

WILLIAM RAINEY HARPER COLLEGE
BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT #512
COUNTIES OF COOK, KANE, LAKE, AND McHENRY, STATE OF ILLINOIS

Minutes of the Board Meeting of Wednesday, January 18, 2023

CALL TO ORDER

The regular meeting of the Board of Trustees of Community College District No. 512 was called to order by Chair Stack on Wednesday, January 18, 2023 at 6:00 p.m. in the Wojcik Amphitheater.

Member Hill led the Pledge of Allegiance.

ROLL CALL

Present: Members Pat Stack, Bill Kelley, Greg Dowell, Diane Hill, Herb Johnson, and Student Member Gonzalez.

Absent: Walt Mundt, Nancy Robb.

Member Hill moved, Member Johnson seconded, approval of Member Dowell to act as Secretary Pro Tem in Secretary Robb's absence. In a voice vote, motion carried.

Also present: Mike Barzacchini, Director Marketing Services; Dr. Michael Bates, Associate Provost Curriculum and Instruction; Amber Blake, Manager, Internal Communications; Laura Brown, Vice President and Chief Advancement Officer; Tony Butler, Director of Risk Management; Orlando Cabrera, Technical Support Specialist; Dr. Scott Cashman, Senior Manager - Community, Career and Corporate Education; Meg Coney, Administrative Coordinator; Dr. Maria Coons, Vice President of Strategic Alliances and Innovation/Board Liaison; Dr. Kathy Coy, Director of Institutional Research; Dr. Diane Duin, Interim Dean Health Careers; Amanda Duval, Chief Human Resource Officer; Rob Galick, EVP Finance and Administrative Services; Bob Grapenthien, Controller; Erika Hartman, Administrative Coordinator; Donna Harwood, Associate Director, Marketing; Dr. Joanne Ivory, Dean Career and Technical Programs; Dr. MaryAnn Janosik, Provost; Jeff Julian, Chief of Staff; Rick Kellerman, Network Specialist; Nancy Medina, Executive Director of Facilities Management; Dr. Claudia Mercado, Associate Provost Student Affairs; Bob Parzy, Associate Provost Enrollment Services; Kim Pohl, Director of Communications; Kimberley Polly, Dean Mathematics and Science; Kevin Prchal, Digital Content Specialist; Dr. Avis Proctor, President; David Richmond, Faculty; Jaime Riewerts, Dean Liberal Arts; Darlene Schlenbecker, Vice President of Planning, Research and Institutional Effectiveness; Darice Trout, Interim Dean, Business and Social Science; Bryan Wawzenek, Manager Communications; Riaz Yusuff, Chief Information Officer.

Guests: Emily Bothfeld, Robbins Schwartz; Melissa Cayer, Citizen.

AGENDA APPROVAL

Member Johnson moved, Member Kelley seconded, approval of the agenda.

Ayes: Members Stack, Kelley, Dowell, Hill, and Johnson.

Nays: None.

Motion carried. Student Member Gonzalez advisory vote: aye.

PRESENTATION

Find it* Marketing Campaign

Dr. Proctor asked Mike Barzacchini, Director, Marketing Services, Julie DeMarco, Senior Graphics Designer, Marketing Services, and Kevin Prchal, Specialist-Digital Content, Marketing Services, to present on Harper's new Find it* enrollment marketing campaign that launched this semester. The campaign seeks to inspire prospective students in search of what's next in their lives by connecting them to the many opportunities and possibilities at Harper.

Mr. Barzacchini shared that he, Mr. Prchal, and Ms. DeMarco are excited to present Harper's new brand campaign. Harper's brand campaigns are typically on a three-year cycle to evolve as the community and environment evolves. The previous "We Are Harper" campaign cycle was extended as they found it to be perfect for helping the community through the pandemic. When they rebrand, the overall goal is to focus on enrollment, engage their most important audiences, and support the priorities of the institution.

