

**ALABAMA COMMUNITY COLLEGE SYSTEM BOARD OF TRUSTEES
MINUTES OF THE MEETING HELD ON
WEDNESDAY APRIL 10, 2024, 10:00 A.M.**

The Alabama Community College System Board of Trustees (also referred to herein as the Board) held a meeting at 10:00 a.m. on Wednesday, April 10, 2024, in the Board Room of the Alabama Community College System building in Montgomery, Alabama. The meeting was called in accordance with Act No. 2015-125.

**PRESIDING: MR. GOODRICH ROGERS
VICE CHAIRMAN**

The meeting was called to order by Vice Chairman Rogers.

The invocation was delivered by Pastor Paul Gourdine of Engaged Christian Church of Montgomery, Alabama and followed by the pledge of allegiance.

On roll call, the following Board members were present:

Mr. Llevelyn Rhone (via phone)
Mr. Goodrich Rogers
Mr. Britton Lightsey
Ms. Valerie Gray
Mr. John Mitchell
Mr. Tim McCartney
Mr. Ron Houston
Mr. Jeb Shell
Dr. Yvette Richardson

Also present was Mr. Jimmy H. Baker, Chancellor of the Alabama Community College System. Absent was Governor Kay Ivey.

APPROVAL OF AGENDA

Motion was made by Mr. Lightsey to amend the agenda to include a proposed resolution honoring the life and contributions of former Board of Trustees member Mr. Frank Caldwell. Motion was seconded by Mr. Shell. The amendment was approved unanimously.

APPROVAL OF MINUTES

On motion by Mr. Shell, second by Mr. Mitchell, the Board voted unanimously to adopt the Minutes of the March 13, 2024 meeting as presented without discussion.

**SECTION VI
PUBLIC COMMENT**

There were no individuals registered to speak during the Public Comment portion of the meeting.

SECTION VII
COLLEGE SPOTLIGHT

NONE.

SECTION VIII
(EXECUTIVE, LEGAL, AND PUBLIC INFORMATION)

ADOPTED

DRAKE STATE COMMUNITY AND TECHNICAL COLLEGE
BOOKSTORE OPERATION AGREEMENT – BARNES & NOBLE COLLEGE
BOOKSELLERS, LLC

On motion by Mr. Houston, second by Mr. McCartney, the Board authorized the President of Drake State Community & Technical College to enter into a bookstore operation and services agreement with Barnes & Noble College Booksellers, LLC (“Barnes & Noble College”) for the period beginning June 1, 2024, and ending on June 30, 2029, with an option for an additional five one year renewals and to charge a \$26 per credit hour fee for textbook rental.

Fiscal Consideration: On an annualized basis, Barnes & Noble College will pay Drake State 7% of all gross sales of general merchandise and course materials.

GADSDEN STATE COMMUNITY COLLEGE
SPECIAL BUILDING FEE INCREASE

On motion by Mr. Shell, second by Mr. McCartney, the Board authorized Gadsden State Community College to increase the Special Building Fee from \$12 to \$20 per credit hour. The fee will take effect Fall Semester 2024.

Fiscal Consideration: \$600,000 – Estimated additional revenue annually

GADSDEN STATE COMMUNITY COLLEGE
APPROVAL OF CAMPUS HOUSING APPLICATION WITH NON-REFUNDABLE
APPLICATION FEE

On motion by Mr. Lightsey, second by Ms. Gray, the Board authorized Gadsden State Community College to transition from a refundable dorm deposit of \$200 to a non-refundable application fee of \$100 (fall/spring) or \$50 (summer).

Fiscal Consideration: \$20,000 – Estimated additional revenue

WALLACE STATE COMMUNITY COLLEGE - HANCEVILLE
EQUIPMENT PURCHASE

On motion by Mr. Shell, second by Mr. Houston, the Board authorized the President of Wallace State Community College to expend \$810,000 to purchase training equipment for the college's Mechatronics and Robotic Welding programs.

Fiscal Consideration: \$810,000 – The proposed equipment will be purchased using CARES Act HEERF funds.

