

**MINUTES OF THE MEETING OF THE
STATE BOARD OF TRUSTEES
IVY TECH COMMUNITY COLLEGE
February 9, 2022**

Chair Stephanie Bibbs called the State Board of Trustees' meeting to order at 1:00 pm.

ROLL CALL

Trustee Emmert O'Dell called the roll, and the presence of a quorum was announced.

The following State Trustees were present in person:

Ms. Stephanie Bibbs, Chair
Ms. Kim Emmert O'Dell, Secretary
Mr. Terry Anker
Mr. Jesse Brand
Mr. Michael R. Dora
Mr. Steve Schreckengast
Mr. Kerry Stemler

The following State Trustees were present via Zoom Webinar

Ms. Tanya Foutch
Ms. Gretchen Gutman
Ms. Paula Hughes-Schuh
Mr. Harold Hunt

The following State Trustees were not present

Mr. Andrew W. Wilson, Vice-Chair
Mr. Larry Garatoni
Ms. Marianne Glick
Mr. Stewart McMillan

A. EXECUTIVE SESSION MEMORANDA:

Following notice under IC 5-14-1.5-4, IC 5-14-1.5-5 and IC 5-14-1.5-6.1(d)

The State Board of Trustees met in Executive Session on February 9, 2022 at 9:45 am at 2820 N. Meridian Street, Indianapolis, IN.

Members present were Stephanie Bibbs, Chair, Kim Emmert O'Dell, Secretary, Terry Anker, Jesse Brand, Michael Dora, Steve Schreckengast, Kerry Stemler, Tanya Foutch, Gretchen Gutman, Paula Hughes-Schuh and Harold Hunt.

The Trustees considered the following items as permitted under IC 5-14-1.5-6.1(b). For each subject, a reference to the applicable subdivision of IC 5-14-1.5-6.1 (b) and a description of that subject are included.

- (2) (B) Initiation of litigation that is either pending or has been threatened specifically in writing.
- (5) To receive information about and interview prospective employees
- (7) For discussion of records classified as confidential by state or federal statute.
- (9) To discuss job performance evaluations of individual employees. This subdivision does not apply to a discussion of the salary, compensation, or benefits of employees during a budget process.

With the Approval of these minutes the Trustees present at the meeting certify that no subject matter was discussed in the executive session other than the subject matter specified in the public notice issued for this meeting.

B. NOTICES OF MEETING MAILED AND POSTED:

Trustee Kim Emmert-O'Dell, the Secretary, confirmed that notice of February 9, 2022, regular meetings were properly mailed and posted. The public was invited to attend the meetings open to the public.

C. APPROVAL OF BOARD MINUTES:

Trustee Brand moved for approval of December 2, 2021, board meeting minutes. Trustee Dora seconded the motion, and the motion carried unanimously.

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|------------------------------|---------------|
| Stephanie Bibbs, Chair | <u> X </u> |
| Andrew Wilson, Vice Chair | <u> </u> |
| Kim Emmert O'Dell, Secretary | <u> X </u> |
| Terry Anker | <u> X </u> |
| Jesse Brand | <u> X </u> |
| Michael Dora | <u> X </u> |
| Tanya Foutch | <u> X </u> |
| Larry Garatoni | <u> </u> |
| Marianne Glick | <u> </u> |
| Gretchen Gutman | <u> X </u> |
| Paula Hughes-Schuh | <u> </u> |
| Harold Hunt | <u> X </u> |
| Stewart McMillan | <u> </u> |
| Steve Schreckengast | <u> X </u> |
| Kerry Stemler | <u> X </u> |

D. COMMITTEE REPORTS:

Item 1 Chair Bibbs called upon Trustee Michael Dora for an Academics & Student Experience Committee report. Trustee Dora reported there are no action items for approval.

Dr. Cory Clasemann presented results of interviews conducted with non-returning students. Overall these students reported a generally positive experience, but identified opportunities for improvement in several areas such as the online course experience, communication, and knowledge of available support services. An action plan has been created to address concerns the students have raised.