Mr. Barzacchini explained further that when they do this type of campaign work, they base it on the fundamentals; Harper's mission, vision, strategic planning, core values, and equity agenda. For this campaign they worked with MediaPrefs, a nationwide survey of college students, provided to Harper Students leading up to the campaign to gain insight into students' attitudes coming through and out of the pandemic. They also looked at the Trellis student survey information. As campaign messages were redefined, they market tested them at POC ESL classes and one-on-one campus student interviews and they were immediately getting positive feedback.

Mr. Prchal explained that after the campaign seed idea was planted, they had many meetings amongst their team and everyone working on the campaign. They spoke with many Harper students to get their feedback on how the messaging resonated with them. After several months, they arrived at Find it* at Harper. The Find it* campaign seeks to inspire prospective students in search of what's next in their lives: opportunity, support, community, a change of pace, a second chance, a better life for their children, and more.

Ms. DeMarco explained that the Find it* mark can be used with or without the addition of “at Harper,” depending on if it's being paired with the official Harper logo. Added emphasis has been placed on verbiage and the asterisk using green from Harper's secondary color palette to draw viewers' attention and make them ponder what it means to them. They created multiple mockups and applications during the development of the campaign, providing an example in the presentation where one could find *opportunity at Harper. The asterisk may be replaced with a single word or phrase, allowing to target a specific audience, program, or service. The campaign included direct mail pieces and campus banners using community, opportunity, and momentum as the it*, which was selected based on collaborative feedback and reflects the needs of Harper's students.

Mr. Prchal highlighted the campaign with social media examples which include storytelling featuring Harper students paired with general information guiding the audience on how they can learn more. Their social media examples also include a digital ad used for advertising on Spotify. When someone is listening to Spotify, the image will pop up along with an audio ad as well. At the end of that ad, the listener has the opportunity to click on it to get to the web page to learn more about what Harper has to offer them.

Mr. Barzacchini noted that the most recent open house carried the Find it* branding and there's more to come. To sum up the campaign strengths; there's great storytelling potential, it's practical and flexible, enhances awareness of all Harper has to offer, and it's institutionally driven by college priorities. He highlighted a Twitter dialogue with an individual who commented that their “sign from the universe” came courtesy of the @HarperCollege marquee: “find it!”, which demonstrated that the campaign was resonating with folks. Mr. Barzacchini stated that he is grateful and honored to work with the marketing and communications teams as they were very collaborative in the process to create the campaign. There was also a lot of collaboration and input from academic and enrollment services, as well as inspiration and information from students and alumni. Trustees commended all involved for their outstanding work and a great presentation. Additionally, trustees are certain that this campaign will perform very well in all the many different formats marketed.

STUDENT TRUSTEE REPORT

Student Trustee Gonzalez reported on various events and activities taking place around campus this month marking the start of the spring semester to welcome students back. This includes Welcome Week tables around campus to greet students, a free showing of “Black Panther Wakanda Forever” hosted by the Student Activities Board, and bingo for the Buddy System in the student lounge with snacks and

prizes for the lucky winners. She also shared that later this month Harper will host a pool party for students to enjoy swimming, games, pizza, and fun prizes. Lastly, there will be a Club Expo for students to learn about the different clubs and organizations on campus.

Student Trustee Gonzalez shared that the Student Government Association will be having their first meeting next week, where they will begin the planning process for hosting a large-scale event where clubs and students can celebrate each other's accomplishments in a fun and entertaining way. More details will come closer to the day of the event.

She also shared her excitement for next month's National Legislative Summit trip to D.C. as she is looking forward to learning various leadership skills. She is also excited to once again meet with the other student trustees from across the country and to see all that Washington D.C. has to offer.

