



HEARTLAND
COMMUNITY COLLEGE

**MINUTES OF THE REGULAR MEETING OF THE
HEARTLAND COMMUNITY COLLEGE BOARD OF TRUSTEES
December 13, 2022**

Members present: Mary Campbell, Joshua Crockett, Jeff Flessner (via Zoom), Janet Hood, Cecelia Long, Becky Ropp, Tom Whitt, Rodney Billerbeck

Members absent:

Others present: Keith Cornille, Sarah Diel-Hunt, Kelli Hill, Terrance Bond, Steve Fast, Barb Leathers, Jason Nelson, Amy Pawlik, Justin Knorr, Chris Downing, Josh Woods, Kelly Stogner, Scott Bross, Amy Humphreys, Scott Bolbock, Megan Rolfs, Claire Moody, Brad Kafer, Lindsay Eickhorst, Brian Lambert, Angie Coughlin, Jen O'Connor, Todd Burns, Sarah Tipton, Christine Schulz, Scott Bross (via Zoom)

Vice-Chair Janet Hood called the Regular Meeting of the Board of Trustees of Heartland Community College to order at 6:05pm at Heartland Community College in Normal. The roll call was followed by the Pledge of Allegiance to the flag of the United States of America.

ADOPT AGENDA

Ms. Becky Ropp moved to adopt the agenda. Mr. Josh Crockett seconded. A voice vote was taken. Motion approved.

PUBLIC COMMENT

No public comment.

PRESIDENT'S REPORT

Dr. Keith Cornille stated that the spring term enrollments remain positive, though there are still a few weeks before that term begins. Dr. Cornille extended an invitation for all in attendance at the meeting to join Heartland staff for an end of term celebration, *A Heartland Hallmark Holiday*, December 15 from 1:30-3:00pm in the WDC Atrium.

Student Success Spotlight: Hawk Squad

Kelli Hill, VP, External Relations introduced Megan Rolfs, Executive Director of Marketing. Ms. Megan Rolfs shared information on Heartland's new student outreach program, the Hawk Squad, piloted this fall under the leadership of Marketing and in collaboration with the Student Engagement and Development departments. The goals of the Hawk Squad program are to highlight Heartland students, connect them with the Heartland campus and community, and tap into their peer networks to engage with more students on campus and through social media. In turn, students serving on the Hawk Squad gain valuable experience in professional settings and opportunities to network within our community.

The Hawk Squad currently consists of: Nathan DeMarb, 2nd-year Business major from Normal, IL, Lidia Halder, 2nd-year Business major from Malumghat, Bangladesh, and Claire Moody, 1st-year Psychology major from Normal, IL.

These students have been representing HCC in a variety of ways, by attending events, playing the role of Hunter Hawk, writing thank you cards to donors, promoting food trucks, and serving as the face of Heartland. Heartland had student representation at 10 events this fall, where the students engaged with around 350 individuals. Claire Moody, spoke about her experience and opportunities she has had as a Hawk Squad member.

The Hawk Squad has also made a great impact as social influencers by sharing the College's content on social media. These efforts have increased Heartland's reach on Instagram by 77.42% and our engagement by 178.57% since July 1.

Ms. Rolfs spoke about the future of the Hawk Squad, the squad's growth with the addition of students, and growth on social media.

College Spotlight: Continuing Education

Kelli Hill, VP, External Relations, provided information on Continuing Education and introduced Amy Humphreys, Dean Continuing Education, Scott Bolbock, Director of Effectiveness, Continuing Education, Angie Coughlin, Director of Outreach and Professional Development, and Christina Schulz, Director of Business and Industry Solutions.

Ms. Humphreys gave an update on Continuing Education (CE). Multiple initiatives and proactive strategies have been executed as part of planned continuous improvement efforts and to rebound from COVID impacts. Highlights of FY22 include: CE enrollments up 70% from FY21, though still lagging pre-COVID FY19 by 10%; most programs on track to match or exceed pre-COVID enrollments this year or next; October 2021 was the launch of the partnership with Nussbaum for Truck Driver Training and Nussbaum has increased the number of trucks from one to three and instructors from one to four; the additional student capacity, student support from HCC scholarships and Workforce Equity Initiative, and new state regulations combined to double enrollment for Truck Driver Training from FY21 and top pre-COVID enrollment by over 70%; and Facilities Rentals revenue and client base in FY22 more than doubled from FY21 with revenue increased 11% over pre-COVID FY19.