Jo Nahod-Carlin reported that overall Spring enrollment is down from last year, however there are several campuses who have met their overall enrollment goal for the 2021-2022 academic year, as well as those who have exceeded their headcount and FTE from last year. She also reported the college has increased applicant conversion from 29% last year to 35.7% this year. Nahod-Carlin presented Spring New First Time Student demographics and shared that females are successfully registering at a higher rate than males, the college is converting 18 - 24 year old's at 43% while adults are only converting at 30%. With all this data, the college is recalibrating the marketing spend to focus on conversion as well as adjusting our communication journeys with clear campaigns for both Systems Office and campuses to help students through each step of the process. Nahod-Carlin also shared some key successes in using Artificial Intelligence in student texting campaigns, as well as new collateral that's been created to support K-14 and Workforce recruitment as well as engagement efforts with continuing students.

Item 2 Chair Bibbs called upon Trustee Gutman for a report from the **Audit Committee**. Trustee Gutman reported there are no action items for consideration and approval. The Audit Committee met yesterday and discussed the financial and federal compliance audits, reports to the confidential hotline, received an update on pending litigation and a cybersecurity report. The committee reviewed the audit schedule for 2021-22 and the three-year audit plan and internal audit reports that had been issued since our last meeting.

Item 3

Chair Bibbs called upon Trustee Steve Schreckengast for a report from the **Building and Grounds Committee**. Trustee Schreckengast reported there are three action items for consideration and approval. The Committee received an update on the ongoing status of XBE contract spending.

Trustee Schreckengast moved for approval of **Resolution 2022-1**, Approval of Transfer of Land to City of Logansport, Kokomo Campus. Trustee Dora seconded the motion. The motion carried unanimously.

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| Stephanie Bibbs, Chair | <u> X </u> |
| Andrew Wilson, Vice Chair | <u> </u> |
| Kim Emmert O'Dell, Secretary | <u> X </u> |
| Terry Anker | <u> X </u> |
| Jesse Brand | <u> X </u> |
| Michael Dora | <u> X </u> |
| Tanya Foutch | <u> X </u> |
| Larry Garatoni | <u> </u> |
| Marianne Glick | <u> </u> |
| Gretchen Gutman | <u> X </u> |
| Paula Hughes-Schuh | <u> </u> |
| Harold Hunt | <u> X </u> |
| Stewart McMillan | <u> </u> |
| Steve Schreckengast | <u> X </u> |
| Kerry Stemler | <u> X </u> |

Trustee Schreckengast moved for approval of **Resolution 2022-2**, Approval of Shelbyville Site Lease Addendum, Columbus Campus. Trustee Foutch seconded the motion. The motion carried unanimously.

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| Stephanie Bibbs, Chair | <u> X </u> |
| Andrew Wilson, Vice Chair | <u> </u> |
| Kim Emmert O'Dell, Secretary | <u> X </u> |
| Terry Anker | <u> X </u> |
| Jesse Brand | <u> X </u> |
| Michael Dora | <u> X </u> |
| Tanya Foutch | <u> X </u> |
| Larry Garatoni | <u> </u> |
| Marianne Glick | <u> </u> |
| Gretchen Gutman | <u> X </u> |
| Paula Hughes-Schuh | <u> </u> |
| Harold Hunt | <u> X </u> |
| Stewart McMillan | <u> </u> |

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|---------------------|--------------|
| Steve Schreckengast | <u> X </u> |
| Kerry Stemler | <u> X </u> |

Trustee Schreckengast moved for approval of **Resolution 2022-3, Approval for Sale of Land, Anderson Campus**. Trustee Foutch seconded the motion. The motion carried unanimously.

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| Stephanie Bibbs, Chair | <u> X </u> |
| Andrew Wilson, Vice Chair | <u> </u> |
| Kim Emmert O'Dell, Secretary | <u> X </u> |
| Terry Anker | <u> X </u> |
| Jesse Brand | <u> X </u> |
| Michael Dora | <u> X </u> |
| Tanya Foutch | <u> X </u> |
| Larry Garatoni | <u> </u> |
| Marianne Glick | <u> </u> |
| Gretchen Gutman | <u> X </u> |
| Paula Hughes-Schuh | <u> </u> |
| Harold Hunt | <u> X </u> |
| Stewart McMillan | <u> </u> |
| Steve Schreckengast | <u> X </u> |
| Kerry Stemler | <u> X </u> |

Item 4

Chair Bibbs called upon Trustee Jesse Brand for a report from the **Budget & Finance Committee**. Trustee Brand reported there are three action items for consideration and approval.