FACULTY SENATE PRESIDENT'S REPORT

Faculty Senate President Richmond began by responding to Mr. Barzacchini and his team's presentation as he found the new campaign very exciting and well done. He shared that with the new semester beginning, they had a very exciting orientation week which included: two diversity and equity dialogues, one put on by the Diversity, Equity and Inclusion Office and the other by the Academy, both of which have two parts. He continued by noting the second session was very much focused on diversity and equity issues in the classroom. He also noted that faculty are very positive and it's exciting as these programs directly relate to the work Harper College is doing. Lastly, he shared his contentment to see that enrollment is up for the first time in a while.

PRESIDENT'S REPORT

Dr. Proctor began with greetings from the AACC Workforce Development Institute on the west coast as she joined the meeting via phone. She reflected on Opening Week last week and Welcome Week this week and much buzz on campus as the semester starts. Opening Week incorporated fun and the inaugural Campus Conversations. Campus Conversations is a series to bring employees together to deepen discussions on important issues such as building community and equity dialogues. There were two sessions of equity dialogues; one for the general campus and the other in the academic realm in terms of equity and pedagogy. She is looking forward to that facilitating meaningful and deepened conversations turned into action where students and employees feel improved outcomes as a result.

Dr. Proctor shared a report on heating and piping concerns of building M which will require temporary schedule adjustments and shutdowns in three phases. It appears that NCH will not be impacted but Mr. Galick, Ms. Medina, and Dr. Janosik are working diligently on communicating

both with internal and external constituents as to what adjustments would need to be made. More information will be shared when available, including the source of the concern. This may require an emergency expenditure and the Board will be kept informed. She asked the team to find a way to be more proactive in planning and also for a conditions assessment to determine alternative routing for systems to maintain continuity in operations.

Dr. Proctor said spring enrollment is off to a good start. As of January 17, total FTE (CE and credit) is up 4.5% from last spring while headcount has increased by 6.6%. The enrollment increases are mainly due to adult education, continuing professional education, dual credit apprenticeships, international students, and out of district all contributing. She thanked the enrollment and marketing teams as they continue their focused efforts on building enrollment, particularly on the credit side which is still down somewhat.

Dr. Proctor said U.S. Representative Raja Krishnamoorthi shared the good news that Congress passed an omnibus budget allocating \$500,000 to help jump start the college's aviation maintenance program. This will allow Harper to lead the region in this high demand career field. Being selected for this funding through this competitive process is a testament to Harper's strong commitment to legislative affairs and the benefits it yields for the college and community. She looks forward to celebrating this federal support with Congressman Krishnamoorthi later this year, so stay tuned for more information.

Dr. Proctor also shared that Harper will be meeting on three distinct industry sectors - clean energy, manufacturing and IT - to ensure community colleges are the premier provider for workforce training in the state. She hopes that this strategic work at the state-level will strengthen Harper's existing regional efforts, with 13 active community colleges in the Northern Illinois Workforce Consortium. They've set two main goals: work credentials that have labor market value to close the skills gap in the regional workforce and collaboratively working to leverage resources and information to advance workforce initiatives in the region. More details to come on the cybersecurity and artificial intelligence work being done with Moraine Valley, which has a Center for Excellence in cybersecurity. She closed with wishing everyone a happy spring semester.

In response to Chair Stack regarding the issues in Building M, Mr. Galick and Ms. Medina stated that the issue is not due to the boilers not being up to par but is related as the underground steam condensate line connects to them. This line supplies heat to building M and ultimately the campus. They've identified the line with the leak but they

are trying to locate where the leak is to remove it and inspect it but it may require excavation. A concerning element is this steam line is only five years old. They stated that plans for the weekend are still being finalized as the boilers will need to be shut down impacting the entire campus in phase one of three.

In response to Trustee Johnson, Mr. Galick stated that the piping is located under concrete and asphalt.

