

**WORKSHOP OF THE BOARD OF TRUSTEES
HEARTLAND COMMUNITY COLLEGE
Community Commons Building, Room 2012
1500 W. Raab Road, Normal, IL
February 20, 2024
5:00pm – Board Workshop & Dinner**

MINUTES

Members Present: Becky Ropp, Janet Hood, Josh Crockett, Tom Whitt, Andria Merkle;
Cecelia Long and Mary Campbell joined after roll call

Members Absent: Jeff Flessner

Others Present: Keith Cornille, Noah Lamb, Jd Davis, Nora Dukowitz

Chair Becky Ropp called the meeting to order at approximately 5:02 pm. Roll call was taken. There was no public comment.

President Keith Cornille introduced the topic of the workshop, a spotlight on the Business Enterprise Program (BEP), and turned the floor over to Jd Davis, Heartland's Associate Director of the Business Office and Purchasing, for a presentation. She gave an overview of the creation of the program and what it involves. There is an online portal that lists all BEP certified vendors. Community colleges have an aspirational goal of using 20% BEP vendors, but most fall short, often due to lack of vendors in their area. Most community colleges currently only hit the single digits for their percentage of BEP usage.

She reviewed Heartland's current outreach efforts to increase Heartland's percentage, including sending letters to community businesses identified as minority-owned and attending conferences and events that target minority-owned contractors and suppliers. Outreach happens both externally and internally. Internal outreach includes education efforts with those that perform purchasing activities at the College.

Ms. Davis showed a comparison of BEP spending over FY21, FY22, and FY23. FY23 saw a considerable uptick due to building projects on campus.

There are more outreach efforts planned for the future. HCC is communicating with ISU to create a combined diversity vendor event. More training sessions are planned for HCC staff. BEP certification trainings are planned for local vendors to become certified. A focus group is in the works for BEP vendors to get them to campus and figure out how to better engage them.

Discussion ensued. The following potential action items emerged:

-Have conversations with various organizations about how to increase outreach to and engagement with minority-owned businesses. These organizations include the Chamber of Commerce, the Minority Center for Business Development, the NAACP, and other community colleges (both staff to staff and Board member to Board member).

-Consider hosting a vendor event at HCC and make it as easy as possible for organizations to participate.

-Report out annually on HCC's BEP program and associated metrics.

-Include a BEP update every June and December in a communication and/or presentation from President Cornille to the Board.

-Prepare a list of talking points on this subject that the Board can utilize in the community and/or with legislators.

-Put a question related to this topic on a future ICCTA roundtable discussion.

At approximately 5:51 pm, Ms. Janet Hood made a motion to adjourn, which was seconded by Mr. Tom Whitt and passed unopposed.


Ms. Becky Ropp, Chair


Mr. Josh Crockett, Secretary