Trustee Brand reported the Committee heard updates on tax intercepts and fiscal year 2022.

Trustee Brand moved for approval of **Resolution 2022-5, Amendment to the Ivy Tech Community College of Indiana Defined Contribution Plan, Systems Office**. Trustee Dora seconded the motion. The motion carried unanimously.

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| Stephanie Bibbs, Chair | <u> X </u> |
| Andrew Wilson, Vice Chair | <u> </u> |
| Kim Emmert O'Dell, Secretary | <u> X </u> |
| Terry Anker | <u> X </u> |
| Jesse Brand | <u> X </u> |
| Michael Dora | <u> X </u> |
| Tanya Foutch | <u> X </u> |
| Larry Garatoni | <u> </u> |
| Marianne Glick | <u> </u> |
| Gretchen Gutman | <u> X </u> |

| | |
|---------------------|--------------|
| Paula Hughes-Schuh | |
| Harold Hunt | <u> X </u> |
| Stewart McMillan | |
| Steve Schreckengast | <u> X </u> |
| Kerry Stemler | <u> X </u> |

Trustee Brand moved for approval of **Resolution 2022-6**, Approval of Contract with Truepill, Systems Office. Trustee Gutman seconded the motion. The motion carried unanimously.

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|------------------------------|--------------|
| Stephanie Bibbs, Chair | <u> X </u> |
| Andrew Wilson, Vice Chair | |
| Kim Emmert O’Dell, Secretary | <u> X </u> |
| Terry Anker | <u> X </u> |
| Jesse Brand | <u> X </u> |
| Michael Dora | <u> X </u> |
| Tanya Foutch | <u> X </u> |
| Larry Garatoni | |
| Marianne Glick | |
| Gretchen Gutman | <u> X </u> |
| Paula Hughes-Schuh | |
| Harold Hunt | <u> X </u> |
| Stewart McMillan | |
| Steve Schreckengast | <u> X </u> |
| Kerry Stemler | <u> X </u> |

Item 5 Chair Bibbs called upon Trustee Kerry Stemler for a **Human Resources & Operations Committee** report. Trustee Stemler reported there is two action items for consideration and approval.

Matt Etchison, Sr. Vice President and Chief Information Officer, presented the recommendation for the College to approve a professional services contract with Cloud for Good, LLC through February 28, 2023 at a cost not to exceed \$863,756. This contract is for professional services to rapidly build out new IvyConnect/Salesforce CRM features and capabilities including an improved application experience, optimized lead conversion, and retention paths for students who are not accepted into select admission programs.

Trustee Stemler moved for approval of **Resolution 2022-4**, Approval of Contract with Cloud for Good, Systems Office. Trustee Emmert O'Dell seconded the motion. The motion carried unanimously.

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| Stephanie Bibbs, Chair | <u> X </u> |
| Andrew Wilson, Vice Chair | <u> </u> |
| Kim Emmert O'Dell, Secretary | <u> X </u> |
| Terry Anker | <u> X </u> |
| Jesse Brand | <u> X </u> |
| Michael Dora | <u> X </u> |
| Tanya Foutch | <u> X </u> |
| Larry Garatoni | <u> </u> |
| Marianne Glick | <u> </u> |
| Gretchen Gutman | <u> X </u> |
| Paula Hughes-Schuh | <u> </u> |
| Harold Hunt | <u> X </u> |
| Stewart McMillan | <u> </u> |
| Steve Schreckengast | <u> X </u> |
| Kerry Stemler | <u> X </u> |

Trustee Anker moved for approval of Resolution 2022-4, Approval of Contract with Cloud, Systems Office. Trustee Emmert O'Dell seconded the motion. The motion carried unanimously.