STUDENT SUCCESS REPORT

Spring 2023 Opening Week

Dr. Proctor introduced the video that was shown during Spring 2023 Opening Week at the President's Address and expressed how exciting it was to see the impact through all the work Harper does and heard through Harper's student voice. The video features multiple students and faculty which speak to how Harper fulfills their mission and helps students find their passion and pursue their dreams. She shared, based on comments received after the video, that folks felt inspired and ready to start the spring semester. The video includes a faculty member finding out about an achievement of her student's which captured the authenticity in how Harper works with their students on a daily basis.

After the video was shown, Dr. Proctor noted that the video speaks for itself on the impact taking place in and out of the classroom. She expressed joy hearing the student featured who moved from hate to love for Shakespeare and seeing the national impact from the featured honors student who won national awards for their work focused on some very difficult issues. Harper aims to be at the cutting edge of curriculum and serving students who bring meaningful impact to the community now and in the future.

Trustees thanked Dr. Proctor for sharing the amazing video which emphasizes the wonderful work taking place at Harper.

HARPER EMPLOYEE COMMENTS

There were no Harper employee comments.

PUBLIC COMMENTS

Ms. Cayer asked Harper to use an online document management system for board meeting agendas, minutes, and supporting documentation such as systems used by Districts 25 and 214. She also asked Harper to use itemized tuition bills so the production cost for a course can be paid by the students commensurate with the production cost of the course. Ms. Cayer asked Harper to turn off public Wi-Fi in college buildings, not to affix more debt to property, have difficult conversations about cutting programs, and to not exploit access to District 214 students to persuade them to go to Harper.

CONSENT AGENDA

Member Hill moved, Student Member Gonzalez seconded, approval of the Consent Agenda.

Upon roll call for approval of the Consent Agenda, the vote was as follows:

Ayes: Members Stack, Kelley, Dowell, Hill, and Johnson.

Nays: None.

Motion carried. Student Member Gonzalez advisory vote: aye.

The Consent Agenda included:

The minutes for December 7, 2022 Committee of the Whole meeting, December 14, 2022 Board of Trustees meeting; accounts payable; student disbursements; payroll for November 18, 2022 and December 2, 2022; estimated payroll for December 16, 2022 and December 30, 2022; bid awards; requests for proposals; purchase orders; personnel actions; Board travel; approval of travel expense exceptions; monthly financial statements; Board committee and liaison reports; grants and gifts status report for; consortium, cooperative and State of Illinois contracts purchasing status report; as outlined in Exhibits X-A.1 through X-B.4.

Minutes

December 7, 2022 Committee of the Whole meeting, December 14, 2022 Board of Trustees meeting.

Fund Expenditures

Accounts Payable	\$21,782,888.67
Student Disbursements	\$259,302.20

The payroll of November 18, 2022 in the amount of \$3,159,697.61 and December 2, 2022 in the amount of \$3,129,319.49; estimated payroll of December 16, 2022 in the amount of \$3,144,508.55 and December 30, 2022 in the amount of \$3,144,508.55.

Bid Approvals

Ex. X-A.3.a Accept bid and award contract for the purchase and delivery of a radiology phantom for the x-ray lab to SuperTech, Inc., as the lowest responsible and responsive bidder in the total amount of \$29,752.00 as provided in the Restricted Fund budget.

Request for Proposals

There were no requests for proposals.

Purchase Orders

Ex. X-A.5.a Approve a purchase order to Holly Gaydurgis to provide interpreting services for Access and Disability Services, in the amount of \$50,000.00, as provided in the Education Fund budget.

- Ex. X-A.5.b Approve a purchase order to Grumman Butkus for professional services for Building B Central Steam Boiler Plant Upgrade Project, in the amount of \$313,500.00, as provided in the Operations and Maintenance (Restricted) Fund and the Operations and Maintenance (Unrestricted) Fund budgets.
- Ex. X-A.5.c Approve a purchase order to Anatomage, Inc. for an Anatomage Table and accessories for faculty and student use in the Center for Interprofessional Simulation and Innovation, in the amount of \$109,540.00, as provided in the PATH Grant Fund budget.
- Ex. X-A.5.d Approve a purchase order to Alvanon for dress forms for the Fashion Department, in the amount of \$37,467.00, as provided in the Perkins Grant Fund budget.
- Ex. X-A.5.e Approve a purchase order to Marsh to renew the Motorcycle Safety Program insurance policy for auto liability, in the amount of \$27,863.00, as provided in the Restricted Purposes Fund budget.

