

Board of Directors Meeting

Elizabethtown Community and Technical College
Microsoft Teams Meeting
Friday, November 13, 2020
9:30 a.m. EST

Attendees

Board Members	Attended
Mr. Stan Routt, Chair	Yes
Ms. Kim Huston, Vice Chair	Yes
Dr. Steven Sargeant, Secretary	Yes
Mr. Del Chambers	Yes
Mr. Mike Phillips	No
Mr. Howard Williams	Yes
Mr. Paul Witten	No
Mr. Isaiah Dever, Student Rep.	Yes
Ms. Carla Hornback, Faculty Rep.	Yes
Ms. Judy Akers, Staff Rep.	Yes

Ex-Officio	Attended
Dr. Juston C. Pate, President/CEO	Yes

Guests	Attended
Ms. Emily Allen, Recorder	Yes

Call to Order

For the record, the Board of Directors meeting held November 13, 2020 was held via Microsoft Teams due to COVID-19 restrictions and safety recommendations from national, state, and local authorities.

Chair Stan Routt called the regular board meeting to order at 9:31 a.m. EST.

Discussion

Welcome, Introductions, and Announcements

- Chair Stan Routt welcomed everyone via Microsoft Teams.

Approval of Minutes

- **MOTION:** Dr. Steven Sargeant made the motion to approve the September 11, 2020 minutes as presented and Ms. Carla Hornback seconded the motion.
- **VOTE:** The minutes were approved by unanimous consent.

New Business

COVID-19 Update:

- Hardin County is currently a red zone for the number of positive COVID-19 cases.
- ECTC currently has about 30% of our employees on campus each day.
- The number of positive cases on campus has increased recently.
- We are continuing to monitor our positive cases to ensure no one area or department has a high number of positive cases.

Diversity, Equity and Inclusion:

- Ms. Jerisia Lamons, Director of Cultural Diversity, shared with the board an overview of the Cultural Diversity office.
- The mission of the Cultural Diversity office is to improve our URM rate (underrepresented minority groups) on campus and this specifically refers to African Americans, Hispanics, Native Americans, Pacific Islanders, and low-income, or Pell eligible, students by addressing barriers that prevent students from being successful and entering college.
- The office of Cultural Diversity works closely with Human Resources to maintain a healthy and diverse faculty and staff.
- Our Diversity Plan was developed in 2017 and is a 5-year plan. This plan focuses on three specific areas:
 - Opportunity – how we recruit and enroll our URM and low-income students.
 - Success - our retention and graduation rates and how well URM students are performing in class.
 - Impact – measure of our cultural competence.
- Each year we report to the Council on Postsecondary Education, both quantitatively and qualitatively.
- The Office of Cultural Diversity coordinates various events throughout the year to enhance diversity on campus.
 - Super Saturday – This is an annual event aimed to provide opportunities for URM students by introducing them to support services available to them on campus.
 - In order to foster success of URM students, the office of Cultural Diversity encourages students to advance register for classes, reinforces the various tutoring opportunities available, and serves as a liaison between URM students and Student Support Services.
 - The office of Cultural Diversity hosts the Beacons of Light event each year. This event celebrates the accomplishments of local African American excellence.
- Question: Has COVID-19 had a greater impact on the success of URM students?
- Answer: Based on conversations with students and those in the community, yes, URM students have been greatly impacted by the COVID-19 pandemic.

Reports

Provost/CAO Report:

Interim Provost/CAO, Darrin Powell, shared his report with the board:

- Our success rate, the rate at which students successfully pass their courses, has increased each semester since Summer 2018.
- Our withdrawal rate has gone down from Summer 2018 to Spring 2020.
- ACT and other college entrance testing continues to be a challenge, therefore, the Council on Postsecondary Education has allowed all higher education systems to use high school GPA's for admissions.
- Spring courses will look very similar to our Fall 2020 courses. The majority of our courses have moved to an online format, some classes are asynchronous, few are strictly face-to-face, and some courses have a hybrid format.
- Question: Has COVID-19 impacted absenteeism or the mental health of students?
- Answer: A fair number of students are nervous given the current state. Many students are caring for family members who are high risk and are nervous coming to campus. Faculty and staff have been as accommodating as possible and respond to each student on a case-by-case basis.