ALABAMA COMMUNITY COLLEGE SYSTEM
COMMUNITY COLLEGE MONTH PROCLAMATION BY THE ALABAMA COMMUNITY
COLLEGE SYSTEM BOARD OF TRUSTEES

On motion by Mr. Shell, second by Mr. Lightsey, the Board authorized the proclamation of April as Community College Month in the state of Alabama.

ALABAMA COMMUNITY COLLEGE SYSTEM
RESOLUTION HONORING THE LIFE AND CONTRIBUTIONS OF MR. FRANK
CALDWELL

On motion by Mr. Lightsey, second by Mr. Houston, the Board authorized a resolution honoring the life and contributions of Mr. Frank Caldwell.

Mr. Lightsey commented that he wanted to personally thank Mr. Caldwell for his dedication and contributions to the Board. He stated that Mr. Caldwell, being one of the first Trustees, helped set the course for the Board and is a big part of the success they experience today. He further stated that former Trustee and Representative Matt Woods of Jasper wanted to share his appreciation of this resolution in honor of Mr. Caldwell. He stated that he was a wonderful mentor to him, and that he will be greatly missed in his community.

Mr. Lightsey asked for everyone to remember Mr. Caldwell's family in their thoughts and prayers and not forget his service to the Alabama Community College System.

SECTION IX

**(INSTRUCTION, RESEARCH AND DEVELOPMENT, ADULT EDUCATION, FACILITIES,
FISCAL, INFORMATION TECHNOLOGY, AND WORKFORCE DEVELOPMENT)**

CALHOUN COMMUNITY COLLEGE

**MAIN CAMPUS HVAC EQUIPMENT IMPROVEMENTS AT AEROSPACE TRAINING
CENTER, CENTER FOR APPLIED TECHNOLOGY, NOBLE RUSSELL, AND HARRIS
HALL**

On motion by Mr. Shell, second by Mr. Houston, the Board authorized Calhoun Community College to proceed with construction of the project named Main Campus HVAC Equipment Improvements at Aerospace Training Center, Center for Applied Technology, Noble Russell, and Harris Hall.

Fiscal Consideration: \$1,641,502.00

REID STATE TECHNICAL COLLEGE

BUILDING 600 COSMETOLOGY RENOVATION

On motion by Mr. Mitchell, second by Mr. Lightsey, the Board authorized Reid State Technical College to proceed with the named Building 600 Cosmetology Renovation. The renovation includes improvements to the existing building interior and exterior.

Fiscal Consideration: \$628,277.00

WALLACE STATE COMMUNITY COLLEGE - HANCEVILLE

CAMPUS PAVING IMPROVEMENTS

On motion by Mr. Houston, second by Mr. Shell, the Board authorized Wallace State Community College to proceed with construction of the project named Hanceville Campus Paving Improvements.

Fiscal Consideration: \$710,189.00

ENTERPRISE STATE COMMUNITY COLLEGE

ENTERPRISE CAMPUS MECHANICAL AND ELECTRICAL IMPROVEMENTS

On motion by Mr. Mitchell, second by Mr. Shell, the Board authorized Enterprise State Community College to proceed with construction of the project named Enterprise Campus Mechanical and Electrical Improvements.

Fiscal Consideration: \$1,471,992.00

JEFFERSON STATE COMMUNITY COLLEGE
EXTERIOR IMPROVEMENTS OF BETHUNE-DERAMUS HALL AND GEORGE LAYTON
BUILDING

On motion by Mr. Houston, second by Mr. Shell, the Board approved Change Order No. 4 (Civil Bid Package) for the project named Jefferson State Community College Exterior Improvements of Bethune-Deramus Hall and George Layton Building.

