

**MINUTES OF THE MEETING OF THE  
STATE BOARD OF TRUSTEES  
IVY TECH COMMUNITY COLLEGE  
August 8, 2024**

Chair Andrew Wilson called the State Board of Trustees meeting to order at 1:00 pm ET.

**ROLL CALL**

Trustee Dora called the roll, and the presence of a quorum was announced with members in person and virtually.

The following State Trustees were present in person:

**Mr. Andrew W. Wilson, Chair**  
**Ms. Kim Emmert O'Dell, Vice Chair**  
**Mr. Michael R. Dora, Secretary**  
**Mr. Terry Anker**  
**Mr. Jesse Brand**  
**Ms. Jennie Dekker**  
**Ms. Gretchen Gutman**  
**Mr. Kyle Hupfer**  
**Mr. Stewart McMillan**  
**Mr. Kerry Stemler**

The following State Trustee attended virtually:

**Ms. Tanya Foutch**  
**Ms. Marianne Glick**  
**Ms. Paula Hughes-Schuh**  
**Mr. Jeremy Lugbill**

The following State Trustee was not present:

**Mr. Harold Hunt**

**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 August 7, 2024, at 1:45 pm at 8204 County Road 311, Sellersburg, Indiana

Members present were Andrew Wilson, Chair; Kim Emmert O'Dell, Vice Chair; Michael Dora, Secretary; Jesse Brand; Jennie Dekker; Tanya Foutch, Marianne Glick; Gretchen Gutman; Paula Hughes-Schuh, Kyle Hupfer, Jeremy Lugbill, Stewart McMillan and Kerry Stemler.

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 Michael Dora, Secretary, confirmed that the notice of the regular meetings on August 8, 2024, was properly mailed and posted. The public was invited to attend the meetings that were open to the public.

## **C. APPROVAL OF BOARD MINUTES**

Trustee Anker moved to approve the board meeting minutes from June 6, 2024. Trustee Dekker seconded the motion, which carried unanimously.

## **D. COMMITTEE REPORTS**

**Item 1:** Chair Wilson called upon Trustee Gutman to give the **Audit Committee** report. Trustee Gutman reported there are no action items for consideration and board approval. The audit committee met and discussed reports to the confidential hotline and cybersecurity. The committee received a report from the Systems Office Fraud Taskforce. The committee also reviewed the following items: the final Internal Audit Department budget for the fiscal year 2024-25, the audit schedule for 2024-25, and the three-year audit plan and internal audit reports that had been issued since the last meeting.

**Item 2:** Chair Wilson called upon Trustee Emmert O'Dell to give the **Marketing & Public Affairs Committee** report. Trustee Emmert O'Dell reported there are no action items for consideration and board approval.

Vice President of Marketing Kathie Fleck reported on the Achieve Your Degree marketing efforts as well as the marketing outreach to increase the number of students completing the FAFSA. She also discussed the results of the overall marketing efforts for AY23/24, which included a 147% increase in applications at a 66% overall lower cost. In addition, during AY 23/24, nearly 87% of students who applied to Ivy Tech through direct marketing registered for classes. We believe these results indicate we are better refining our communication and outreach

approach with potential students. She also outlined the plans for this AY general marketing campaign, including plans to spend \$2.1 million over the academic year for new creative materials and ad purchasing. Finally, she described a new qualitative research project kicking off in September to understand the attitudes and perceptions of traditional college-age males about college, community college, and Ivy Tech. This research will help marketing better understand how to connect with these potential students.

Emily Sandberg, Assistant Vice President of Communications – Systems Office, provided an update on the public relations activities of the College.

The College has adopted a new tool called Muck Rack to enhance the effectiveness of our PR work across the state. The tool includes a comprehensive media database, outreach platform, and monitoring and reporting capabilities. The college is now in the process of onboarding campus communicators to the platform.

The College has used Muck Rack to analyze its PR results from FY 23-24 and findings regarding Ivy Tech's article volume, share of voice, and sentiment were briefed. These data will form a baseline by which the College will measure the efficacy of its work to enhance its brand and reputation via public relations. These metrics and others will be articulated in full in the College's strategic communications plan, which is in development.

**Item 3:** Chair Wilson called upon Trustee Dekker to give the **Workforce & Careers Committee** report. Trustee Dekker reported there were no action items for consideration and board approval.

Senior Vice President Dodge described statewide activities this summer designed to highlight the impact of our Career Link departments on campuses and increase career awareness activities related to emerging industries, semiconductors, EV batteries, and biotechnology.