Personnel Actions

Appointments

Kwame Osafo, Professional/Technical, Healthcare PATHWAY Navigator, Advising Services, 12/19/2022, \$59,000.00/year
 Leah Stevens, Professional/Technical, CE Music and Arts Lab Assistant, Community Education, 12/12/2022, \$29,250.00/year
 Sarah Meyer, Professional/Technical, Admissions Specialist, Student Recruitment and Outreach, 12/5/2022, \$51,000.00/year
 Victoria Singer, Professional/Technical, Project Manager, Client Systems, 12/19/2022, \$66,900.00/year
 Doreen Moy, Classified Staff, Pre-School Teacher, P/T, Early Childhood Laboratory School, 12/19/2022, \$25,080.00/year
 Malitzina Salazar, Classified Staff, Administrative Assistant, Liberal Arts, 12/5/2022, \$41,106.00/year
 Sangeetha Gopalan, Classified Staff, Administrative Secretary (grant funded), Health Careers, 12/5/2022, \$42,900.00/year

Position Changes

John Lawson, Administrator, Chief of Police, Harper College Police, 1/1/2023, \$118,000.00/year
 Brenda Escutia, Supervisory/Management, Manager of Scholarships and Special Projects, Advancement and Foundation, 12/5/2022, \$64,000.00/year
 Charles Mulvey, Supervisory/Management, Senior Technical Manager, Infrastructure Services, 12/5/2022, \$109,000.00/year
 Sean Stochl, Professional/Technical, Healthcare PATHWAY Navigator (grant funded), Advising Services, 12/19/2022, \$59,000.00/year

Separations

Judy Kaplow, Faculty, Associate Professor, Liberal Arts, 12/31/2022, Retirement, 20 years 4 months
 Kathleen Canfield, Administrator, Senior Director - Job Placement and Workforce Solutions, Workforce Solutions, 12/31/2022, Retirement, 22 years 7 months
 Jonathan Powell, Supervisory/Management, Manager - Student Accounting and ERP Coordinator, Student Accounts and Receivables, 12/16/2022, Resignation, 5 months
 Jeffrey Zahnen, Professional/Technical, Technical Support Specialist, Client Systems, 11/30/2022, Resignation, 4 years 4 months
 Jesus Molina, Professional/Technical, Veteran's Center Coordinator, Student Engagement, 11/18/2022, Resignation, 2 years 10 months
 Brendan Alarcon, Classified Staff, Technician - Technical Support, Client Systems, 12/16/2022, Resignation, 1 years 4 months
 Dario DeLeon, Classified Staff, AED Technical Support, Adult Educational Development, 12/2/2022, Resignation, 5 months
 Rana Hattar, Classified Staff, Administrative Assistant, Liberal Arts, 12/2/2022, Resignation, 3 years 4 months

Board Travel Approval of travel related charges for the Board of Trustees, as presented in Exhibit X-A.7.

Travel Expense Exceptions There were no Travel Expense Exceptions.

Financial Statements Review of monthly financial statement as outlined in Exhibit X-B.1.

Board Committee and Liaison Report Alumni Liaison Report: Member Johnson reported on behalf of Member Mundt, that Harper students and alumni have the opportunity to sign up for a chance to be paired with a Distinguished Alumni mentor through the Harper Alumni Virtual Mentoring program. The program, now in its fifth year, gives prospective mentees the opportunity to learn from the careers and experiences of Harper College Distinguished Alumni, all in a virtual format.