Fiscal Consideration: \$4,914,976 - JSCC Local Funds/ACCS Capital Renewal Bond/State Legislative Fund 2023

SECTION X
PERSONNEL

Charlene Finkelstein, HR Generalist, introduced the following new employees:

Ronald Kiker – Emergency Operation Specialist
Christopher Martin – Emergency Operation Specialist
Rodney Powrzasas – Background Investigator
Charles Hedrick – Polygraph Examiner
Archie Schnuelle – Mental Health Specialist
Michael Lovelace – Medical Emergency Specialist

SECTION XI
CHANCELLOR'S REPORT

Chancellor Baker asked Dr. Neil Scott to give an update on enrollment.

Dr. Scott stated that in Spring 2024, almost 78,000 students took for-credit courses at one of Alabama's community or technical colleges. This is a 7.9% increase in headcount over Spring 2023. Per Dr. Scott, 21 of 24 colleges were ahead in headcount. Those 78,000 students took 652,650 credit hours, which is a 5.59% increase in credit hour production Spring over Spring.

Dr. Scott further stated that Summer enrollment looks good as well. Students are already registering for Summer courses and year-to-date, we are 5.25% ahead in Summer applications. Fall enrollment also looks good with over 46,000 applications. This is 10.62% more than last year's applications. Dr. Scott added that applications are up in some key areas for the first time, and first-time freshman, transfer, and dual enrollment continue to be up. There is also an uptick in readmit / returning student applications, or students who were enrolled at one time. These are students who may not have completed their certificate or degree, and either dropped out or stopped long enough that they had to reapply for enrollment.

Dr. Scott further added that on the workforce development and adult education side, the Fall term finished with a total of 19,152 registrations for adult education programs, such as adult basic education, GED and English as a second language, and there were over 32,000 registrations in workforce development programs, such as Skills for Success, Continuing Education, Training for Business and Industry, and General Workforce education. Per Dr. Scott, beginning January 1, 2024, there are already 10,975 registrations for Spring.

Dr. Scott stated that Fall and Spring comes out to 26,722 registrations, and there is still time left in the Spring to increase that number. So, in addition to the 78,000 who are registered this Spring, there are almost another 11,000 students registered this Spring in workforce and adult education. Dr. Scott also stated that Jennifer Hall or Barry May can answer any questions in the Workforce Development area and David Walters can respond for the Adult Education side.

Chancellor Baker next introduced Mr. Russell Moore from the ACCS Communications department to speak on the "Live Your Mission" series. Per Mr. Moore, "Community" is in our middle name, and what that looks like in each college is based upon that particular community and its unique needs. Mr. Moore briefly mentioned three areas to be highlighted: Enterprise State's Educational Opportunity Center (EOC), which actively finds and engages students who dropped out of high school or who never attended or finished college; Lawson State's Annual Career and Community Resource Fair, which reaches out to its community and brings the community to its doors; and the ACCS Student Success Team's new "variable marketing campaign," which uses innovative personalized means to reach students.

Mr. Moore introduced President Long of Enterprise State, who introduced Dean of Students, Cassie Mathis and the Director of the EOC program, Jennifer Braden. Ms. Mathis began by stating that Enterprise State has three TRIO programs: the Talent Search program which works with middle and high school students; the SSS program which works with college students; and the EOC program which works with adult students. Ms. Mathis further stated that the EOC program reaches a demographic of students that are often overlooked because they have no direct audience. EOC requires going out into the community and finding people and convincing them that education is something that they need.

Next, Ms. Jennifer Braden presented a slide show explaining the EOC. She stated that the EOC is a Federal Grant program, funded by a TRIO grant. The EOC serves 850 annually from a four-county area and participants are typically low-income and first-generation adults. Participants can receive assistance with admissions, financial aid, including FAFSA, and education and career exploration. Per Ms. Braden, the program serves as a bridge between the individual and the education system that meets their need whatever it may be. This involves going to local agencies, such as housing authorities, community service centers, jails, workforce, probation and parole, work-release, and drug-rehab centers. The first year the program was fully ongoing was 2022-23 and it served 856 participants, 81% of which were age 19 or older and 94% were low-income or first-generation. There were 163 participants who enrolled in post-secondary education after working with the EOC. The EOC also works closely with Adult Education and Workforce Development. Ms. Braden also stated that EOC is not a recruiter for any certain school. It is designed to serve the community by meeting the needs of individuals underrepresented in higher education.