Dodge then described the College's efforts to fully understand Ivy Tech's role in meeting the State of Indiana's need for upskilling/reskilling within the State's targeted industries. TEconomy partners estimate that meeting the workforce demand for job openings and reskilling will require generating over 82,000 credentialed learners per year over the coming decade. The systems office and Chancellors are partnering to reimagine the college's skills training business model to enable it to meet the estimated demand. Key recommendations include implementing seamless online self-pay and registration that is compliant with college policy, exploring regional centers of excellence to address key state growth opportunities, and a centralized cost center to absorb upfront overhead fees and manage headcount and revenue distribution across participating campuses. The skills training digital marketplace the College is envisioning under the planning grant from the Lilly Endowment would house skills training opportunities offered by Ivy Tech as well as partner organizations. The College will submit an implementation plan and grant request to the Lilly Endowment in October to support this skills training modernization effort.

**Item 4:** Chair Wilson called upon Trustee Dora to give the **Academics & Student Experience Committee** report. Trustee Dora reported there are no action items for consideration, and board approval.

Provost McCurdy updated the board about the college's enrollment and retention. Enrollment for the 2023-2024 academic year ended with over 198,100 students on a goal of 180,000 – an increase of 10.9% over the previous year. For 2024-2025, college enrollment is currently 78,466 students, which is 7% above the same point-in-time a year ago. Summer semester was incredibly successful, with an increase in course enrollments of 13% (total = 39,630 students) and an increase in FTE of 12.3%. For Fall, enrollment is currently running ahead of prior years, led by re-enrollment of continuing students. The Fall semester starts on August 19<sup>th</sup>.

Student retention continues to improve at the college, with an increase in Spring-to-Summer, and point-in-time improvements for Summer-to-Fall and Fall-to-Fall retention rates. In July, the college launched the IvyConnect Student Success and Support – a system that provides all staff and faculty with new data, tools, and outreach opportunities to support student advising, career coaching, and other retention efforts.

Provost McCurdy provided the board with an overview of the college's curriculum and course development. This process engages industry experts, subject-matter-expert faculty and staff at each of our 19 campuses, and professional instructional designers to deliver curriculum aligned to meet community needs. Ivy Tech has emphasized changes to become more agile and to ensure that changes are driven by workforce needs as well as course and program outcomes. New efforts include extending the development team to support skills training offerings and engagement with curriculum committees to increase recognition of credit-for-prior-learning.

**Item 5:** Chair Wilson called upon Trustee Brand to give the **Finance & Budget Affairs Committee** report. Trustee Brand reported there is one action item for consideration, and board approval.

Chief Financial Officer Dom Chase provided the fiscal year 2024 Budget update and banking modernization, stating that check scanners and SmartSafes were installed at campus locations between April and June. This change improves business office efficiency, reduces risk, and reduces costs.

Matt Etchison, Sr. Vice President and Chief Information Officer, and Dr. Kathie Fleck, Vice President of Marketing and Communications presented the recommendation for the College to approve a contract for the renewal of its Salesforce Marketing Cloud licenses to begin on September 25, 2024, for three (3) years to run through September 24, 2027, for a total amount of \$1,857,384.

Trustee Brand moved for the approval of **Resolution 2024-22**, Approval of Salesforce Marketing Cloud Renewal Contract, Systems Office. Trustee Emmert O'Dell seconded the motion. The motion carried unanimously.

Foundation President Courtney Roberts provided the fiscal year 2024 Summary and Comparison, reaching 95% of their statewide FY24 Goal. She spotlighted Sellersburg and provided a little background on Campaign ideation and planning.

**Item 6:** Chair Wilson called upon Trustee Stemler to give the **Building, Grounds & Capital Committee Report**. Trustee Stemler reported there are six action items for consideration and board approval.

Trustee Stemler moved for approval of **Resolution 2024-23, Approval of Contract for Roof Replacement, Fort Wayne Campus**. Trustee Gutman seconded the motion. The motion carried unanimously.

Trustee Stemler moved for approval of **Resolution 2024-31, Approval to Grant an Easement Extension to Bex Farms, INC. for Drainage, Fort Wayne Campus**. Trustee Gutman seconded the motion. The motion carried unanimously.

Trustee Stemler moved for approval of **Resolution 2024-24, Approval of Contract for Roof Replacement, Terre Haute Campus**. Trustee Gutman seconded the motion. The motion carried unanimously.

Trustee Emmert O'Dell moved for approval of **Resolution 2024-25, Approval to Sell Property to Baptist Healthcare System, INC., Sellersburg Campus**. Trustee Gutman seconded the motion. Trustee Stemler abstained from voting. The motion carried unanimously.

