

Howard Community College
Board of Trustees
Retreat Minutes
February 17, 2010
Rouse Company Foundation Student Services Hall
Room 401

Board of Trustees: T. James Truby, chair; Katherine K. Rensin, vice chair; Roberta E. Dillow; Kevin J. Doyle; Mary S. Esmond; and Patrick L. Huddie. Kathleen B. Hetherington, secretary-treasurer, was also present.

Staff: Lynn Coleman, vice president of administration and finance; Nancy S. Gainer, executive director, public relations; Thomas J. Glaser, vice president of information technology; Zoe Irvin, executive director, planning, research, and organizational development; Cynthia J. Peterka, vice president of student services; and Erin Yun, director of board relations/special projects.

A. Overview of Improved Board Portal

Erin Yun gave an overview of the board portal, emphasizing the information included in it. She asked the board members if they found the portal useful and if they had suggestions for its improvement.

Trustees thanked the staff for their work to upkeep the portal and emphasized the usefulness of information on the portal. A suggestion was made that board members consider not receiving hard copies of the materials and that they download them from the portal instead. Erin Yun will contact each of the board members to discuss their preferences and board delivery options will be tailored to the preference of each board member.

B. Succession Planning

Dr. Hetherington gave an overview of the administration's succession plan, referring to the chart included in the materials that outlines the plan for succession planning for a variety of the administrative positions at the college.

The trustees also asked if the administration identified individuals internally as appropriate for career development and provided opportunities.

The board was told of the numerous programs available, including the EXCEL leadership program as well as the Morgan State doctoral program offered at the Laurel College Center.

C. Advocacy – Best Practices and Strategic Actions

Chair Truby introduced Jim Hermes, senior legislative associate from the American Association of Community Colleges (AACC). Mr. Hermes gave an overview of AACC's advocacy efforts as well as best practices in advocacy nationwide. Nationwide there is a growing trend among community colleges to hire designated individuals responsible for advocacy as well as external consultants.

He led a group discussion about advocacy at Howard Community College. The trustees discussed operating and capital funding from the state and the weight given at the state level to supporting community colleges relative to other organizations. Mr. Hermes

discussed the need to stay away from discussing college needs and instead focus on the use of persuasive data such as economic impact studies, student outcomes data, and business satisfaction surveys. He emphasized the need for colleges to have strong central leadership in statewide initiatives that focus on a collective statewide college message rather than individual colleges. The critical role played by the Maryland Association of Community Colleges (MACC) was discussed as well as the potential for and cost/benefits of more aggressive marketing and advocacy actions. Mr. Hermes focused on the need to involve an increasingly wide spectrum of key stakeholders, potentially developing legislative teams at colleges. He mentioned such an effort at the Dallas County Community College District, specifically mentioning a response to questions on pension costs that this region launched. He also mentioned having other organizations such as members of the business community or Chambers of Commerce advocate for community colleges as key parts of their agendas. Other areas of importance emphasized by Mr. Hermes included: a multifaceted communications strategy including traditional media, web, email, social media; embracing branding/logos; and developing a detailed timeline for efforts adapted to targeted groups (i.e., the legislature).

Mr. Hermes also shared actions regarding advocacy at the federal level, using an example of communications from the Community College League of California.

Elements of the campaigns that are action-oriented, i.e., they push information out to constituency groups that are otherwise unfamiliar with the community college role, were reviewed.

The retreat was adjourned at 12:10 p.m.

The above constitutes the official minutes of the February 17, 2010, retreat of the Howard Community College Board of Trustees as approved on March 24, 2010, and is a true and correct copy of same.



Kathleen B. Hetherington, secretary/treasurer