurred, one retirement and one termination.

Ms. Ballew stated no transfers took place and concluded her report.

Enrollment Update and Board Calendar

Dr. Sanchez asked Ms. Ruiz to present an update on enrollment. Ms. Ruiz shared Summer 2017 certified enrollment results. She stated headcount enrollment of 5,002 students was within 99.1% of the targeted goal and contact hours totaling 539,620 were 97% of the targeted goal.

She reported Fall 2017 headcount enrollment as of September 12, 2017 was down -2.52% and contact hours were down -6.21%. Dr. Sanchez stated the fiscal year was not off to a good start with the decline but was hopeful it will improve, especially with the work being done by Ms. Alfaro and her staff.

Ms. Ruiz continued with a review of the Board Calendar and upcoming events and concluded her presentation.

Update on Volleyball/Soccer

Dr. Sanchez thanked Ms. Ruiz and asked Mr. Montgomery to share an update on the volleyball and soccer programs.

Mr. Montgomery was pleased to share that the women's volleyball team defeated Panola College, ranked #3 in the nation. He stated the college was fortunate to hire Ronda Shirley, a Hall of Fame inductee, as volleyball coach. He continued stating women's soccer was also having an outstanding season. The team currently has a record of eight wins and zero losses and is currently ranked #3 in the nation.

President's Item of Information

Dr. Sanchez thanked Mr. Montgomery and continued with presenting the following items of information:

- The pick-up schedule for ACCT has been revised to allow more time for airport check-in.
- The Presidential Search Committee's Orientation Workshop on Friday, September 22, 2017 will officially kick-off the search for a new president. The Presidential Profile will be distributed beginning Monday, September 25, 2017.

- VIP box seats are available for Trustees to enjoy the football game on September 23, 2017 against NE Oklahoma.
- The flower beds located at the entryways to the Corsicana campus will be updated. Dr. Sanchez stated people often make their decision to attend Navarro College based on the impression of the campus.
- A thank-you note from Dr. Shellie O'Neal was shared that expressed her appreciation for the salary increase given by the Board.
- Letters have been sent to TAMU-C, Tarleton State University and others to make them aware of Navarro College's plans to move Allied Health programs to Waxahachie. Work has also begun to determine the 80/20 allocation of programs and courses between campuses.
- Navarro College has purchased a table at C&B Seen, Corsicana ISD's fundraising event, on September 30, 2017 at the IOOF Event Center. Trustee Aldama has indicated his plans to attend. Other Trustees wishing to attend were asked to contact Dr. Sanchez's office.
- Dr. Sanchez reminded Trustees he will be out of the office October 11-13, 2017 to accept the Golden Apple Alumni Award from Western Michigan University in Kalamazoo, MI.

Dr. Sanchez concluded his report and thanked Trustees for their service.

Next Meeting Announcement, Adjournment

Mr. Huffman stated the Board enjoyed their dinner with members of the Paraprofessional/Support Staff Committee. He announced the next Board of Trustees meeting will be held in Waxahachie, Texas on October 26, 2017.

Mr. Aldama moved to adjourn the meeting and Mr. Judson seconded the motion. The decision was unanimous. The meeting adjourned at 8:13 p.m.

Respectfully submitted,



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