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|------------------------------|---------------|
| Stephanie Bibbs, Chair | <u> X </u> |
| Andrew Wilson, Vice Chair | <u> </u> |
| Kim Emmert O'Dell, Secretary | <u> X </u> |
| Terry Anker | <u> X </u> |
| Jesse Brand | <u> X </u> |
| Michael Dora | <u> X </u> |
| Tanya Foutch | <u> X </u> |
| Larry Garatoni | <u> </u> |
| Marianne Glick | <u> </u> |
| Gretchen Gutman | <u> X </u> |
| Paula Hughes-Schuh | <u> </u> |
| Harold Hunt | <u> X </u> |
| Stewart McMillan | <u> </u> |
| Steve Schreckengast | <u> X </u> |
| Kerry Stemler | <u> X </u> |

Item 6

Chair Bibbs called upon Trustee Emmert O'Dell for a Marketing & Public Relations Committee report. Trustee Emmert O'Dell reported there are no action items for consideration and approval.

Jo Nahod-Carlin provided an overview of the Ivy Tech Brand Evolution focus groups conducted in November. The purpose of the external audience research was to inform the messaging and visual direction for the brand evolution, making Ivy Tech's next campaign as effective as possible and to ensure the creative will resonate with all audiences and allow them to draw our intended conclusions. Three different groups of stimuli were tested, including the outcomes-focused television concepts, 7 different image collages that represent graduates in various careers, and various statistics and impact statements. **Overall, participants responded positively to these outcome statistics.** Most felt that these statistics prove how important Ivy Tech is to the Indiana job force and many felt that Ivy Tech is making a difference in people's lives. Many cited these statistics are impressive. Some mentioned these statistics would positively influence them in looking further into attending Ivy Tech. **The nursing statistics seem to be a few of the most eye-catching and impressive statistics,** according to many participants. Many in Groups 1 (Parents of High School Students, Rural) and 2 (High School Students, Urban) were surprised that Ivy Tech graduates the most Indiana nurses and were impressed with the "1,500+ nurses" statistic. All other groups also found the nursing statistics impressive. **Participants were split on whether whole numbers or percentages are most motivating.** Dollar signs are eye-catching. Participants of all groups/segments overall agreed that **seeing information about where graduates work and job titles would be very valuable** and help in decision-making for attending college. Nahod-Carlin reported the college is already putting these findings into practice, especially as it relates to strategy and content decisions on the website redesign. Phase I launched on January 31. From a brand evolution perspective, we're currently conceptualizing radio scripts and working with campuses to arrange the still photography shoots that will be used for outdoor and online advertising and also on the redesigned website. After the still photography is complete, we will begin producing television. Nahod-Carlin also shared an overview of key priorities for 2022 including a focus on Tuesdays@TheTech, School Spotlight programmatic marketing, student engagement, how to videos and new collateral creation.

Item 7

Chair Bibbs called upon Trustee Tanya Foutch for a report from the **Workforce Alignment Committee**. Trustee Foutch reported there are no action items for consideration and approval.

Nursing Expansion update – Mary Anne Sloan, VP of Nursing and Health Sciences

- **Funding:**
 - IU Health provided grant of \$8.75 million
 - Beacon Health providing student sponsorships, faculty and faculty stipends – value of \$7.5 million

- Baptist Health providing facility infrastructure
- Union Health providing funding for Terre Haute campus
- Ongoing work with IHA and other health systems for additional support
- Faculty Salaries
 - Salary survey completed with consultant
 - Salaries are lower than other institutions of higher education
 - Proposal is being completed
- Faculty Recruitment
 - Statewide faculty recruitment campaign being completed
- Legislation
 - HB 1003 – Nursing Indiana Back to Health out of committee
- Enrollment
 - Application closed Feb 1 for summer which reflected an increase of 29 seats

READI Grant update – Brian Thomas, AVP of Grants

- Grants have been awarded to the various regions, ranging from \$5 million to \$50 million
- READI is a \$500 million state investment across 17 regions
- All regions including funding requests for Ivy Tech initiatives
- Chancellors, campus teams, and systems office colleagues have been working actively to secure final funding for Ivy Tech projects
- The dynamics are very fluid and final awards are expected in May or June
- IEDC is focused on project eligibility, return on investment (ROI), and experience in delivering outcomes
- Ernst Young (EY) is currently reviewing regional proposals to determine which projects are eligible/ineligible due to federal requirements.
- Ivy Tech is experienced, ready to lead our projects, and has significant experience in dealing with federal and state grants
- READI will not be the only funding source for projects. EY will work with regions to help prioritize projects and identify additional funding sources
- Grants Office, Workforce Team, and Thomas P. Miller and Associates continue to be engaged with the College and Economic Development Regions

E. TREASURER'S REPORT:

Chair Bibbs called upon Matt Hawkins, Executive Vice President Business Administration and Treasurer, to provide the Treasurer's Report.