- Question: How is ECTC recruiting in high schools during this time and how do we anticipate this to impact enrollment?
- Answer: At this time, we are continuing to work with school districts and are doing so virtually. We are actively using our social media platforms to market and recruit.

Chief Finance and Facilities Officer:

Mr. Brent Holsclaw, Chief Finance and Facilities Officer, shared his report with the board:

Finance:

- Our current finance state is “ok.” During Spring 2020 we anticipated a reduction in our Fall 2020 enrollment and are approximately \$150,000 below our projected student tuition revenue figure.
- At this time, we are down approximately \$450,000 for Spring 2021; this figure may improve for the better as 2020 comes to an end.
- Our state appropriations were cut by 26% this fiscal year. We anticipate an additional cut of 8% in next year’s state appropriations, and possibly an additional cut later this fiscal year.
- In response to the cut in state appropriations, we have reduced our expenses in a variety of ways. For example, we have reduced utility usage due to fewer employees and students on campus, we are saving on travel expenses, PPE expenses are currently covered by CARES funds, and we have not filled all vacant positions.

Facilities:

- For the majority of our facility projects, we are using funds that are specifically designated for facility improvements and repairs.
- Recently, we had a flooring issue in our Academic Technical Building. A contractor was selected to assess the issue and the necessary repairs were made.
- The Academic Technical Building will continue to have classrooms painted, ceiling work completed and additional flooring replaced.
- The Science building had approximately 120’ of sewer pipe replaced earlier in the year.
- In the Spring of 2020 we began working on a master plan that will serve us for the next 6-10 years. This is a fluid plan that will continue to change and evolve over time. A campus-wide meeting was held earlier this week to gain input from faculty and staff. A survey will go out to all board members in the near future in an effort to gain additional feedback on our current master plan.
- Our signage project continues to be a work in progress. We have updated much of our exterior signage and now have new street signs, welcome signs, kiosks with maps, and directional signage. Exterior signage updates will continue through Spring 2021.

Chief of Student Affairs Officer:

Dr. Dale Buckles shared his report with the board:

- We are planning a virtual graduation ceremony for last spring and summer’s graduates. This virtual ceremony is scheduled for December 13, 2020. In addition to the virtual ceremony, we will give students the opportunity to come to campus and have their photo taken with Dr. Pate. These photos will be scheduled by appointment only and will be timed 15 minutes apart.
- The Work Ready Scholarship provided \$686,747 to 392 students during the Fall 2020 semester.
- We will have a new Director of Advising, Ms. Twana Walker, on campus beginning November 16, 2020.
- Our A-Team will hold virtual and in-person registration opportunities December 14-16 and January 5-7.
- ECTC was recently awarded a TRIO grant for an additional five years. This grant provides support for first generation students, accessibility resources, etc. ECTC has had these grant funds for the last 20 years.
- Admissions is currently processing applications.

- Our Accessibility office is hosting a variety of online workshops for faculty and staff.
- Question: How is the Veteran Center doing since it has moved to a new location?
- Answer: Veteran enrollment has declined along with the rest of student enrollment, but the ratio of veteran to non-veteran students remains the same. Due to the limited number of students on campus, there is a low amount of student traffic through the center.
- Question: How is the Ft. Knox campus doing during this time?
- Answer: The Ft. Knox campus is maintaining its enrollment numbers, advising continues, and the majority of courses are online.

Institutional Advancement Report:

Ms. Megan Stith, Dean of Institutional Advancement, shared her report with the board:

- During this pandemic our approach to recruitment has changed significantly. We have implemented personal outreach to individual prospects, we are working a multi-channel prospect communications plan, we are developing new lead pipelines, and we have shifted to a virtual recruitment plan that includes digital assets and live virtual events.
- Recruiters are contacting prospects by phone, email, (text will be coming soon).
- Recruitment is actively focused on adult prospects.
- Approximately 1,300 web leads were answered this fiscal year to date.
- Our communications plan includes direct mail, custom digital viewbooks, and automated email campaigns.
- A digital campaign launched in October that focused on Advanced Manufacturing, Business and IT, and Transfer students.
- Virtual recruitment strategies included several live events including the Modern Manufacturing 2020 event, group presentations, and virtual college fairs.
- 2020 Grant Updates:
 - Student Support Services renewal grant: \$1,555,315 over 5 years
 - Department of Labor/ UofL apprenticeship grant: \$462,630 over 4 years
 - Lincoln Trail Workforce Development Board Coding Academy grant: \$250,333
 - American Association of Community Colleges/ All Within My Hands Foundation Metallica Scholars grant: \$100,000
- A Thank-a-Thon was held giving students an opportunity to thank faculty and staff who have helped them throughout their educational journey.
- Question: Does recruitment focus on family members of military?
- Answer: ECTC works closely with the Knox Regional Development Association developing ways to reach military populations and their families.
- Question: Will the Modern Manufacturing 2020 link be shared?
- Answer: Yes, Ms. Stith will share the link with all board members.
- Question: Who writes ECTC's grants and how are the grants found?
- Answer: Ms. Patty Hawkins is our Director of Grants. ECTC finds grants in a variety of ways including through relationships with grant program officers, mailing lists, searching federal opportunities, etc.

Human Resources Report:

Ms. Whitney Taylor, Director of Human Resources, shared her report with the board:

- ECTC has been on a hiring frost, only filling positions as needed, however we are starting to conservatively hire for some positions.
- KCTCS will be hiring a talent acquisitions position and this person will be tasked with recruiting strong minority talent and will serve as a pipeline to all 16 colleges.
- The KERS employee contribution rate, for benefits and taxes, changed last year from 43.5% to 89%. However, ECTC was able to stay at the 43.5% rate this year and KCTCS will be requesting

the same rate from legislature for next year. We currently have 14 employees in the KERS system. The compensation rate for these employees will be 93% next fiscal year.

- Human Resources had a 100% completion rate in mandatory training and open enrollment.

President/CEO Report:

Dr. Juston Pate shared his report with the board:

- Ms. Carla Hornback shared the ALIGN project with fellow board members:
 - The ALIGN project is a system-wide project.
 - Higher Education is changing, and a new model of competency-based education is emerging.
 - For many, the pathway to the middle class, and a stable job resulting in financial stability, has changed.
 - In the past, on average, more education yielded more money. Today, sometimes less education can be worth more. The average BA holder earns \$61,000/year and the average IT certificate holder working in their field earns \$70,000/year.
 - ALIGN is an educational model aligned to the knowledge and skills most relevant to state, regional, and local workforce needs in it general education, technical education, and workforce solutions offerings.
 - A new model must stay true to the KCTCS mission, have a community that surrounds each learner, be flexible, leads to workforce readiness, and be applicable to all modes of delivery.
 - ALIGN will be shaped key stakeholders including KCTCS faculty and staff for all 16 colleges, students, employers, industry partners, government agencies, and other Commonwealth constituents.
- ECTC will be implementing an 8-week exclusive schedule beginning Fall 2021. All 12 and 16-week courses will be modified to fit an 8-week schedule. Many colleges have implemented an 8-week schedule and have had improvements in student completion and retention rates. Additionally, students frequently have higher GPA's on an 8-week schedule. By moving to an 8-week schedule, our programs will have better continuity and will focus on student success. A communication plan outlining these changes will be distributed to employees and students in the near future.

Meeting Adjournment

A motion was made by Mr. Howard Williams and seconded by Mr. Del Chambers to adjourn the meeting, motion carried.

The meeting adjourned at 11:25 a.m. EST.

Next Board Meeting

The February 12, 2021 board meeting will be held via Microsoft Teams due to the status of COVID-19 restrictions and safety measures.

Minutes respectfully submitted by,

Emily Allen

Digitally signed by Emily Allen
DN: cn=Emily Allen, o=ECTC, ou=Executive
Admin, Assistant, email=emily.allen@kctcs.edu,
c=US
Date: 2021.02.17 09:32:15 -0500

Emily Allen, Recorder

 2/18/2021
Steven Sargeant, Secretary