Trustee Stemler moved for approval of **Resolution 2024-26, Approval of Anderson Lease Agreement with Amplify Hancock County**. Trustee Gutman seconded the motion. The motion carried unanimously.

Trustee Stemler moved for approval of **Resolution 2024-27, Approval of the Ivy Tech Community College of Indiana Legislative Request for Capital Funds for the 2025-2027 Biennium**. Trustee Gutman seconded the motion. The motion carried unanimously.

## **E. TREASURER'S REPORT**

Chair Wilson called Dom Chase, CFO, and Treasurer, to provide the Treasurer's Report.

Dom Chase reported report that we concluded the fiscal year in a strong financial position. This outcome is a testament to our diligent financial oversight, effective cost management, and strategic initiatives aimed at enhancing enrollment and retention rates. Our commitment to maintaining fiscal discipline has enabled us to manage our operating expenditures efficiently while exceeding our revenue targets.

We look forward to sharing more detailed information about our official financial statements at the conclusion of the annual audit, which is expected to be completed in October. This audit will provide a comprehensive review of our financial activities and confirm the strength of our fiscal practices.

In conclusion, Ivy Tech Community College remains in a robust financial state. Our strategic initiatives, coupled with strong fiscal oversight and execution, continue to drive our success. We

are dedicated to maintaining this momentum and ensuring the financial health of our institution to support our mission of providing accessible and affordable education.

We appreciate the ongoing support from the Board and the State of Indiana, which has been instrumental in our achievements. We remain committed to closely monitoring our financial performance and adapting our strategies to sustain our financial health.

Trustee Brand moved to approve the Treasurer's Report. Trustee Gutman seconded the motion. The motion carried unanimously.

## **E. STATE OF THE COLLEGE**

Chair Wilson noted that President Ellspermann provided her State of the College report during the morning committee meetings.

President Ellspermann invited Kirstin Ward, ASN Class of 2010 and Dr. Lacie Couzin, ASN Class of 2003 up for alumni spotlight to share their story.

President Ellspermann shared that all 19 campuses will offer Free Summer Courses for Hoosier High Schoolers.

President Ellspermann shared that HLC approves Pell-Eligible Prison Education Programs, noted that Ivy Tech becomes Gen Ed Partner of the Community College of the Air Force, Ivy Tech leads nation in FAAC Certified Financial aid administrators, state awards Ivy Tech nearly \$1M for Career Coaching, Ivy Tech keynotes network for Change & Continuous Innovation Annual Conference (NCCI is a membership association for higher education continuous improvement professionals including IU, Notre Dame and Purdue) and Ivy Tech becomes an AchieveWELL organization, AchieveWELL organizations have a demonstrated commitment to sustaining their workplace wellness initiatives and are considered among the "healthiest" workplaces in Indiana.

President Ellspermann spotlighted Ivy+ Career Link. We continue our summer of career development by highlighting the work of our Ivy+ Career Link team to connect career-ready students and employers. Our Career Link team brings answers to the marketplace by providing opportunities for employers to connect with Ivy Tech students and opportunities to upskill their incumbent workforce. Also spotlighting the School of Information Technology. Throughout the month of September, we will highlight the school's innovative programs and offerings, including a new series of Prompt Engineering Workshops. Given the current surge in interest surrounding Generative AI and tools like ChatGPT, the Workshops offer an engaging and valuable learning experience for people and organizations eager to stay ahead of the technological curve. We recently concluded the 2-day workshop at the Hamilton County and Evansville campuses. Other

campuses plan to launch the workshop in the Fall and use it as a feeder for Intro to AI courses from Career Link and Ivy+ IT Academy.

**F. OLD BUSINESS**

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

**G. NEW BUSINESS**

Chair Wilson called for new business.

Trustee Dekker moved to approve **Resolution 2024-28, Approval of Campus Board of Trustees**. Trustee Gutman seconded the motion. The motion carried unanimously.

Trustee Dora moved for approval of **Resolution 2024-29, Establishment of a Search Committee for the Next President of Ivy Tech Community College of Indiana**. Trustee McMillan seconded the motion. Trustee Anker abstained. The motion carried unanimously.

Trustee Brand moved for approval of **Resolution 2024-30, Election of Officers for the State Board of Trustees**. Trustee Stemler seconded the motion. The motion carried unanimously.

**H. ADJOURNMENT**

With no further business to come before the Board, Chair Wilson adjourned the meeting.

**STATE TRUSTEES  
IVY TECH COMMUNITY COLLEGE**

**Dated August 9, 2024, prepared by Gretchen L. Keller, Recording Secretary**