Ms. Braden concluded by introducing a student testimony video from a current Enterprise State student who was served by the EOC.

Next, Mr. Dorian Waluyn, Executive Director of Strategic Initiatives and External Relations at Lawson State, spoke on the Living the Mission program at Lawson. Per Mr. Waluyn, Lawson State conducts an Annual Career and Community Resource Fair which engages the community to allow for expanded educational opportunities, to promote economic growth, and address the unique needs of the community. The fair takes place at the Bessemer Civic Center every year and is led by Career and College Transfer Services Coordinator, Ms. Akilih Haley. This year, the fair engaged community leaders Representative Patrick Sellers, Representative Ontario Tillman, and Representative Thomas Hendrix. Local news media was involved in promoting the event. Per Mr. Waluyn, this year's fair had 62 participating vendors and engaged over 500 attendees who pre-registered and joined via on-site registration.

Mr. Waluyn also mentioned that in 2023, Lawson State hosted a Governor's Job Fair for people with disabilities and another Community Job Fair, in partnership with Representative Patrick Sellers.

Mr. Waluyn summarized by stating that Lawson State's Living the Mission basically aims to provide accessible education for everyone, drive economic growth, enhance quality of life for students and the community, and ensure that everyone has access to opportunity. Mr. Waluyn also presented a short video clip of Transportation Secretary Pete Buttigieg's visit to Lawson State to praise the college for its efforts in impacting economic growth.

Dr. Neil Scott returned to speak on the concept of "variable print" marketing. Per Dr. Scott, college marketing does not equal enrollment marketing. In October 2023, the ACCS reached an agreement to purchase the names and contact information of all senior (2024) and junior (2025)

ACT-takers throughout the state. This will allow the ACCS to market relevant information to these students earlier in the enrollment cycle.

Dr. Scott added that the ACCS has partnered with a company that will provide “variable print” marketing, which involves the creation of a basic template with the ability to customize personalized information unique to each college, such as logos, fonts, colors, etc. This also includes personalized URLs and a data structure to make it easy to share data with the colleges. Sample postcards were provided to show how the variable print concept will look.

Dr. Scott added that there are two separate marketing campaigns, a Prospect campaign and an Inquiry campaign. A prospect is a name that is purchased, while an inquiry is a student who is interested in one or more of the colleges. In the Prospect campaign, a postcard with a QR code is sent out to potential students to direct them to a special landing page on the college’s website. Approximately 25,000 of these postcards were sent out last week.

The Inquiry campaign involves sending up to ten e-mails and a brochure to potential students, each customized with the college’s unique colors and logos. Surveys are also sent out to collect more detailed information. Prospects will also receive phone calls or text messages pointing them to the college’s website and enrollment application. Sample brochures were provided.

Dr. Scott concluded by stating that the goal of this new campaign is to simply push more students to inquire and apply at one of Alabama’s Community and Technical colleges. Once a student applies for admission, they no longer receive information from the campaign. The college’s enrollment system takes over at that point. Dr. Scott thanked three people for their work in this new campaign: Ebony Horton and the Communications department, who assisted in acquiring all the marketing information from the colleges; Mr. Philip Green, Director of Strategic Enrollment Management, who led the charge in the campaign; and Molly Pollard in Information Technology, who helped ensure that data connections were available and the data flow was seamless.

Chancellor Baker commented that we have tasked the ACCS staff to find a way to get training to the workforce and that this is a meaningful undertaking which will reach a whole different population and make a major difference in the labor market.

SECTION XII

COMMITTEE REPORTS

NONE.

SECTION XII
(DATE AND LOCATION OF NEXT MEETING)

The next Board meeting will be held in Montgomery at 10:00 a.m. on Wednesday, May 8, 2024.
A work session will follow at 10:20 a.m.

ADJOURNMENT

The Board meeting was adjourned at 11:08 a.m.

Chairman

Chancellor