Professional Development (PD) growth since FY19 has been substantial, especially in customized trainings. Sustaining that trajectory of year-to-year increases will level off since Heartland's service area is finite, and the team has achieved significant market penetration as evidenced by the increase in contracts and individuals served. In FY23, the Business Solutions Showcase and other outreach activities will continue generating new clients, but the primary focus will be securing repeat business. Given increasing inflation and the reality that CE enrollments are quite discretionary in nature, other areas within CE may see a leveling in enrollments as well. CE staff will continue adjusting programming to ensure strong go-rates and fill-rates are sustained and aligned with staff capacity and community demand.

FY23 enrollments to date are on track. The Kids@Heartland program served 1,160 youth this past summer; adult summer enrollments more than doubled over the previous summer; and fall enrollments are tracking 5% over last fall. Phase 1 modernization is also underway at the Challenger Learning Center. Partnering with Facilities, IT, and the national CLC organization, a new Mission Control will be installed in the current briefing room and the equipment brought from the Prairie Aviation location will be decommissioned. It is projected to be ready for fall 2023 STEM experiences.

Student Management System Update

Sarah Diel-Hunt, VP, Enrollment and Student Services provided information on the timeline of the Student Management System with Phase I going live October 2021 (Element 451) and October 2022 (Navigate). Dr. Diel-Hunt then introduced Brad Kafer, IT Project Manager, Lindsay Eickhorst: Dean, Enrollment Services, and Brian Lambert: Director, Admissions and thanked them for their work on this project.

Ms. Eickhorst and Mr. Lambert presented the two student management systems: Element 451, a customer relationship management (CRM) system for prospective students, and EAB Navigate, a student success management system (SSMS) for enrolled students. The systems are designed to enhance and personalize student communications, de-silo student support services, promote and support guided pathways advising and prioritize staff time so that limited human resources can be spent providing high touch communications and services to students who need it the most.

Highlights of the presentation include the following. In October 2021 the campus visits feature went live in Element 451; January 2022 additional features such as general student communications and follow-ups were implemented; and November 2022 the student tasks feature was implemented which includes the ability to send automated/personalized communications to students to nudge them through the admissions process. While still in the early stages of implementation, the system is performing very well, achieving the desired results of: 1) having a highly professional virtual front door for prospective students and their families to schedule campus visits and move through their admission process; 2) improving timeliness of response to prospective students; 3) creating workflow efficiencies and consistencies for staff; and 4) allowing staff to focus their time on high touch interactions with prospective students.

In the Fall 2021, the implementation of the EAB Navigate student success management system began, which has now been branded as Heartland Navigate. This system features a care team approach, connecting support services such as academic advising, success coaching, tutoring and faculty to surround each student with their own personalized care team of staff who are sharing information and alerts to inform student outreach and intervention. The system went live in October 2022. Students are scheduling spring courses and being encouraged to make all their service appointments through this system (e.g., tutoring sessions, academic advising appointments, success coaching appointments, etc.).

Cabinet Reports

Rick Pearce, Provost and VP, Academic Affairs reported that the commission on accreditation of the Physical Therapy Education has reaffirmed our accreditation of the Physical Therapist

Assistant Program for another ten years. Dr. Pearce also reported that Heartland faculty Dameron Beverly and Julie Carr received Nurse Educator Fellowship awards from the Illinois Board of Higher Education (IBHE) and the Illinois Nursing Workforce Center (INWC) Advisory Board.

Amy Pawlick, Associate VP, Enrollment and Student Services reported that one program launching in January is Night Hawks. The Night Hawks program is evening childcare to be provided for free to students and at different tiers for employees. Dr. Pawlick also reported that a \$212,000, one-year grant was received to expand the HALO program. Students were invited to apply for a box of food to assist them over the break. There have been 25 students interested so far. In addition, there was an internal food drive to supplement the student food pantry.

FINANCIAL REPORT

Finance Committee

Justin Knorr, Controller reported that staff recommends the approval of items 8.1, the 2022 Tax Levy, and 8.2, the issue of not to exceed \$12,750,000 General Obligation Bonds, Series 2023, for the purpose of paying claims against the College, and stated that both items had been presented to the Board during recent months. The resolutions presented complete the necessary Board action for both the levy and current debt certificates to funding-bonds biennial process. The Finance Committee has begun discussing assumptions for the Fiscal Year 24 budget, most notably tuition and fee rates and enrollment projections. As is standard practice, staff will collaborate with the Student Government Association regarding tuition and fee rates for next year and a recommendation will be brought to the Board in February. Next month, staff will provide a mid-year budget update while presenting the strategic budget for the next three fiscal years.