As CFO Chase presented to you in the morning session, the college's revenue is below adjusted budget by \$4.1M due to enrollment declines.

As always, the college is living within its means, with expenses \$37M below adjusted budget at this point in the year.

The State's Biennial 2023-25 budget process will begin almost immediately after this short session ends. The data that will likely be included in the upcoming biennial budget is set. This includes student level data from the years 2016, 17 and 18 vs. 2019, 20, 21. These data are outcomes based on graduation counts, on-time graduation rates, Pell graduates, STEM graduates and Persistence metrics.

We will begin to internal develop our capital, and line-item requests over the next few months.

In each meeting from now until June of 2023 you will receive an update on that process, and where we are in the process.

Unlike many institutions, because of Ivy Tech's fiscal strength we can continue using federal HEERF dollars for covid expenses, and student initiatives like free textbooks.

The HEERF dollars that were used to replace campus enrollment decline revenue is now being employed by campuses for student success initiatives.

The fiscal health of Ivy Tech remains very strong.

Trustee Dora moved for approval of the Treasurer's Report. Trustee Anker seconded the motion. The motion carried unanimously.

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|------------------------------|---------------|
| Stephanie Bibbs, Chair | <u> X </u> |
| Andrew Wilson, Vice Chair | <u> </u> |
| Kim Emmert O'Dell, Secretary | <u> X </u> |
| Terry Anker | <u> X </u> |
| Jesse Brand | <u> X </u> |
| Michael Dora | <u> X </u> |
| Tanya Foutch | <u> X </u> |
| Larry Garatoni | <u> </u> |
| Marianne Glick | <u> </u> |
| Gretchen Gutman | <u> X </u> |
| Paula Hughes-Schuh | <u> </u> |
| Harold Hunt | <u> X </u> |
| Stewart McMillan | <u> </u> |
| Steve Schreckengast | <u> X </u> |
| Kerry Stemler | <u> X </u> |

E. STATE OF THE COLLEGE

Chair Bibbs called upon President Ellspermann to provide her State of the College report.

President Ellspermann provided administrative updates, updates on the COVID-19 response and vaccine update and strategic plan goal updates and IvyOnline.

F. OLD BUSINESS

Chair Bibbs called for old business, but there was none.

G. NEW BUSINESS

Chair Bibbs called for new business.

Trustee Brand moved for approval of **Resolution 2022-7** Appointment of Campus Board of Trustees. Trustee Anker seconded the motion. The motion carried unanimously.

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|------------------------------|-------------------|
| Stephanie Bibbs, Chair | <u> X </u> |
| Andrew Wilson, Vice Chair | <u> </u> |
| Kim Emmert O’Dell, Secretary | <u> X </u> |
| Terry Anker | <u> X </u> |
| Jesse Brand | <u> X </u> |
| Michael Dora | <u> X </u> |
| Tanya Foutch | <u> X </u> |
| Larry Garatoni | <u> </u> |
| Marianne Glick | <u> </u> |
| Gretchen Gutman | <u> X </u> |
| Paula Hughes-Schuh | <u> </u> |
| Harold Hunt | <u> X </u> |
| Stewart McMillan | <u> </u> |
| Steve Schreckengast | <u> X </u> |
| Kerry Stemler | <u> X </u> |

ADJOURNMENT

With no further business to come before the Board, Trustee Brand called for a motion to adjourn the meeting. Trustee Emmert O’Dell seconded the motion.

**STATE TRUSTEES
IVY TECH COMMUNITY COLLEGE**

Kim Emmert O'Dell

Dated February 10, 2022, prepared by Gretchen L. Keller, Recording Secretary