Foundation Liaison Report: Member Hill reported progress toward the Inspire Campaign. As of December 31st, the Foundation has raised over \$29,300,000 which is 98% to the campaign goal of \$30 million by June 30, 2024. In addition, the Inspire Campaign has established 43 new scholarships.

For the Foundation financials, as of December 31st, they have raised \$1,194,000, which is 46% to fiscal year goal. The annual Giving Committee's year end direct mail generated \$74,230, which is 165% to goal.

Also reported was the qualified charitable distribution resolution. The partnership established with Illinois Community College System Foundation (ICCSF) to accept Qualified Charitable Distributions from IRA's was piloted in October – December. This has yielded \$23,550 from seven donors. This partnership has expanded new opportunities with QCD contributions. The plan is to expand this opportunity to all qualified donors in February.

ICCTA/ACCT Liaison Report: Member Kelley stated that there is nothing to report for ICCTA. For ACCT, Student Trustee Gonzalez, Trustee Johnson, and Trustee Kelley will be accompany Dr. Proctor, Jeff Julian, Chief of Staff, to the National Legislative Summit in Washington D.C. in a couple of weeks. They will meet to prepare for these meetings and fine tune their presentations. He noted that at the end of last year, in the \$1.7 trillion spending package passed, Pell grants for students increased by \$500 a year and there was also a significant increase for apprenticeship programs and other programs that benefit community colleges. Member Kelley will also be attending the Community College Baccalaureate Association conference later in February.

Grants and Gifts Status Report

Current status of operational public and private grants to the College, and status of cash donations and in-kind gifts to the Educational Foundation, as outlined in Exhibit X-B.3.

Consortium, Cooperative and State of Illinois Contracts Purchasing Status Report

Review of the monthly Consortium, Cooperative and State of Illinois Contract Purchasing Status Report, as outlined in Exhibit X-B.4.

NEW BUSINESS

Exhibit XI-A:
RESOLUTION providing for the issue of not to exceed \$5,250,000 General Obligation Limited Tax Bonds, Series 2023, of Community College District No. 512, Counties of Cook, Kane, Lake and McHenry and State of Illinois, and for the levy of a direct annual tax to pay the principal and interest on said bonds.

Member Johnson moved, Member Kelley seconded, to approve the adoption of a resolution for the issuance of not to exceed \$5,250,000 of tax-exempt (Series 2023) general obligation limited tax bonds. The adoption of the resolution contains parameters in which the final terms of sale of the bonds must fall and provides for the execution of all documents related to the sale of the bonds, as outlined in Exhibit XI-A.

Upon roll call, the vote was as follows:

Ayes: Members Stack, Kelley, Dowell, Hill, and Johnson.

Nays: None.

Motion carried. Student Member Gonzalez advisory vote: aye.

Exhibit XI-B: Approval of Amended Contract for Chief of Police

Member Hill moved, Member Johnson seconded, to approve the recommendation to approve the amended employment contract for Chief of Police John Lawson for January 1 – June 30, 2023, as outlined in Exhibit XI-B.

Upon roll call, the vote was as follows:

Ayes: Members Stack, Kelley, Dowell, Hill, and Johnson.

Nays: None.

Motion carried. Student Member Gonzalez advisory vote: aye.

ANNOUNCEMENTS

BY CHAIR

Communications

There were no communications.

Calendar Dates

Calendar dates are printed on the Agenda for Board information. The next Committee of the Whole Meeting will be Wednesday, February 8, 2023 at 5:00 p.m. in the Wojcik Amphitheater. The next Board of Trustees Meeting will be Wednesday, February 15, 2023 at 6:00 p.m. in the Wojcik Amphitheater.

ADJOURNMENT

Member Kelley moved, Student Member Gonzalez seconded, to adjourn the meeting.

In a voice vote, motion carried at 6:45 pm.

Chair

Secretary