TRUSTEE REPORTS

ICCTA

Mr. Tom Whitt reported that he attended, along with Ms. Janet Hood and Dr. Cornille, the Governance Leadership Institute at Triton College. Information presented included board governance, relations with presidents, and how boards can work together for the good of the institution.

The East Central Region meeting that was to be held on December 9 will be rescheduled for a date to be determined in February 2023. The National Legislative Summit will be February 5-8, 2023, in Washington D.C. The next ICCTA meeting will be in March.

Student Trustee

Mr. Rodney Billerbeck reported that as the student body representative on the board, it is important to make every effort possible to advocate for students and tackle concerns that arise. Mr. Billerbeck asked the Board to direct the President to establish a Textbook Affordability Presidential Task Force to explore options to address the increasing cost of textbooks.

The Student Senate heard from the Heartland Financial staff on a presentation on Heartland's

budget. The presentation provided an overview of tuition and fee descriptions, revenue sources, and expenditures, and gave students an opportunity to ask questions or provide any comments.

To build up textbooks in our inventory for the Textbook Swap, SGA is hosting its Textbook Swap Donation Days November 30 - December 16. Earlier this month, Heartland Activities Committee and Student Leaders in Community Engagement wanted to bring a little Holiday cheer before finals by hosting students for ornament painting and card decorating. Students were able to take their cards and ornaments home or donate them to local nursing homes here in the community.

Calendar of Upcoming Events

Chair Flessner noted the Calendar of Upcoming Events is available to the Board.

CONSENT AGENDA ACTION ITEMS

Ms. Tom Whitt moved to approve:

- The ratification of bills paid during November 2022.
- The minutes of the Public Hearing and regular Board meetings November 15, 2022.
- Travel expenditures by members of the Board of Trustees and travel expenditures that exceed maximum reimbursable rates by Heartland Community College employees submitted since the last meeting of the Board of Trustees.
- The Board of Trustees 2023 regular meeting calendar as provided.
- Awarding the bid of commencement ceremony regalia for FY23, FY24, and FY25 to Jostens, Inc.

Mr. Josh Crockett seconded. A roll call vote was unanimous. Motion approved.

NON-PERSONNEL ACTION ITEMS

Tax Levy Resolution

Ms. Becky Ropp moved to adopt the “Resolution Regarding Amounts Necessary to Be Levied for The Year 2022” and Certificate of Tax Levy as presented. Mr. Josh Crockett seconded. A roll call vote was unanimous. Motion approved.

Issue of not to exceed \$12,750,000 Taxable General Obligation Bonds

Mr. Josh Crockett moved to approve the resolution providing for the issue of not to exceed \$12,750,000 Taxable General Obligation Bonds, Series 2023, of Community College District No. 540, Counties of DeWitt, Ford, Livingston, Logan, McLean and Tazewell and State of Illinois, for the purpose of paying claims against said Community College District, providing for the levy of a direct annual tax sufficient to pay the principal and interest on said bonds, and authorizing the sale of said bonds to the purchaser thereof. Mr. Rodney Billerbeck seconded. A roll call vote was unanimous. Motion approved.

PERSONNEL ACTION ITEMS

Monthly Personnel Actions

Ms. Cecelia Long moved to approve the recommendation as presented in Board Agenda Item 9.1. Mr. Tom Whitt seconded. A roll call vote was unanimous. Motion approved.

Emeritus Designation

Ms. Becky Ropp moved to approve the resolution of the Board of Trustees of Heartland Community College in Special Recognition of Distinguished Service to Heartland Community College, the Heartland Board of Trustees Confers, With All the Rights and Privileges Thereto Appertaining, the Title of Emeritus Upon the Following Employee(s):

Name

Former Position Title

Wanda Sanders

Administrative Assistant, Records

Darcia Gillan


Administrative Assistant, Health Sciences

Ms. Cecelia Long seconded. A roll call vote was unanimous. Motion approved.

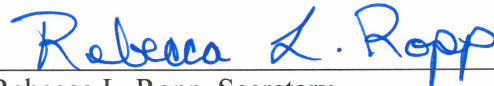
ADJOURNMENT

Ms. Becky Ropp moved to adjourn. Mr. Rodney Billerbeck seconded. The voice vote carried, motion approved.

The meeting was adjourned at 8:00pm.



Janet Hood, Vice-Chair



Rebecca L. Ropp, Secretary

*Note: The student vote is advisory only